

etracker

Analytics without data loss for good.



Consent-free web analytics for higher ad return and more conversions.

With solutions that require consent such as

Google Analytics (GA4)

companies have to choose between “the devil and the deep blue sea”: legal compliance or reliable data quality. The extended consent mode also requires the prior consent of users.

	With consent only	With extended consent mode
Legal compliance according to GDPR and TDDDG	 yes <small>but US transfer risk and joint controlship</small>	 no
Sufficient database and reliable data quality	 no	 yes <small>but questionable extrapolations</small>

With the consent-free solution

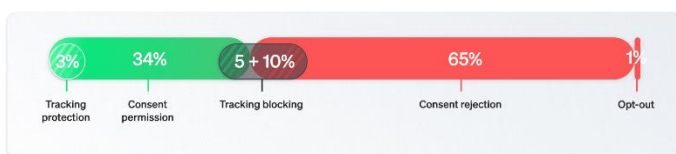
etracker analytics

companies can measure all visits and conversions in harmony with the legal requirements. Thanks to custom tracking (sub-) domains, tracking blocking and cookie restrictions by ITP are prevented.

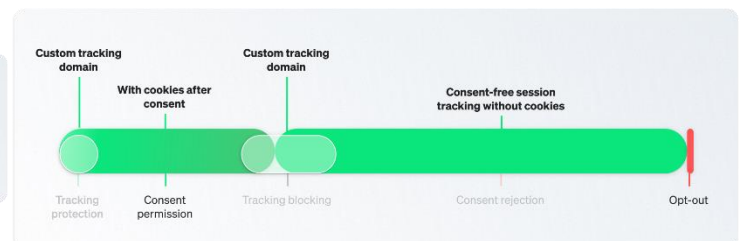


„In cookie-less mode (standard mode), the use of etracker analytics is lawful in accordance with the GDPR and TDDDG without any consent

According to the etracker benchmark study from Nov. 2023, on average less than a third of conversions can be legally attributed with GA4:



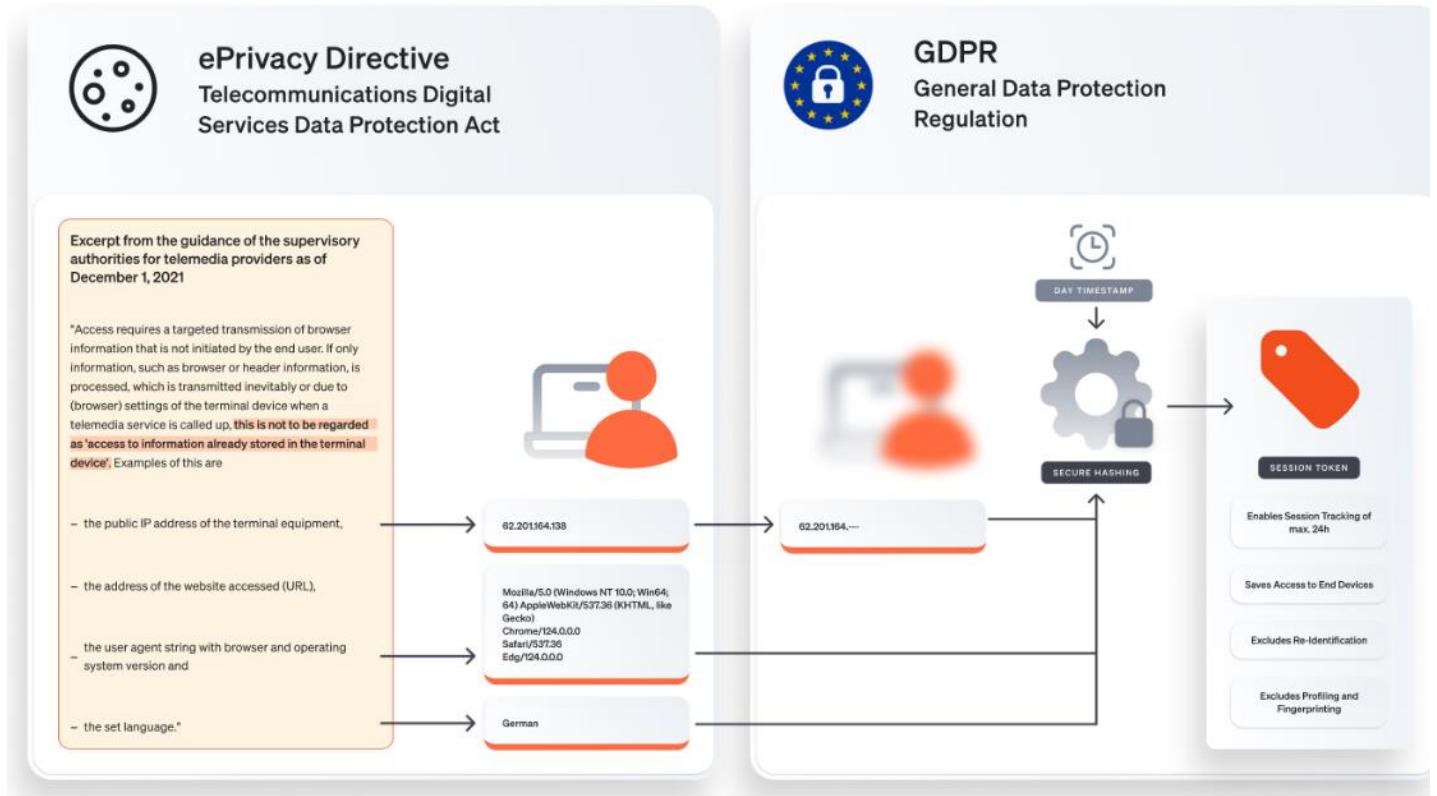
This guarantees the best data quality and makes you independent of consent:



And that's how it works

The consent-free session tracking method fulfills both the requirements of the TDDDG with regard to end device access

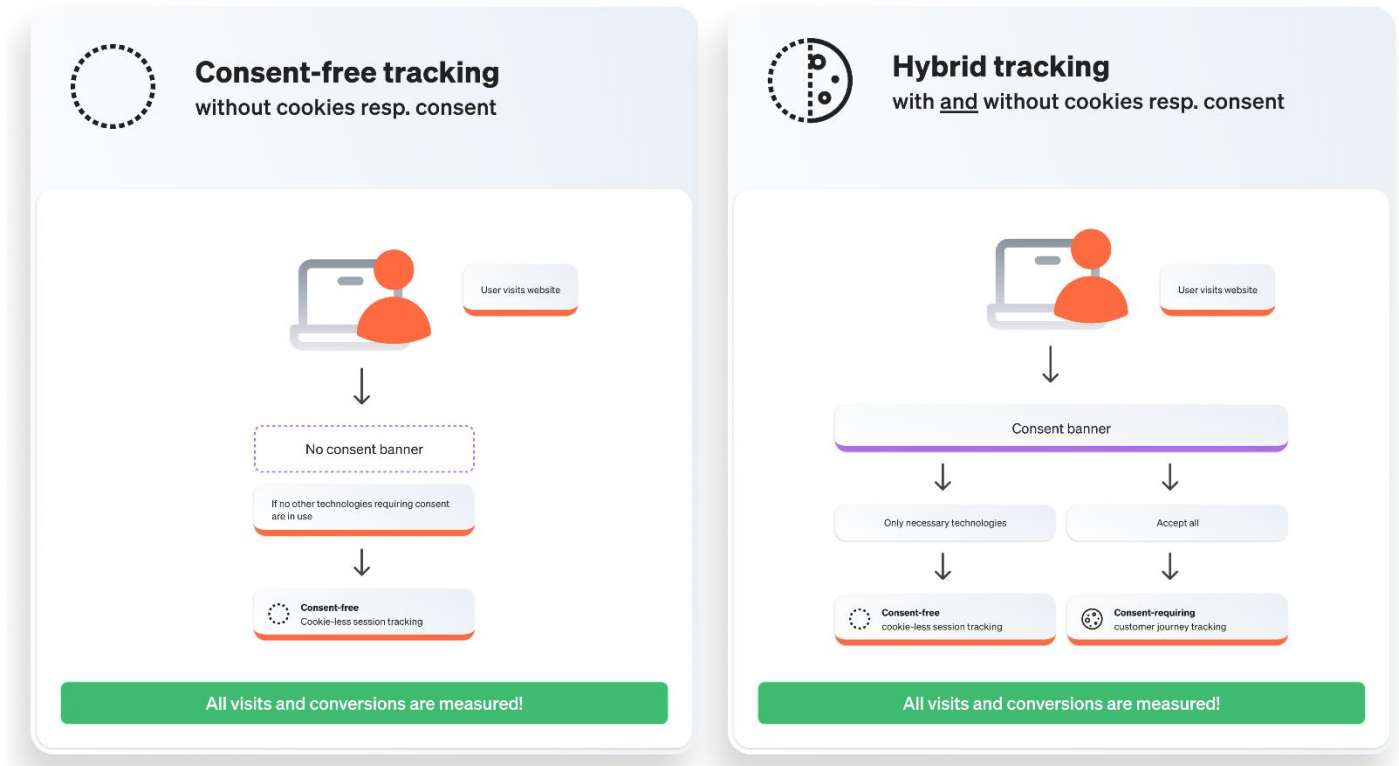
and the GDPR with regard to the processing of personal data.



Two modes to choose from

If no third-party tags requiring consent are used, consent dialogs can be dispensed with completely.

Otherwise, consent is used to control the tracking mode with and without cookies, but not to switch measurement on or off.



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Finally all three from a single source.

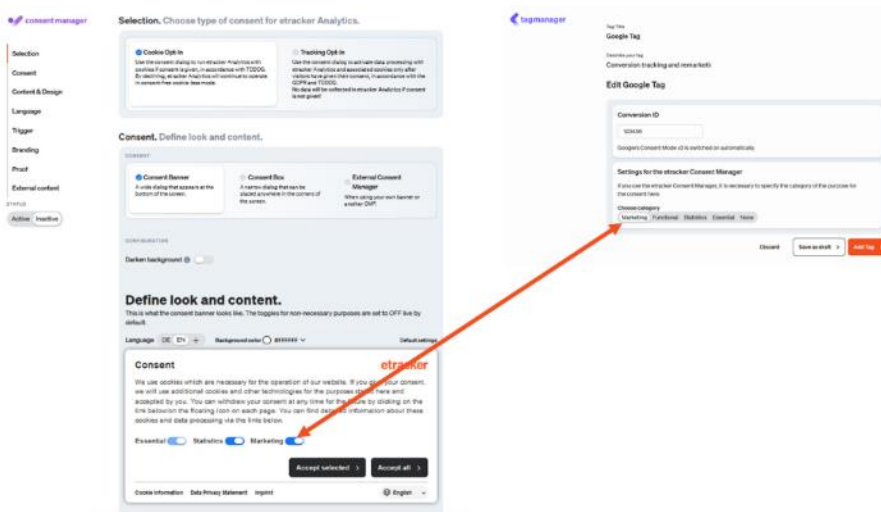


Auto-event tracking of all standard events (downloads, videos, external links, etc.) and auto-scroll tracking simplify and speed up integration. Individual events, segments, conversion actions and processes can be easily created via tag configuration without programming.

For **third-party tags**, the integrated tag and consent management is the perfect all-in-one solution for managing consent and controlling tags conveniently and in compliance with data protection regulations.

ETRACKER TAGS

- etracker Event**
Enables Events
- etracker Onsite Campaign**
Enables Onsite Campaigns
- etracker Conversion**
Enables Conversions
- etracker Dimensions**
Enables Dimensions
- Wrapper**
Enables virtual pageviews

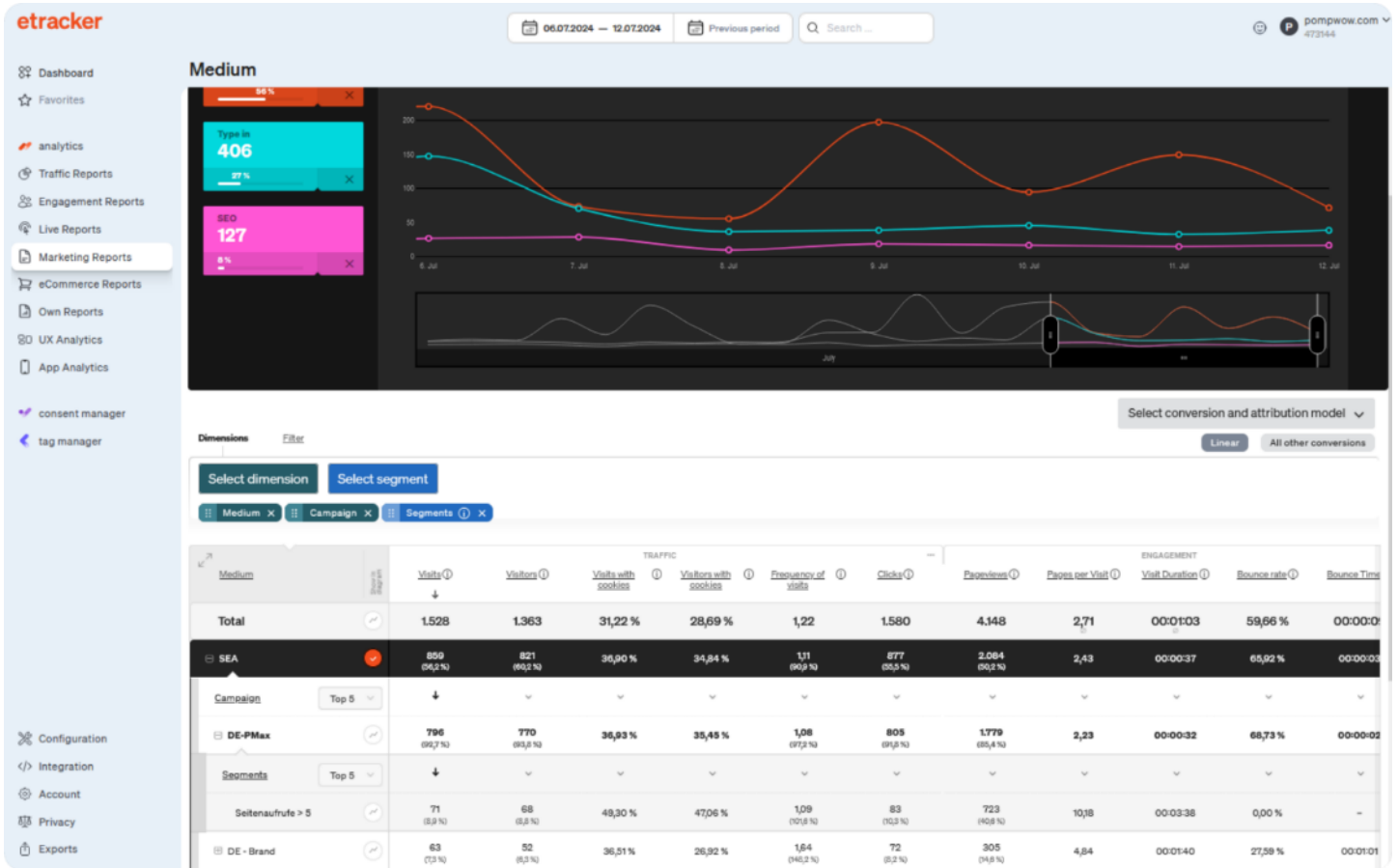


This offers several **advantages**:

- Only one code in the website
- **Third-party tags are automatically controlled via consent management and do not have to be laboriously updated there!**
- No extra CMP license or tag manager required
- Data protection-friendly: cookie-less tag management (optionally via custom domain)
- Small code size leads to faster loading times and improved core web vitals

The functions and the modern UI inspire marketers and analysts. These include multidimensional drill-downs,

own behavioral segments, own channel grouping, scroll maps, click paths and much more.



In addition to various reports in etracker analytics, the data can also be used in third-party systems:



DATA PIPELINES

BI & Data Warehouse Sync

Simply query raw data and use it for AI-driven analyses and visualizations, for example



REPORTING API

Looker Studio, Power BI & Co.

Generate requests with a click and thus dynamically query any reporting data



CONVERSION UPLOAD

Marketing Platform Sync

Automatically upload all attributed conversions to Google Ads, Microsoft Ads, Meta Ads & Co.



EMAIL & ALERTING

Automated reporting

Easily configure alerts and set up regular reports in all standard formats or provide access

SIGN UP FOR A 30-DAY FREE TRIAL

Do the data quality check!

Start now >

CONTACT US

For more information or a demo send an email to

sales@etracker.com >