



The Integration Platform for Data Quality, Compliance and Control.



The average enterprise organization uses ~120 third-party marketing and advertising tools. This means your customers' information might be collected by more than **100 third parties every time they visit your website**. Negative impacts can be felt across the company, in areas like marketing, advertising, web performance, security, and compliance

Marketers are under immense pressure to maximize the performance of their websites and make the most of their investments. But with the rise of Safari ITP, ad blocker usage, and third-party tags, it can be difficult to track and measure performance accurately.

That's where we come in. MetaRouter is the leading solution for marketers looking to increase match rates and addressability of unknown users, boost website performance, and grow their business overall.

Why Marketers are Choosing MetaRouter

- ✓ **Faster page loads, which lead to more conversions.**
MetaRouter is the single browser tag to integrate data with almost any other tool.
- ✓ **Higher return on ad spend (ROAS).**
When data is consistent across partners and identity is more effective, ad decisions are based on far more accurate information.
- ✓ **No more identity crisis.**
3rd-party cookies will go away, but MetaRouter uses proprietary technology to ensure a consistent identity mechanism across 3rd parties.
- ✓ **Complete control.**
MetaRouter collects data in a 1st-party context, which means your organization owns it. Even MetaRouter can be restricted from sensitive information.
- ✓ **High match rates due to less ad-block interference.**
Ad-blockers are built to target calls from specific advertising tools, not MetaRouter.



- ✓ **Total compliance.**
Instead of relying on a 3rd party's promises to meet cookie and consent management for laws such as GDPR and CCPA, protect the data yourself.
- ✓ **Easy to add more marketing or advertising tools to run more campaigns.**
MetaRouter integrates with almost any marketing and advertising tool without requiring the addition of a new browser tag.

How We Help Marketers Maximize Their Impact

Increase Website Performance by Removing Third Party Tags

Boost your marketing ROI and enhance website performance, including SEO, traffic, and conversions, by removing third-party tags from your site. It's a cost-effective essential for marketers seeking to maximize their online presence without straining the budget.

Significantly Increase Your Addressable Audience with Anonymous Users

MetaRouter's persistent identifiers ensure uninterrupted tracking and higher match rates across all browsers, overcoming ad blocker and browser limitations. Our Sync Injector tool empowers marketers to establish a comprehensive ID graph within your site's 1st-party context without relying on client-side tags and libraries. Convert anonymous page visitors into valuable leads for elevated marketing strategies.

70%

Increase in targetable audiences with anonymous to known

43%

Optimize Return on Ad Spend

Maximize revenue and ROI by unlocking the full potential of your ad inventory. With our first party approach, gain up to 43% more inventory, even in an ad-blocker prevalent environment.



Significantly Boost Your Performance Tracking

Safari ITP and increasing ad blocker usage have quietly eroded marketing performance, making it crucial for organizations to pinpoint their most effective investments. MetaRouter uncovers crucial data signals in challenging tracking environments, empowering marketers to own and leverage valuable data for post-cookie use cases and measurement opportunities.

Speed Up Time To Value and Deploy New Tech Faster

Accelerate your time to market for marketing tags without requiring extensive IT scrutiny. Our server-side solution provides transparency to data integrations, empowering your team to swiftly assess risks and execute current and future data utilization strategies efficiently.

Unify Your Data Stream and Eliminate Data Discrepancies

Resolve data discrepancies and vendor complexities with our unified data stream, offering clarity in customer data usage. With full control over integrations, you gain insights into vendor data usage, reconcile discrepancies, and make informed investment decisions. Harmonize your data, optimize your marketing, and enhance your confidence in your investments.

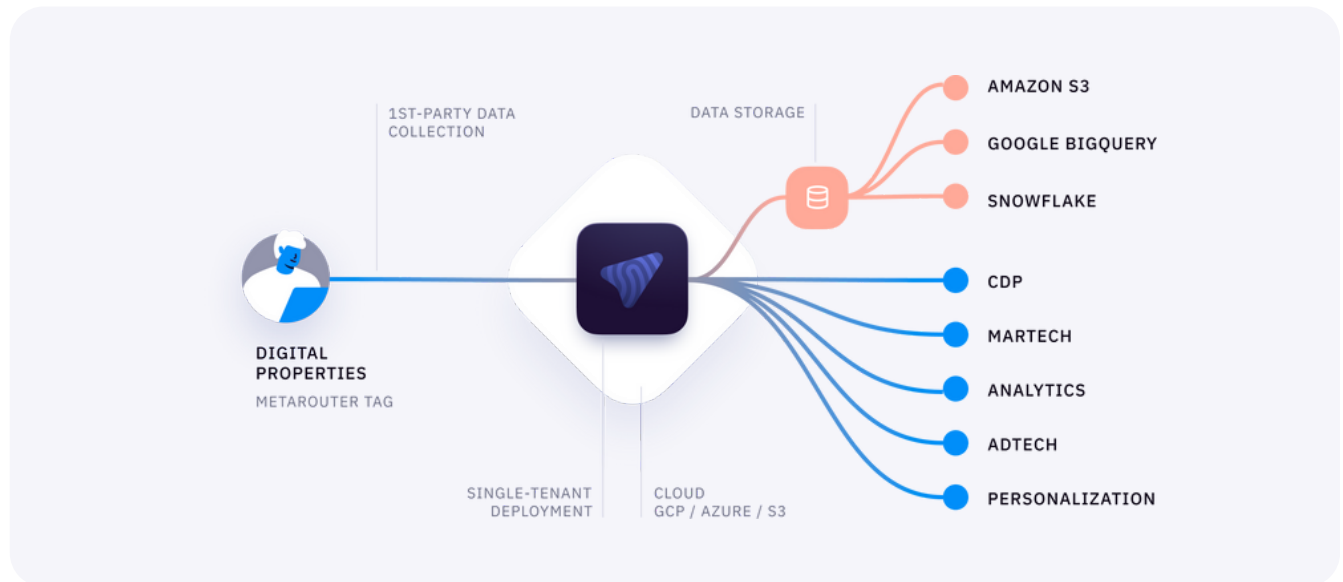
Without MetaRouter

Typical customer data collection creates a messy web of tags on which brands have no control over once installed



With MetaRouter

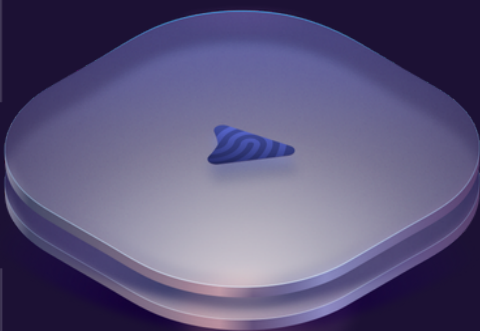
Use a single browser tag to ingest data and push it to any third party.



"We can track the events we need to improve our product experience and understand our users—and confidently meet every regulation to ensure the utmost privacy for the many families who use our apps."

Ripal Sanghani
Senior Product Manager
BEGIN Learning

METAROUTER CLUSTER



YOUR CLOUD

MetaRouter replaces third-party tags with a single server-side solution, allowing you to optimize site performance and run data-driven strategies without compromising security and your marketing effectiveness.

Embrace a real-time solution that is built for Marketers to adapt to the evolving martech landscape.

The MetaRouter Approach: Emphasis on Server-Side

Priority #1 is full data functionality for your organization, which means determining what data should remain client-side and what can be moved fully server-side. This uniquely positions you to enjoy frictionless, accurate, and secure data connections while providing your users with a superior online experience.



Comparison Matrix

Client-Side Data Tracking	Server-Side Data Tracking
<p>Security Risk - Since 3rd-parties collect data, your organization has no control over what they do with it and can only make compliance requests.</p> <p>Slower Page Load Times - Every 3rd-party that has operated on browser tags (even in a single-tag integrated system) has to finish collecting data before a page can load.</p>	<p>Secure and Compliant - Data is collected in a 1st-party context, so your organization owns it and regulates it.</p> <p>Faster Page Load Times - MetaRouter enables the tracking of events directly from the server where your website or application is hosted, which can then be sent to MetaRouter.</p>
<p>Unreliable Data - With so many 3rd-parties tracking data and being subject to every browser restriction/ad blocker, client-side data is far less reliable</p>	<p>Accurate Data Across Partners - Since only MetaRouter collects data via the organization's servers, the information is not only more robust but analytics results are more reliable.</p>
<p>Cookie Deprecation Impact - The cookies necessary to identify a user are facing more restrictions and eventual deprecation.</p>	<p>Identity Doesn't Rely on Cookies - MetaRouter uses its own technology to identify users and is prepared for a cookie-less system.</p>
<p>Negative Effects from Ad Blockers - Increasing use of ad blockers that target advertising tools reduces the likelihood of accurate tracking,</p>	<p>Unaffected by Ad Blockers - Ad blockers don't target 1st-party data because the user is aware that the 1st party is tracking them.</p>

MetaRouter has built server-side-focused technology, designed to make server-side tracking straightforward, thanks to relationships with critical marketing and adtech organizations.

Identification with MetaRouter

- When a brand new user visits your site, MetaRouter starts by making a single identity call to each of your 3rd-party applications—no additional browser tags needed!
- Because only MetaRouter is making the call, there is significantly less impact on page load times for your users.
- Our sync injector collects the ID in a 1st-party context, which means the data belongs to you, the organization the user expects to have their information—and the one responsible for compliance.
- MetaRouter only has to make an identity call on the first page a user visits, which is significant less invasive than the traditional system, which tracks ID across every consecutive page and during every proceeding visit.

Once the Sync Injector has attached IDs to your users, the MetaRouter platform uses those IDs to connect back with your 3rd party vendors. Your 3rd party tools (Facebook, Pinterest, Salesforce, etc) receive all of the data they need for full functionality. In other words, your marketing and advertising tools operate exactly as before, just with more accurate data that's more consistent data across 3rd parties.

**Even though growing privacy concerns have prompted browsers to promise the removal of cookie tracking, another mechanism for ID will take its place—once again, managed by every 3rd party and therefore negatively impacting page load time and compromising data security. The Sync Injector is updated regularly to evolve with the industry.*

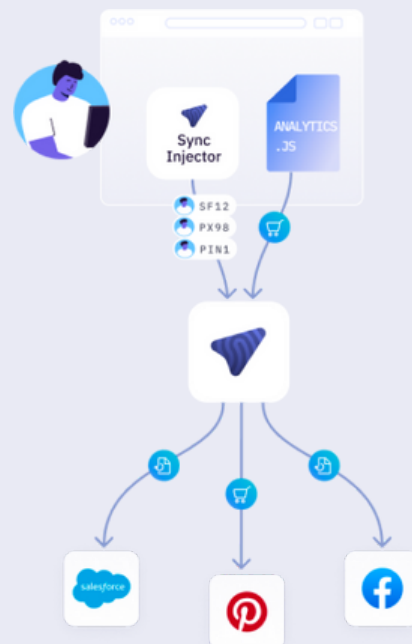
Why is MetaRouter's Process Better?

Not only does MetaRouter enable proper attribution within advertising and marketing tools but it also reduces identity requests from 3rd parties, thus significantly improving performance. All while placing compliance and control into the hands of your organization.

1. One-time identity sync by Sync Injector



2. Streaming event data to MetaRouter



Learn how MetaRouter can help your business – watch the 90 seconds video

