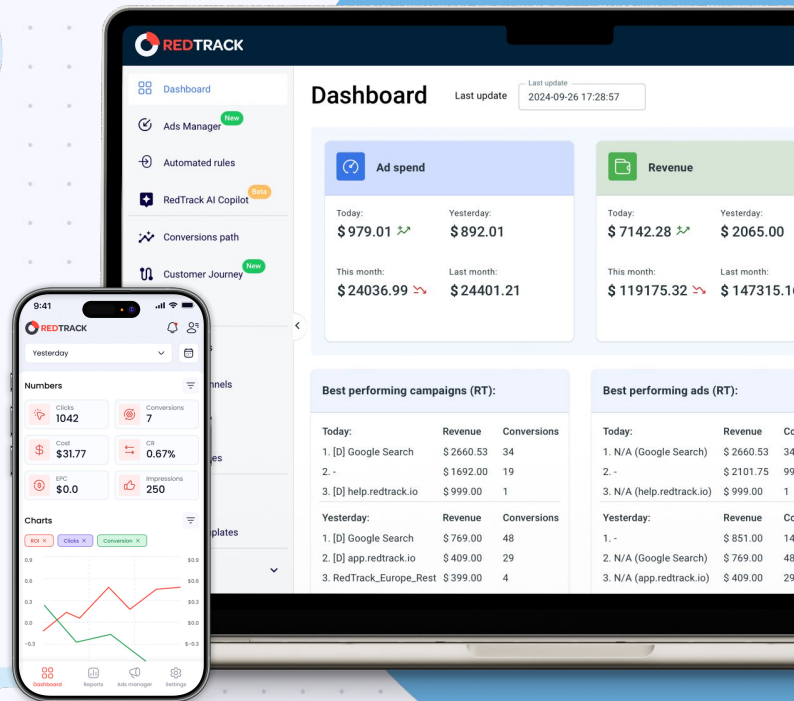




Meta
Business Partner

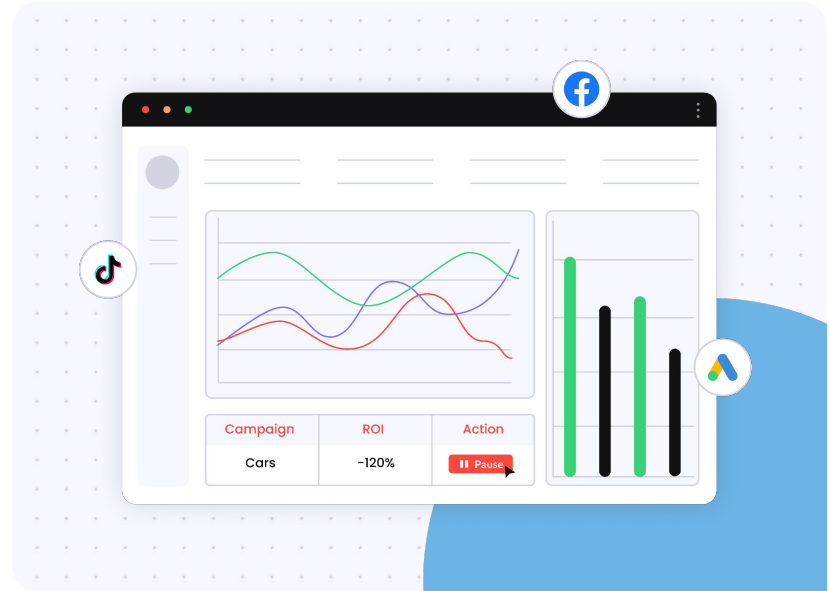
Track what matters, scale what works

Ad tracking, attribution & automation platform
for Performance marketing agencies



RedTrack.io is an all-in-one performance marketing analytics platform for Digital Marketing and LeadGen agencies, which allows to:

- Simplify and automate ad campaign management — all from one platform.
- Reduce hours on manual and time-consuming data consolidation and reporting;
- Boost your ROI with more accurate ad tracking than traditional methods. Our server-to-server tracking technology is fully compliant with GDPR and privacy laws.
- Cut customer acquisition costs by sending conversion data back to ad platforms using our built-in conversion API integrations.



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.

2

Managing multiple ad platforms and tracking tools from separate tabs.

3

Struggling to optimize ad spend effectively across multiple channels.

4

Having multiple tools to track, attribute, optimize, and automate your ads.

5

Lack of single and convenient source of truth for Agency-Client reporting.

RedTrack.io solution for Agencies:



Streamlined workflow:
manage all client campaigns
from a single platform.



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



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accuracy and attribution:
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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.

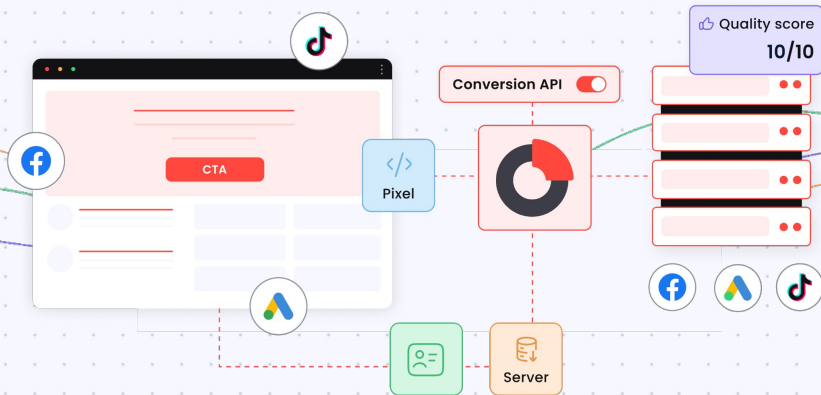


Scalability: suitable for
small to large agencies
with flexible pricing options.

Key features & benefits for Agencies

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.
Reporting interface.	Share your performance results with clients real-time with dedicated access for teams and clients.

The diagram illustrates the integration of a Conversion API with a website and server. On the left, a website interface is shown with a Facebook icon, a TikTok icon, and a Google Ad icon. A red button labeled 'CTA' is visible. A blue box labeled 'Pixel' with a code icon is connected to the website. The 'Pixel' box is connected to a central 'Conversion API' box, which features a red and black circular icon. The 'Conversion API' box is connected to a 'Server' box (orange) and a 'Quality score' box (purple) displaying '10/10'. The 'Server' box is also connected to the 'Quality score' box. The 'Server' box is connected to a stack of four server icons, which are also connected to the 'Quality score' box. The 'Quality score' box is connected to a Facebook icon, a Google Ad icon, and a TikTok icon. The entire diagram is set against a background of wavy lines and a grid of dots.



What makes RedTrack different?

1

We collect and store your data independently on our secure servers, ensuring you retain full ownership.

2

Our proprietary technology enhances click and conversion data by adding 50+ additional attributes, ensuring complete accuracy with no data loss. Every click and conversion is recorded in full compliance with data privacy regulations.

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 deliver the highest data quality match rate — close to 100%.

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



RedTrack has been proactive in adapting to the recent changes in tracking restrictions imposed by browsers and privacy regulations. One of the standout features that have helped us is their robust fallback mechanisms. These ensure that even when traditional tracking methods face hurdles — like users disabling cookies or privacy updates affecting tracking scripts — we don't lose valuable data or revenue.

— Ashish Gaba, Founder of Worify,
a Dubai-based agency specializing in performance
marketing, mobile applications, and AI-driven solutions.

[Learn more](#)

[All case studies](#)



Start your 14-day
free trial today

Free trial

