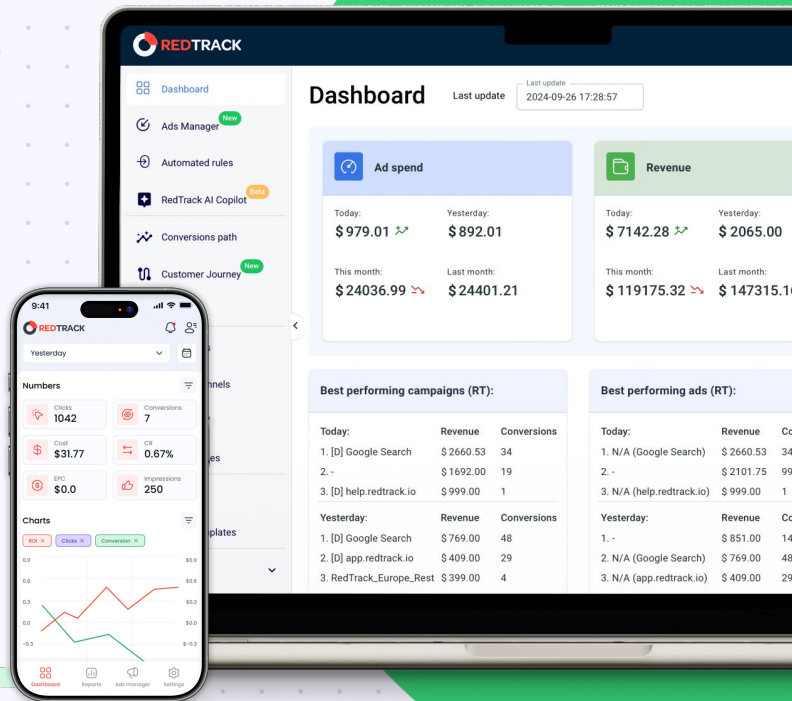




Meta
Business Partner

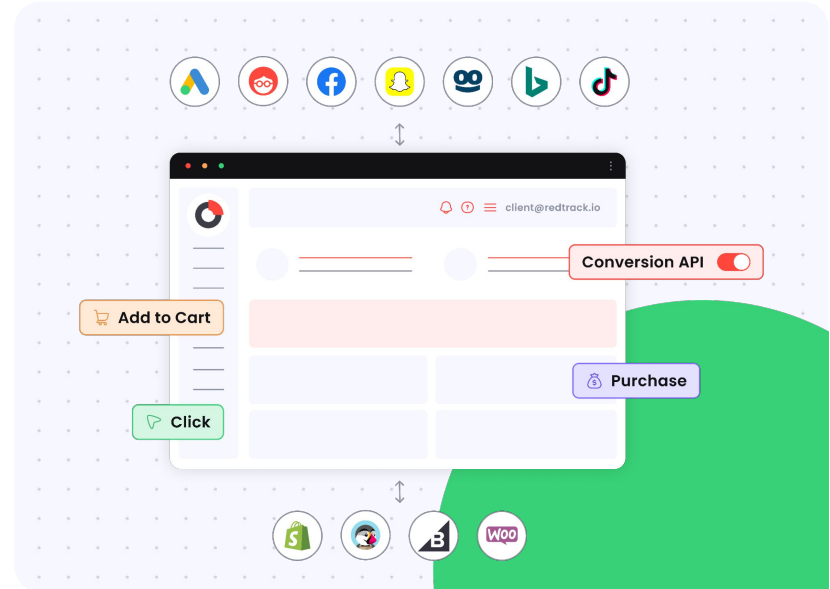
Track what matters, scale what works

Ad tracking, attribution
& automation platform for eCommerce/DTC



RedTrack.io is an all-in-one performance marketing analytics platform for eCommerce businesses which allows to:

- Simplify and automate ad campaign management — all from one platform.
- Boost your online store's 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 sales to specific traffic sources, campaigns, and ads due to GDPR & cookies depreciation.

3

Struggling to optimize ad spend effectively across multiple channels.

2

Managing multiple ad platforms and tracking tools from separate tabs.

4

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

RedTrack.io solution for eCommerce:



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



Comprehensive integrations: 200+ platforms including
Facebook, Google, TikTok, Bing, Snapchat, Shopify, WooCommerce, etc.



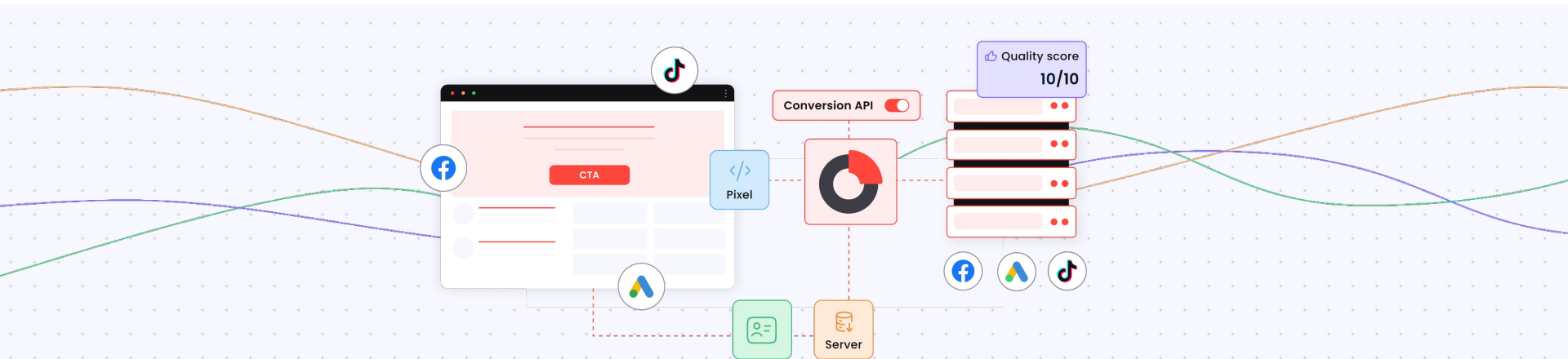
Multiple tools in one: real-time ad tracking & attribution, single UI
for reporting in 5 dimensions and about 50 data points,
pre-built conversion API integrations, media buying automation,
and partnership management.

Key features & benefits for eCommerce

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 eCommerce platforms.	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.
Multi-currency support, multi-shops tracking, built for teams of all sizes.	Scale globally and internally with our media buying solutions.

Why RedTrack is 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 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



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Many people compare RedTrack to other solutions, but the main thing why RedTrack is different, is that it specializes in media buying on paid ads. With RedTrack, we don't even need to use the offline events. And we're still getting that **30% more** attribution on purchases. So we're getting more data across our whole ecosystem back, especially in helping to inform Facebook.

— Adam Colbert,
Partner at Create the Movement

[Learn more](#)

[All case studies](#)



Start your 14-day
free trial today

Free trial

