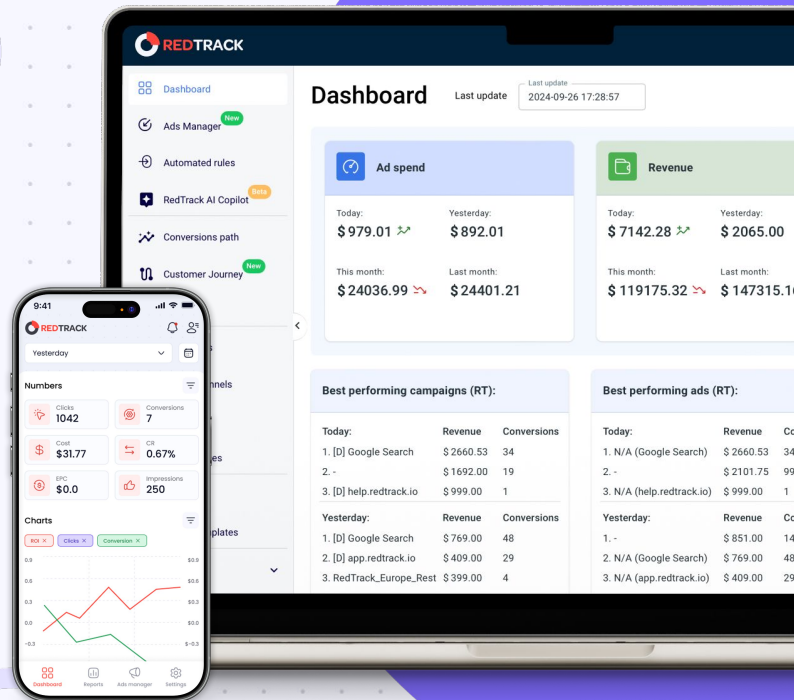




 **Meta**
Business Partner

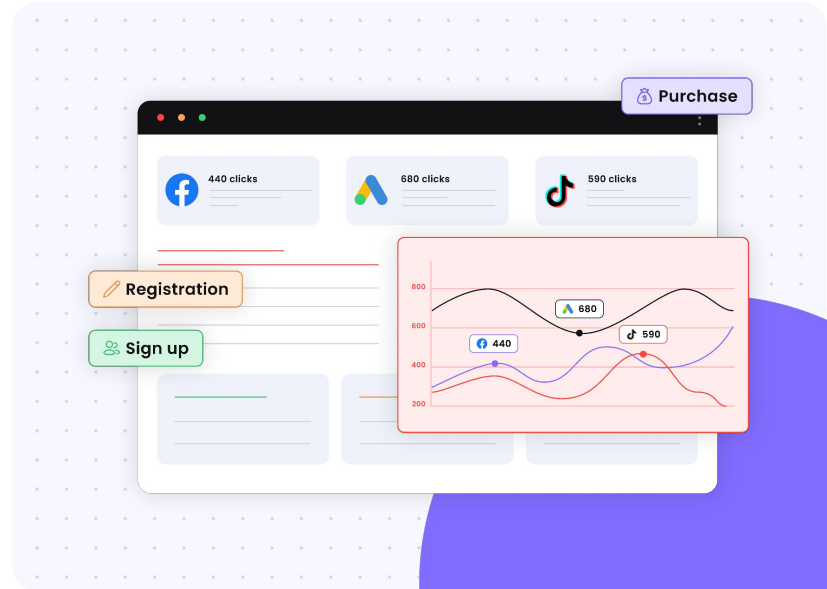
Track what matters, scale what works

Ad tracking, attribution & automation
platform for Affiliate Media buyers



RedTrack.io is an all-in-one performance marketing analytics platform for Affiliates & Media buyers, which allows to:

- Simplify & automate ad campaign management from a single platform: all offers, traffic sources, and campaigns managed from one place.
- Improve ROI per offer for your affiliate campaigns by tracking ads more accurately, than standard methods of tracking. We offer server-to-server cloud technology of tracking conversions fully compliant with GDPR and privacy laws.
- Lower costs per acquisition, by sending back conversions to ad platforms (using our pre-built conversion API integrations) and ad networks.
- Automate A/B testing and traffic distribution to most winning offers and funnels, based on your performance.



Challenges

The deprecation of third-party cookies has significantly impacted ad tracking accuracy. According to our customers' feedback, they **lose up to 65%** of their conversions until they start using third-party ad tracking tools like RedTrack.

1

Inaccurate attribution of events and conversions to specific traffic sources, campaigns, and ads, due to GDPR & cookies depreciation.

3

Difficulty in optimizing efficiently ad spend, due to huge amount of offers and campaigns in rotation.

5

High costs of maintaining and developing current tracking solutions. Especially, if they are custom.

2

Managing multiple traffic sources, offers, and campaigns from separate tabs.

4

Having multiple separate tools to track, attribute, optimize, A/B-test, and automate media buying.

6

Lack of a single source of truth for media buying operations and teams.

RedTrack.io solution for Media buyers:



Single platform to streamline media buying: manage, optimize, and automate all ad campaigns from a single platform.



Perfect ad tracking accuracy and attribution: 100% conversion and event matching up to the ad level.



Reporting diversity: report back on conversions, unlimited custom events, revenue, costs using postbacks, API, webhooks, native RedTrack integrations.



Comprehensive integrations: 200+ traffic sources, platforms, and ad networks including Facebook, Google, TikTok, Bing, Snapchat, Digistore24, Clickbank, MaxBounty, BuyGoods, etc.



Multiple tools in one: real-time ad tracking & attribution, single UI for reporting in 5 dimensions and about 50 data points, pre-built conversion API integrations, media buying automation, and partnership management.



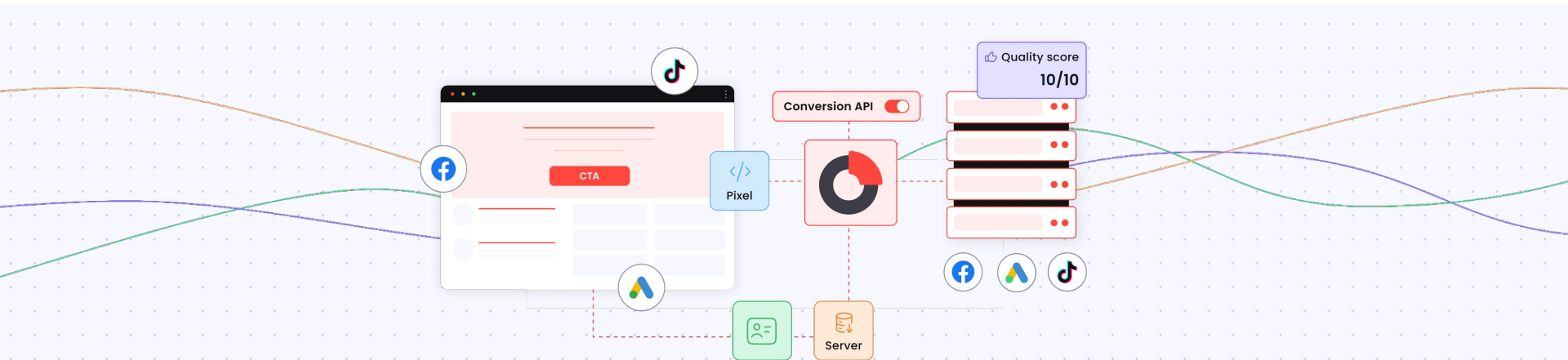
Scalability: suitable for solo & team media buyers.

Key features & benefits for Media buyers

Features	Benefits
Real-time ad tracking and reporting down to ad level from single UI.	Accurate conversion tracking and attribution with just a single tool. Understand which clicks and traffic sources bring conversions in real-time from a single dashboard.
Integration with most popular traffic sources and ad networks.	You don't need to hire developers — we've already built and maintain integrations with Shopify, WooCommerce, BigCommerce, Magento, and over 200 other platforms.
High-quality conversion API integrations.	Our pre-built API integrations with Facebook (Meta), Google, TikTok, Bing and other traffic sources help train ad platform algorithms to find more customers at a lower cost while restoring accuracy in Ads Manager reporting.
Media buying automations and rules.	Scale the winning ads automatically based on our smart rules. Stop wasting the budget with our advanced automations. Automatically sync costs up to ad level every 5 minutes and use Ads Manager to manage all ad campaigns from a single cockpit.
Reporting interface.	You can have reports for any object, drill down up to five levels across 50+ data points, apply filters, create custom views, and save templates.
Teamwork.	Granular permission-based access with the ability to share resources. RedTrack Team has experience setting up account structures for 20-30 people teams working on individual and overlapping campaigns.

Why is RedTrack more accurate than others trackers?

RedTrack's server-to-server (S2S) tracking technology provides more accurate, comprehensive, and privacy-compliant data collection compared to traditional pixel tracking and general ETL (extract, transform, and load) data solutions. See our comparison with other tracking and analytical technologies below:



What makes RedTrack different?

1

We own the data, which we collect independently to our servers on your behalf.

2

We use proprietary technology to correct all click and conversion data with 50+ additional attributes. Everything happens without any data loss. All clicks and conversions are registered according to data privacy compliance.

3

We offer the largest selection of pre-built integrations on the market — over 200, including major ad platforms, ad networks, and third-party ad solutions.

4

Our conversion API integrations are considered to have the highest Data quality match rate close to 100%.

5

We offer media buying automations, including cost updates at a flat fee.

Comparing different tracking methods

Feature	RedTrack S2S Tracking	Pixel Tracking	ETL Solutions
Data Collection Method	Direct server-to-server	Browser-based scripts	Varies, often third-party dependent
Attribution Accuracy	100% accurate	Limited by browser constraints	Depends on data sources
Ad Blocker Resistance	High	Low	Varies
Privacy Compliance	Uses first-party data only	May use third-party cookies	Often relies on third-party data
Data Quality	Enhanced with "rich payload"	Basic data collection	Depends on source data quality

Case studies



We faced limitations in attribution modeling. Our previous tools were inflexible, often defaulting to “last-click” attribution, which didn’t provide a comprehensive view of the customer journey or the contribution of various channels. Since transitioning to RedTrack, we’ve significantly reduced these issues, enabling us to maintain accurate, real-time data and make more informed strategic decisions.

— Lucas Araujo de Assis,
Co-Founder & Director at Nutrafix

[Learn more](#)

[All case studies](#)



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free trial today

Free trial

