Ready.
Get set.
Engage

Pixelbuilders

GOLD
UMBRACO PARTNER

Is your business ready to be data driven?

Data driven digital strategies are key for success online in the modern world.

The challenge is, the modern world is one of increasing data privacy concerns, growing demand for better online security, a developing aversion to tracking and an ever-changing set of compliance policies.

From cookie compliance to GDPR & consent mode, what you could do yesterday, you can't do today, so getting the data you need to drive success for your business is harder than ever... but not impossible.

To reclaim your lost data, you need to make a change

39%
of people don't always accept cookies and that's the data you're losing. [1]

A figure based on a survey that reported **only 61%** of people agreed they always accepted all cookies.

47%
of respondents agreed they are more likely to trust companies that use personal data in accordance with GDPR laws. [2]

In other words, if you're not compliant, you're not perceived as trustworthy, and **trust is a key driver of sales**.

[1] According to a survey conducted in the UK in June 2021   [2] A study by Cisco

It's time to get set up with Umbraco Engage Analytics

Engage Analytics is an add-on for your Umbraco website. All you need to start using it, is an Engage Analytics license and a little time from our team.

It uses GDPR friendly server-side tracking and first party cookies (not third party) to collect more accurate data from your website visitors, providing direct, transparent, trustworthy data collection between your users and your website.
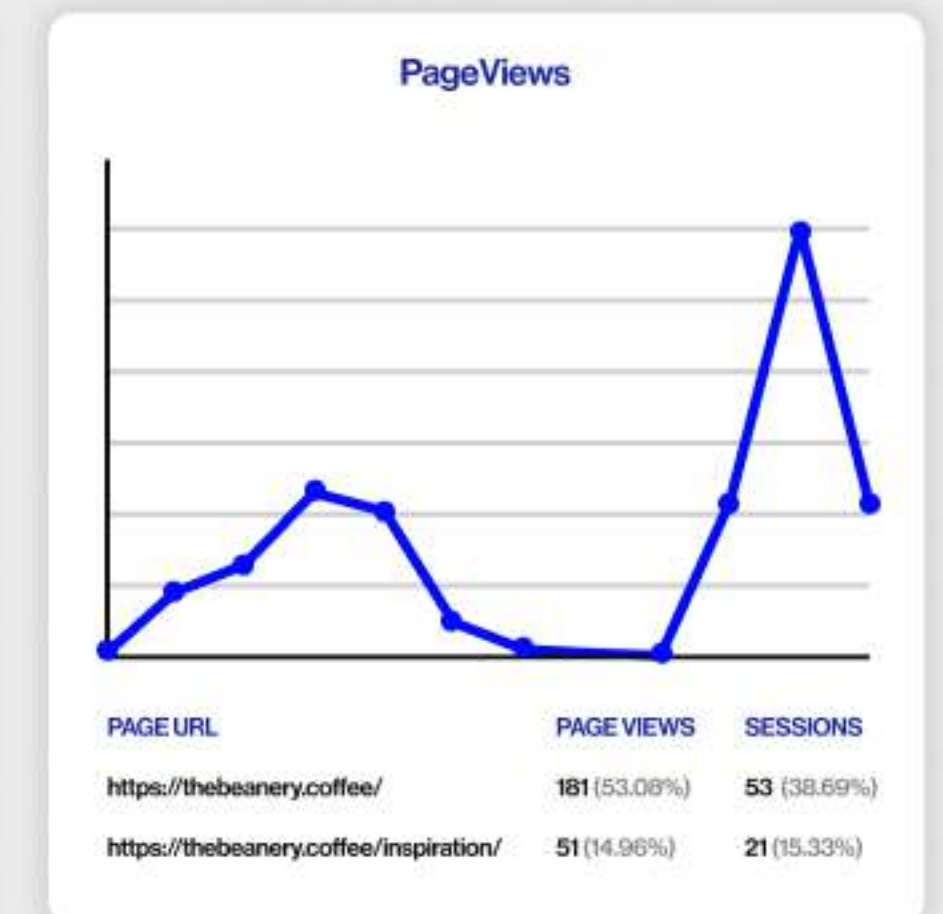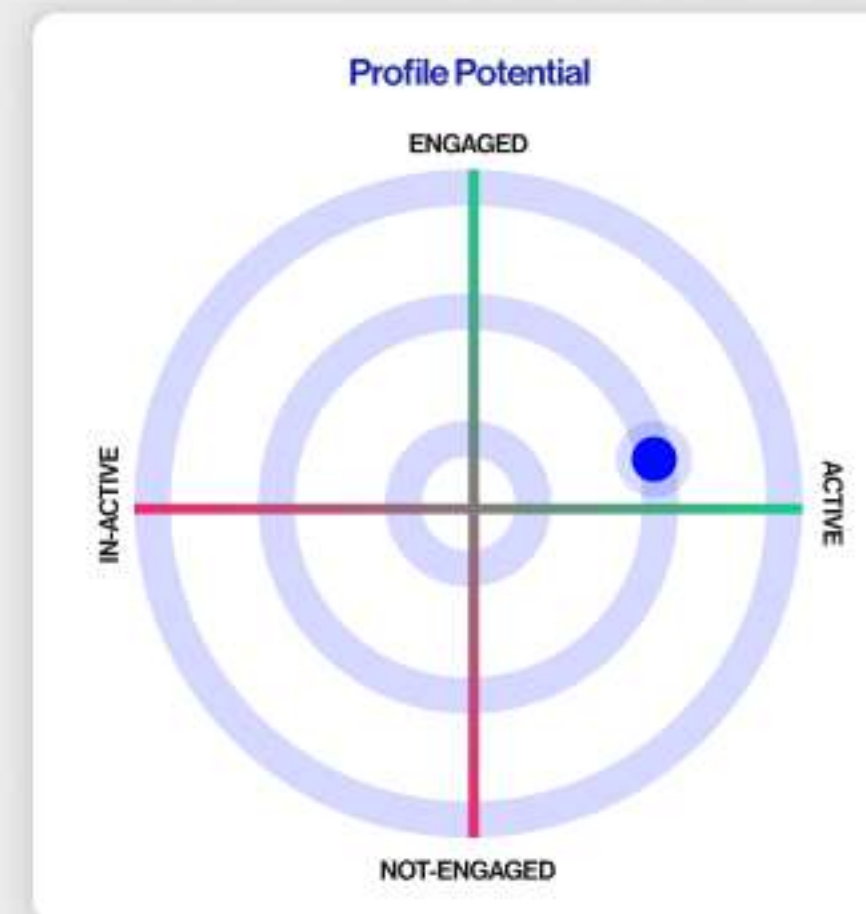
But that's not all it does.

It provides real-time insights on:

- ✓ User behaviour
- ✓ Engagement patterns
- ✓ High performing content

Empowering you to:

- ✓ Monitor key metrics
- ✓ Identify trends
- ✓ Make data-driven decisions

It's the first step towards becoming a successful data-driven business in the modern world.

Profile Potential

ENGAGED / IN-ACTIVE / ACTIVE / NOT-ENGAGED

PageViews

PAGE URL	PAGE VIEWS	SESSIONS
https://thebeanery.coffee/	181 (53.08%)	53 (38.69%)
https://thebeanery.coffee/inspiration/	51 (14.96%)	21 (15.33%)

FAQs

What's the difference between first-party and third-party cookies?

First-party cookies are created and stored by the website you visit directly. They help with things like remembering login details, preferences, and shopping baskets.

Third-party cookies are placed by external services (like advertisers or analytics platforms) and track users across multiple websites. These are being phased out due to privacy concerns.

What is server-side tracking?

Server-side tracking is a method of collecting and processing user data directly on a website's server instead of in the user's browser. This enhances privacy, improves data accuracy, and reduces the risk of data loss due to ad blockers or browser restrictions. It's a more GDPR-friendly way of handling tracking and analytics.

Is server-side tracking and using first-party cookies the same?

No, they are not the same, but they can work together.

First-party cookies are small data files stored in a user's browser by the website they visit. They help with tracking behaviour on that specific site.

Server-side tracking, on the other hand, processes user data on the website's server instead of in the browser. This method is more reliable because it bypasses browser restrictions and ad blockers, making data collection more accurate and secure.

While first-party cookies store data in the user's browser, server-side tracking collects and processes data behind the scenes, often sending it to analytics platforms in a GDPR-compliant way. Many websites use both for better tracking and privacy protection.

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