

## **Future-proof data in Google Analytics**

First-party user identification and data collection

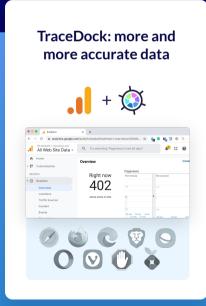
36%

## Of users in EU use a browser with tracking prevention

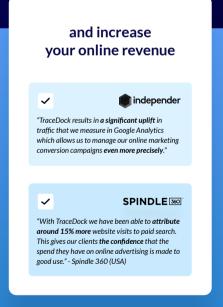
Most browsers with tracking prevention block all data towards Google Analytics. Safari is different: it limits cookies to 1 to 7 days, by which returning visitors are being identified as new visitors in Google Analytics.











LIVE AT 500+ DOMAINS

SERVICED THROUGH 60+ PARTNERS





















Fingerspitz.

**independer** 









