

The background of the lower half of the page is a photograph of a large, classical-style building with a prominent dome, likely a state capitol building. The building is reflected in a body of water in the foreground. The entire image is overlaid with a semi-transparent blue filter. The text "Tracking Essentials" is centered over the image in a large, white, sans-serif font.

Tracking Essentials

Tracking Essentials

Every time a visitor clicks on one of your affiliate links, our multi-region tracking system hands the visitor off to the brand website in milliseconds whilst collecting anonymous tracking data and dropping tracking cookies.

The tracking essentials includes:

Cookies & Session Tracking - both cake and mixi cookies are dropped onto the device.

IP Tracking - IP information is collected to help prevent leakage through device swapping and cookie removal.

