Overview Trackings

Category	Tracking Name	Description
Essential Cookies	cbAcAuth	This cookie is necessary to authenticate an affiliate.
Essential Cookies	cbAcAuth1	This cookie is necessary to authenticate an affiliate.
Essential Cookies	cbsession	This cookie is used to save information about your session so that we can correctly process your purchase.
Essential Cookies	cbsession1	This cookie is necessary to authenticate your session on our platform.
Essential Cookies	cbsession2	This cookie is necessary to process your actions on our platform.
Essential Cookies	p0	This cookie is used to save important information about your purchase so we can correctly display your purchase information.
Essential Cookies	pr_{transactionId}	This cookie is necessary to correctly process payment provider information.
Performance Cookies	Conductrics	AB Testing and Machine Learning. Conductrics uses machine learning to optimize website or application behavior to meet defined objectives. Machine learning can be cross-referenced with "targeting" data like geo-location or user segment.
Performance Cookies	enableFlash	This cookie is necessary to enable Flash on our website.
Performance Cookies	Google Optimize	Google Optimize is a custom A/B Testing from Google.
Performance Cookies	Google Optimizer Asynchronous	A/B Testing from google. Tests different variations of a website and then tailors it to deliver a personalized experience for each customer and their business.
Performance Cookies	InsertTask	This cookie is necessary to correctly process task information.
Performance Cookies	License Key Push for vmProtect	Custom script sharing your license key with Acronis. This is required for proper use of their product.
Performance Cookies	preview-{sessionId}	This cookie is used to identify that a checkout preview is active and used to load the checkout preview data.
Performance Cookies	rpurl_{ClientId}	This cookie is necessary to display the correct shopping experience to you.
Performance Cookies	session0_{clientId}	This cookie is used to save session referral information so that we can correctly process your purchase.
Performance Cookies	session0_p{productId}	This cookie is used to save session referral information so that we can correctly process your purchase.
Performance Cookies	Supplier Cart Cookie	This is a custom cookie script which will read cookie values from the Supplier and pass them back via the URL in the confirmation page. This is used as a conversion tool.
Performance Cookies	Supplier cookie	This tool drops a cookie which contains the product ID you purchased. This is used by the Supplier to optimize your shop experience.

Overview Trackings

Category	Tracking Name	Description
Performance Cookies	Supplier Cookie to x-parameter	Adds a cookie name to the x-parameters on the confirmation page.
Performance Cookies	Supplier Product Cookie	Cookie which saves the product to show customers who did not finish the purchase the cart again over a layer at the Supplier website.
Analytical Cookies	AB Tasty	AB Tasty is an application providing A/B tests. Cookies allow AB Tasty to send all test data (visitorID, test and variant IDs, timestamps) and identify a unique session. They allow to determine that a new session has begun for a given user.
Analytical Cookies	Omniture - mBox - Test and Target	Mboxs are used for recording data to be used in the business logic that helps select and generate the content to inside of them, as one is able to pass various custom parameters to the "mboxCreate" function that are passed on to the Omniture servers. Some of this extra data is used for reporting-on things such as revenue, categories and products visited, etc.- which is in turn again used to refine the output to the mbox. An example is recording every category from which a visitor views or buy products and using this information to formu-late category affinity information which is used in target-ing content based on which category a visitor is most interested in.
Analytical Cookies	Quantum Metric	Provides insights into the customer experience and opportunity by simplifying data science exploration through machine intelligence and Big Data. Quantum Metric performs a full session, replay capture. This includes page hits, mouse movements, scrolling, typing, dozens of out-of-the-box errors and events, API calls, etc.
Analytical Cookies	Read Server	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	revstarsmedia.com - Revenue Driven Network www.rstrx.com	This is a conversion pixel which notifies the vendor of your purchase and passes along product and revenue information.
Analytical Cookies	SchoolCraft Conversion	This is a conversion pixel which notifies the vendor of your purchase. No information is passed.
Analytical Cookies	SecuredShopgate	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	Shinysoft Conversion	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	Softonic - Conversion tracking	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	SuperClix	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	Supplier Affiliate Conversion Pixel	Panda Affiliate Conversion Pixel - notifies them of a conversion and which affiliate counts as referral. No personal identifiable information is passed.

Overview Trackings

Category	Tracking Name	Description
Analytical Cookies	Supplier API	A conversion pixel notifying the vendor of your purchase and sharing product details.
Analytical Cookies	Supplier Billing	A conversion pixel notifying the vendor of your referrer, your purchase, your license key and product details.
Analytical Cookies	Supplier PGM	A conversion pixel notifying the Supplier of page views and conversions.
Analytical Cookies	Supplier Retargeting	A conversion script notifying the Supplier of the product you purchased and which pages you visited.
Analytical Cookies	Supplier Sales Tracker	Conversion pixel which notifies the Supplier that a successful purchase was made.
Analytical Cookies	Supplier Upgrade	This tool notifies the Supplier of your purchase, email and license key which is required to upgrade your tool.
Analytical Cookies	Teradata (eCircle)	A conversion pixel notifying the Supplier of your purchase and sharing product details.
Analytical Cookies	TrackingSoft ROIAdvantage	A tracking solution for affiliate program and advertising campain management (tracking of traffic and conversions).
Analytical Cookies	ValueClick Return on Investment Pixel (FastClick)	A conversion pixel notifying the vendor of your purchase and sharing product details.
Analytical Cookies	Yahoo! - Conversion	Yahoo conversion code notifying of a page view and conversion. No personally identifiable information is available.
Analytical Cookies	ZeoBit API	Loads a static pixel that collects the info from our cookie and matches it with the ref. number. Custom solution that sends a conversion ping to Kromtech.
Analytical Cookies	ZeoBit Billing	Conversion pixel which notifies the Supplier that a successful purchase was made.
Targeting Cookies	A8FLY	A8 conversion cookie that works with Apple Intelligent Tracking Prevention.
Targeting Cookies	Active Response	Conversion pixel which notifies the Supplier that a successful purchase was made.
Targeting Cookies	Adcell	The Adcell 3rd Party Tracking makes is possible to work with own tracking pixels and thus to use all necessary data in real time in one's own system.
Targeting Cookies	Adconion Conversion	Adconion Media Group is an independent global audience and content network, dedicated to true partnerships with agencies and marketers. Adconion provides agencies with customized technology and products designed in-house whilst delivering global reach across multiple platforms through a single network.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	AdForm	Adform is a media agnostic tech vendor for media agencies, trading desks, advertisers and publishers that offers the world's only programmatic brand-led media platform supporting all aspects of multi-screen brand advertising. The Adform tech stack includes a demand side platform, third party ad server, data management platform, private marketplace, programmatic publisher ad server and a robust creative suite.
Targeting Cookies	AdForm Basket and Conversion	Adform's Data Management Platform (DMP) enables publishers and data providers to monetize their audience data. The DMP is fully integrated with the Adform system, providing seamless platform for both buyers and sellers of digital display inventory.
Targeting Cookies	Adknowledge (Conversion)	Adknowledge is an advertiser marketplace specializing in performance-based marketing solutions that help make the long tail web accessible to search engine advertisers. Utilizing predictive technology and completely anonymous consumer response patterns, they connect advertisers with consumers across multiple channels, including email, search, mobile, domains, and social networks.
Targeting Cookies	adMarketplace	Collects information about visitors behavior. It is most commonly used to track a desired action such as an order, or lead submission.
Targeting Cookies	Adnologie (HEIAS)	ADNOLOGIES GmbH is an independent supplier of software solutions for contemporary digital marketing to agencies, sales houses, networks and the operators of portals.
Targeting Cookies	Adobe Analytics	DataXu is an open, neutral platform that enables marketers to use their 'rocket science' in a simple UI to understand and engage consumers in a digital world.
Targeting Cookies	Adobe Audience Manager Conversion	Audience Manager provides industry-leading services for online audience data management. Their product and services give digital advertisers and publishers the tools they need to control and leverage their data assets to help drive sales success. Data feeds: Download bulk data that includes user IDs, trait IDs, segment IDs, and other parameters for custom analysis or modeling that can be used in external systems or brought back into Audience Manager as segments.
Targeting Cookies	AdReady Conversion	AdReady, a division of CPXi, provides a complete end-to-end programmatic display platform combining the efficiency and hyper targeting of programmatic display with compelling, scalable creative executions in order to deliver on the promise of true Programmatic Creative.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	AdRoll Smart Pixel - Conversion Tracking	The AdRoll Pixel faciliates to set up basic conversion tracking through URL-based rules. Any time a visitor lands on a page that represents completion of a desired action, a conversion event can be triggered and attributed to the user's advertising. For granular attribution insight, it is necessary to add the enhanced conversion tracking JavaScript code to the conversion page(s). This code instructs the AdRoll Pixel to pass back additional variables, such as order value or ID.
Targeting Cookies	AdScale- Conversion	AdScale is a marketplace for digital advertising, bringing advertisers and website operators together to buy and sell video, display and online activities and text advertising.
Targeting Cookies	Adsimilis	Adsimilis is a full-service performance marketing network. It offers performance marketing, branding, and web development services.
Targeting Cookies	AdTraxx	AdTraxx provides a controlling and campaign management platform that follows all traffic sources, campaigns and online activities and analyzes them.
Targeting Cookies	Adzerk Conversion	Adzerk - a suite of APIs on which you can build innovative ad and promotion units that'll drive additional online revenue for your site or app.
Targeting Cookies	Affili.net Conversion	Affilinet is an affiliate marketing network that delivers marketing solutions for advertisers, agencies and publishers around the world.
Targeting Cookies	Affiliate Window	Affiliate Window is a performance marketing network.
Targeting Cookies	AffiliateFuture	AffiliateFuture are performance-based marketing specialists, providing sales solutions and marketing services to advertisers, publishers and agencies.
Targeting Cookies	AffiliaXe	AffiliaXe.com is a cross-platform CPA Marketing Network. They track via links, cookies, and sometimes post-back URLs (depending on the offer). All traffic is tracked in real time.
Targeting Cookies	Affinity (go2cloud.org)	Affinity is a contextual ad network. They provide with contextual media and monetization solutions for Advertisers and Publishers.
Targeting Cookies	AfterDownload	The template is used to track conversions or purchases of its advertisers using basic cookie. These cookie do not track any other user activity, including search activity, browsing history, personally identifiable information or anything else.
Targeting Cookies	Alexa Metrics	Alexa Metrics is an analytics service provided by Alexa Internet, Inc. It monitors and analyzes web traffic and can be used to keep track of user behavior.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	AOL Web Beacon	Web beacons are small pieces of code placed on Web pages, videos, and in emails that can communicate infor-mation about your browser and device to a server. Bea-cons can be used, among other things, to count the users who visit a Web page or read an email, or to deliver a cookie to the browser of a user viewing a Web page or email.
Targeting Cookies	AppNexus	AppNexus is a technology company that provides trading solutions and powers marketplaces for Internet advertising.
Targeting Cookies	Ascentive	A custom conversion script for Ascentive passing on the referrer and page view to Ascentive.
Targeting Cookies	Ask.com (LookSmart license)	LookSmart's business focuses on supporting its advertiser base through a syndicated network that specializes in pay-per-click text ads. LookSmart optimizes traffic from publishers and other networks to ultimately benefit its advertisers.
Targeting Cookies	Atlas switch.atdmt.com	Atlas provide digital media technologies for agencies, advertisers and publishers. Atlas solutions for agencies and advertisers enable the unified management of digital marketing campaigns across display banners, rich media, search, video, and websites.
Targeting Cookies	Baidu Analytics / Conversion	Baidu Analytics is a tracking pixel that records detailed statistics about a website's traffic/ traffic sources and measures conversions to sales. It provides users with reports about visitors to their website, such as a report on the source of visitors, user demographics, reports on content viewed on site, a heat map, and other features.
Targeting Cookies	belboon	belboon offers the most modern fingerprint tracking, a complete interface for their partners and works with automated data-based technology such as retargeting and programmatic advertising.
Targeting Cookies	Bidvertiser Conversion	Bidvertiser On-Site Bid Per Click offers website owners with the ability to sell their ad space, automatically, to the highest bidder, on a price-per-click basis, where the price is mostly effected by the quality and popularity of their website. Advertisers can place ads directly on sites of their choice and pay only when a visitor clicks-through their site.
Targeting Cookies	Bing Universal Tracking	Universal Event Tracking allows advertisers to define and track goals specific to their businesses.
Targeting Cookies	BingAds (Atlas flex.atdmt.com)	Microsoft Advertising / Bing Advertising, previous known as Atlas/Atlas Flex.
Targeting Cookies	BingAds Analytics (Atlas flex.atdmt.com)	Microsoft Advertising / Bing Analytics. Previous known under the name Atlas Flex. The pixel will be shown on all cart pages and add a conversion value on the confirmation page.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Bizible	Bizible patent-pending marketing analytics technology allows companies to accurately track offline revenue back to the exact online marketing source so they can easily measure and optimize marketing by return-on-investment.
Targeting Cookies	Bizzo (Target Performance)	A conversion pixel notifying the Supplier of your purchase.
Targeting Cookies	BlueLithium (Yahoo! Advertising)	BlueLithium is an online advertising network focused on serving ads based on behavioral targeting of its users.
Targeting Cookies	Bronto	A conversion pixel notifying the vendor of your purchase and sharing product details.
Targeting Cookies	BT-	A conversion pixel notifying the vendor of your purchase and sharing product details.
Targeting Cookies	CBS Interactive Pixel	CBS Interactive is the premier online content network for information and entertainment. CBS Interactive Pixel is a tracking pixel, a tiny electronic tag with a unique identifier that can be embedded in websites, online ads and/or email, and that is designed to provide usage information like ad impressions (how many times an ad is viewed) or clicks, to measure popularity of the Services and associated advertising, and to access information from user cookies.
Targeting Cookies	ClickMeter Conversion	ClickMeter is a web-based professional analytic service. They track conversions, fight click fraud and share results with customers and partners. ClickMeter Conversion measures the effectiveness of a marketing action including the efficiency of: traffic sources, messages, landing pages you used to reach the results.
Targeting Cookies	ClickTale	Click Tale is an expert in Customer Experience Analytics (CEA), providing businesses with insights into their customers' online behavior. Clicktale captures every mouse move, click, scroll, taps, zooms, and tilts that a visitor makes within a web page (desktop or mobile), and then sends this information back to the Clicktale servers in a highly compressed package. The servers receive a snapshot of the web page as experienced by the visitor, and combine it with the visitor's actions to recreate the original browsing session. Users can see visitor recordings, visual heatmaps and other behavioral reports.
Targeting Cookies	Clicky	Clicky is a real time web analytics service and includes features such as heat maps, uptime monitoring and on-site analytics.
Targeting Cookies	Clicky Web Analytics	Clicky is a real time web analytics service and includes features such as heat maps, uptime monitoring and on-site analytics.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	clixGalore	Clixgalore is an Australian based affiliate/CPA network. They offer CPM, CPL, CPS and CPC programs which gives affiliates many different ways to monetize their sites and create promotions.
Targeting Cookies	Cloud Amp	CloudAmp provides Salesforce® marketing analytics applications to optimize inbound sales and marketing. They aim at improving their users' lead tracking, sales processes, and conversion funnel visibility.
Targeting Cookies	CMP Sales Tracking	A conversion pixel notifying the vendor of your purchase and sharing product details.
Targeting Cookies	Commission Junction	Global affiliate marketing network, specializing in pay-for-performance programs. Faciliates productive partnerships between advertisers and publishers.
Targeting Cookies	Commission Junction Conversion 2013	CJ Affiliate by Conversant (formerly known as Commission Junction) facilitates relationships between advertisers and publishers. Conversant offers a fully integrated personalization platform, personalized media programs and a marketing network.
Targeting Cookies	Commission Junction Retargeting Container	CJ Affiliate by Conversant (formerly known as Commis-sion Junction) facilitates relationships between advertisers and publishers. Conversant offers a fully integrated personalization platform, personalized media programs and the world's largest affiliate marketing network.
Targeting Cookies	Consumer Affairs	A conversion pixel notifying the vendor of your purchase and sharing product details.
Targeting Cookies	CpaAxis Conversion tracking	A conversion pixel notifying the vendor of your purchase and sharing product details.
Targeting Cookies	Crazy Egg	Crazy Egg helps convert visitors into customers. They let users see exactly what people are doing on their website.
Targeting Cookies	Criteo	Criteo is an advertising platform that enables customers to show visitors the right ad at the right time with the right offer, in order to deliver maximum post click conversion rates.
Targeting Cookies	Criteo OneTag Conversion	The Criteo OneTag is a JavaScript tag that allows Criteo to collect your user's intentions as they navigate your website.
Targeting Cookies	Cybba	Cybba (formerly VeInteractive) is a cart abandonment solution that gathers user info in the effect of remarketing products to cart abandoners.
Targeting Cookies	dataLayer	Internal cleverbridge data layer containing session data but not personally identifiable information.
Targeting Cookies	DataXu	DataXu is an open, neutral platform that enables marketers to use their 'rocket science' in a simple UI to understand and engage consumers in a digital world.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Didit Maestro	Didit is a full-service online advertising and marketing services firm and an expert in search engine marketing. API: http://maestro.did-
Targeting Cookies	displayCore (IronSource CAST)	displayCore offers a premium, comprehensive cross-platform ecosystem for display, video and mobile web advertising.
Targeting Cookies	DoubleClick Spotlight	Floodlight is an advertising platform by DoubleClick (now owned by Google) that enables ad serving, media planning, search management, rich media, video and mobile, and help customers execute their digital media strategy more effectively. This updated version includes Google's new global site tag.
Targeting Cookies	DoubleClick Spotlight Floodlight	Google's DoubleClick products provide ad management and ad serving solutions to companies that buy, create or sell online advertising.
Targeting Cookies	Drift	A Drift chatbot is a tool that can ask your qualification questions and create leads in your CRM.
Targeting Cookies	ebay Enterprise Dis-play (Fetchback)	Fetchback has been bought by ebay. Since this it is known under the name ebay enterprise display.
Targeting Cookies	Eloqua	Eloqua automates the science of marketing, campaign execution, testing, measurement, prospect profiling, and lead nurturing.
Targeting Cookies	Eloqua Analytics	Eloqua, a wholly-owned subsidiary of Oracle, is a provider of modern marketing automation and revenue performance management software. Eloqua's software is now the centerpiece of the Oracle Marketing Cloud. The Oracle Eloqua asynchronous tracking scripts allow users to track visits to their website.
Targeting Cookies	Exoclick	The ad company ExoClick provides two channels for advertisers and publishers: An Ad Exchange and an Ad Network. ExoClick's Ad Exchange enables publishers to monetize their traffic not only with ExoClick's ad network, but also with other ad networks and DSPs.
Targeting Cookies	Extole	The Extole platform faciliates to find and reach influencers. Uses first-party and social network data about your advocates to power your marketing efforts.
Targeting Cookies	Facebook Conversion	Facebook is an online social networking service. This tool may collect data on you to build a social profile and identify you across multiple pages.
Targeting Cookies	Facebook-Pixel	Custom Audiences app allows users to target Facebook ads to audiences of people who have visited their website and remarket to people who have expressed interest in their products. This pixel must be deployed to every page on your website.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Globalwide Media (Neverblue)	Globalwide Media is the owner of the affiliate network neverblue, allowing the vendor to know who referred users to this website.
Targeting Cookies	go2jump	go2jump is a 360 degree online marketing service, covering all phases of the strategy: Capture (SEO, PPC and content), Conversion (Landing pages), Engagement (Social Media and online reputation) and measurement (Web analytics).
Targeting Cookies	Google Adwords	Google AdWords Remarkting is a pixel which will be placed on all pages to get the possibility to separate users' customers into different groups. Users' ads could appear to them as they browse other sites that are part of the Google Display Network or as they search for terms related to users' products on Google.
Targeting Cookies	Google Adwords Conversion	Google AdWords is the advertisement platform by Google. AdWords use the Pay-per-Click (PPC) to charge the click of an advertisement. An AdWords ad will be shown on the Google Search, YouTube and other Google platforms. It is a conversion pixel which will be fired if a conversion will be done in the cleverbridge web store.
Targeting Cookies	google Affiliate Tracking	A conversion pixel notifying the vendor of the referrer, your purchase and sharing product details.
Targeting Cookies	Google Analytics ga.js (tracking and e-commerce included)	A Web analytics app by Google that generates detailed statistics about the visitors to a website. Google Analytics tracks visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.
Targeting Cookies	Google global gtag	Floodlight is an advertising platform by DoubleClick (now owned by Google) that enables ad serving, media plan-ning, search management, rich media, video and mobile, and helps customers execute their digital media strategy more effectively. This updated version includes Google's new global site tag.
Targeting Cookies	Google Tag Manager	Tag Manager supports all tags and has easy-to-use turnkey templates for a wide range of Google and third-party tags — for web and mobile apps. Marketers can add or change their own tags as needed and a campaign can be underway with just a few clicks.
Targeting Cookies	Google Universal Analytics	Universal Analytics introduces a set of features that change the way data is collected and organized in users' Google Analytics accounts, so they can get a better understanding of how visitors interact with your organization.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	GroupMetrics Goal Tracker	Gives detailed performance data for every email sent. Real-time reports to track. Possibility to measure and analyze email campaigns with Groupmail Insights.
Targeting Cookies	HasOffers (go2cloud.org)	HasOffers by Tune is a performance marketing solution and platform that enables its users to create personal mobile and desktop ad networks. It supports networks, agencies, and advertisers needing a customizable solution to manage hundreds or even thousands of direct publisher relationships. HasOffers enables clients to manage campaigns, manage creative ventures and publishers, generate invoices, calculate payouts, and more. It is owned by Tune.
Targeting Cookies	Hotjar	Hotjar serves to understand web and mobile site visitors.
Targeting Cookies	HubSpot Analytics	HubSpot is an inbound marketing software company that helps businesses transform their marketing from outbound (cold calls, email spam, trade shows, tv ads, etc) lead generation to inbound lead generation.
Targeting Cookies	iDevAffiliate	Provides with affiliate tracking software designed for users to operate their own affiliate program. Tracking and commission of affiliates, influencers and brand ambassadors.
Targeting Cookies	Impact Radius	Advertising platform.
Targeting Cookies	In App Tracking Details for Supplier	Custom solution for the Supplier displaying the conversion revenue and currency.
Targeting Cookies	Inspectlet	Inspectlet allows users to see everything that visitors of their sites do. It enables users to see every mouse movement, scroll, click, and keypress on their site.
Targeting Cookies	iOne Search Ignite	The IgnitionOne Platform helps users deliver smarter campaigns and stronger results with a combination of scoring, audience and optimization activated across the users' most important channels.
Targeting Cookies	iPerception (survey tool)	iPerceptions is a active research platform that faciliates users to take action on their customers insights. iperceptions offers a full range of methods to get feedback from visitors so users can pinpoint the reasons for failed conversion. From cart abandonment, to pre-conversion and post-purchase surveys, users get to know how their visitors feel about their purchase flow.
Targeting Cookies	Iron Source Conversion Pixel	Iron Source builds monetization, engagement, analytics and discovery tools for app developers, device manufacturers, mobile carriers and advertisers.
Targeting Cookies	Kenshoo	Kenshoo is a digital marketing technology company that engineers premium solutions for search marketing, social media and online advertising.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	KissMetrics	Person-based analytics tool for not only tracking website analytics, but also tracking, analyzing an optimizing digital marketing performance.
Targeting Cookies	Lansweeper	A conversion pixel notifying the Supplier of your purchase and sharing product details.
Targeting Cookies	LazySauce	LazySauce is a tracking tool to monitor and better optimize the performance of online campaigns with an automated and detailed analysis of millions of targets and search queries specific to each campaign. LazySauce can also help to find more targets to bid on based on the top profitable targets of the campaign, compare several AdNetworks and identify how users discover your website to efficiently increase sales volumes.
Targeting Cookies	Lead Alliance	Lead Alliance is a service provider for performance-based online marketing.
Targeting Cookies	LinkConnector	LinkConnector is an affiliate marketing network helping merchants and affiliates increase online sales and revenue.
Targeting Cookies	Linkedin Insight Remarketing Pixel	LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. The LinkedIn Insight Tag is a piece of lightweight JavaScript code that can be add to a website to enable in-depth campaign reporting and unlock valuable insights about the website visitors. LinkedIn Marketing Solutions customers can use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with their ads.
Targeting Cookies	LinkShare	LinkShare Corporation provides e-commerce businesses with a wide range of online marketing services including Search Marketing (SEM), Lead Generation and Affiliate Marketing. Rakuten LinkShare is a division of Rakuten, Inc.
Targeting Cookies	Linkwise Greece	Linkwise is the first and largest Affiliate Network in Greece. Launched in 2008, it has since been at the forefront of the Affiliate Marketing sector and works with the largest brands in the market.
Targeting Cookies	Live Chat	Customer service platform. Delivers communication between ecommerce owners and prospects on their websites.
Targeting Cookies	LivePerson Chat	LivePerson helps companies to create deeper connections with their customers. They offer investment in real-time analytics and metrics.
Targeting Cookies	LookSmart	LookSmart focuses on supporting its advertiser base through a syndicated network that specializes in pay-per-click text ads. LookSmart optimizes traffic from publishers and other networks to ultimately benefit its advertisers.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Lucky Orange	The tag is placed on all pages of the site to enable real-time analytics, chat, heat maps, recordings, form analytics.
Targeting Cookies	Magnetic	Magnetic is a digital technology company specializing in retargeting solutions that combine intent data with display advertising to power brand awareness and direct response campaigns. Magnetic uses billions of search data queries and a proprietary bidder to programmatically buy and reach audiences who have signaled either interest or purchase intent where they spend 96% of their time online on news sites, blogs, e-commerce sites and social networks. Founded with a specialized focus on search retargeting, Magnetic's advertising solutions also extend to site retargeting, and include advanced media optimization and buying and dynamic creative capabilities.
Targeting Cookies	MailChimp Goal	MailChimp makes it easy to design exceptional email campaigns, share them on social networks, integrate with web services you already use, manage subscribers and track your results (Goal tracking).
Targeting Cookies	Marchex - IndustryBrains	Marchex is a digital call advertising and small business marketing company. Marchex's mission is to unlock local commerce globally by helping advertisers reach customers.
Targeting Cookies	Marimedia CPA	Marimedia advertisers help their target audience to improve their conversion potential and to reach their audiences.
Targeting Cookies	Marin Pro Conversion	Marin Software is a leading provider of online advertising management solutions, offering an integrated platform for managing search, display, and social marketing.
Targeting Cookies	Marin Software Tracking	Marin Software is a leading provider of online advertising management solutions, offering an integrated platform for managing search, display, and social marketing.
Targeting Cookies	MarketLinc - chat tool + conversion	MarketLinc's Intelligent Live Chat Solution helps users to increase conversion rates, deliver exceptional customerservice and maximize revenue.
Targeting Cookies	MarketLinc Live Assist	MarketLinc use the Salesforce Live Agent as a middleware as the chat.
Targeting Cookies	Marketo	Marketo Munchkin JavaScript tracking code is key to the capabilities of Marketo. It allows users to generate leads from visits to their website. It even tracks visitors who have not yet given them their personal information, creating anonymous leads that include the visitor's IP address and other information.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Marketo Analytics Tracking	Marketo Lead Management helps Marketers to automate demand generation campaigns and deliver high quality leads with less effort. Marketo Sales Insight helps Sales understand, prioritize and interact with leads and opportunities to close more business faster. Marketo Revenue Cycle Analytics enables marketers to measure, optimize, and forecast the revenue cycle.
Targeting Cookies	Matomy Conversion	Matomy is an ad serving and conversion tracking technology service.
Targeting Cookies	MaxBounty	MaxBounty is a lead generation network. They act as a liaison between advertisers and affiliates.
Targeting Cookies	MaxTracker Conversion	Affiliate Conversion code (Affiliate 36168) – Passes commission net total as a value to MaxTracker.
Targeting Cookies	Maxymiser Oracle	Maxymiser offers cloud-based testing, personalization and cross channel optimization solutions. Maxymiser serves billions of individual experiences across every digital channel to improve conversion rates and revenue based on real-time data.
Targeting Cookies	Media Math	MediaMath uses data to understand consumer behavior and identify opportunities. They translate those insights into integrated marketing strategies across channels, with clear and measurable goals.
Targeting Cookies	Metapeople	Metapeople GmbH and their associated subsidiaries provide with Retargeting customized solutions for national and international online marketing projects (NetBooster) in the areas of Search-Engine-Marketing, Search-Engine-Optimization, Affiliate-Marketing, Social-Media and Online-Media.
Targeting Cookies	Metapeople Conversion (NetBooster)	NetBooster is a leading independent international agency in digital performance marketing that makes its comprehensive expertise in digital marketing available to its clients to achieve the best possible performance for their investments.
Targeting Cookies	Microsoft adCenter Conversion	Microsoft adCenter conversion tracking: Bing Ads launched a new version of Conversion Tracking called Universal Event Tracking (UET). UET is a tool that records what customers do on a website. By creating one UET tag and placing it across a website, Microsoft Advertising will collect data that allows users to track conversion goals and target audiences with remarketing lists.
Targeting Cookies	Microsoft CPA/CPM Conversion code	This is the Microsoft / Bing Advertising tool.
Targeting Cookies	Mission One Newsletter Tracking	This is the Mission One Newsletter Tracking.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Mixpanel	An analytics platform that gives companies insight into how people interact with their products. All of the data analysis takes place in real-time.
Targeting Cookies	Multitouch Analytics	Multitouch Analytics provides a greater insight into the true effectiveness of the range of marketing campaigns.
Targeting Cookies	Mundo Media	Mundo Media is a global ad technology company that offers mobile marketing expertise.
Targeting Cookies	NetBooster Conversion	NetBooster is an international marketing agency, native to digital, with a holistic approach to creativity, technology and media to bring the right message to the right people at the right time.
Targeting Cookies	Nextag ROI Optimizer	Nextag is an independent price comparison service website for products, travel, and education.
Targeting Cookies	Omniture SiteCatalyst	Adobe SiteCatalyst is the industry-leading web analytics solution that provides marketers with actionable, real-time intelligence about digital strategies from all online initiatives across multiple marketing channels. This App sets up base code, page level tags and event level tracking for your site.
Targeting Cookies	oneNetworkDirect (by Digital River)	Digital River's oneNetworkDirect is an affiliate marketing network for industry leading software products. It offers a number of different data feed options to affiliate publishers. It provides product data feeds, coupon feeds as well as feeds to access transactional data in an automated fashion that affiliates can import into their own legacy systems or databases.
Targeting Cookies	OntraPort (OfficeAutopilot)	OntraPort is an all-in-one marketing automation platform that allows users' Business Tools, Data and Customer Information to work together seamlessly. OntraPoint can be used to track the lead source of every contact, view the average lifetime value, the time to value and the lead and sales for every Campaign.
Targeting Cookies	Optimizely	This is a website optimization platform, providing A/B and multivariate testing. Optimizely enables users with and without technical expertise to make dynamic changes to their websites, test the variations to live traffic and gather results.
Targeting Cookies	OverHeat	Toolbox for conversion optimization. With Heat-, Click- and scroll maps, Visitor Session Replay, form analysis, e-commerce metrics, and useful widgets.
Targeting Cookies	OwnerIQ Conversion	OwnerIQ transforms consumer interactions with products and brands into new online advertising solutions and marketing channels.

Category	Tracking Name	Description
Targeting Cookies	Pardot	Pardot is a B2B Marketing Automation provider that increases revenue and maximizes efficiency for companies with multi-touch sales cycles. Pardot's lead management software features CRM integration, email marketing, lead nurturing, lead scoring, and ROI reporting to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability.
Targeting Cookies	Partnernet Tracking Pixel	This conversion script notifies the Supplier of your purchase and manages affiliate referrals.
Targeting Cookies	Pingdom	Real User Monitoring let's user know exactly how real visitors experience their website. It analyzes performance data and how it relates to browsers, platforms and countries.
Targeting Cookies	Piwik	Piwik is a downloadable, open source real time web analytics software program. It provides users with detailed reports on their website visitors.
Targeting Cookies	Pixel Tracking	This is a conversion pixel which notifies the vendor of a purchase and passes along product and revenue information.
Targeting Cookies	Post Back Pixel	Simple affiliate post back script that lets the affiliate server know about a purchase.
Targeting Cookies	PriceGrabber	PriceGrabber.com, a division of Connexity, is an industry innovator in online comparison shopping. PriceGrabber.com provides marketing and sales opportunities and allows users to get their products listed on some of the most visited websites on the net.
Targeting Cookies	ProtectCom Affiliate	ProtectCom has a strong affiliate program which allows affiliates to earn revenue by placing a link or links on their web site that advertises ProtectCom. Any sales made to customers who have clicked on those links will earn the affiliate commission.
Targeting Cookies	Quality Unit	Provides with an affiliate Software for tracking affiliate programs & networks. There are multiple cookies created by Post Affiliate Pro, the most important from tracking perspective is the PAPVisitorId cookie, which uniquely identifies the visitor of a website.
Targeting Cookies	Quantcast	Implementing the Quantcast Easy Tag for Advertise across a site allows Quantcast Advertise to deliver targeting accuracy and performance.
Targeting Cookies	Quigo AdSonar	AOL Advertising provides advertisers, agencies and publishers with online advertising tools (Advertising.com).

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Quisma Remarketing Container Pixel	QUISMA is an online performance marketing agency which currently operates across Europe. The main task of QUISMA is to develop and implement customized solutions for online advertisers including search engine advertising, affiliate marketing, or display advertising. To implement these advertising measures as efficiently as possible for advertisers and users, cookies are used to place advertising material. Information is stored in the cookies that helps make the advertising displayed more relevant, and to ensure that as far as possible the respective user is only shown advertising which is of interest to them.
Targeting Cookies	Rakuten Conversion Code	Rakuten Marketing is a global leader in omni-channel marketing offering an integrated strategy that combines consumer centric insights with e-commerce expertise. Rakuten Marketing's omni-channel services include Rakuten Affiliate Network (formerly Rakuten LinkShare), an affiliate marketing service; Rakuten Display (formerly MediaForge), enabling one-to-one marketing across devices through precise targeting, custom dynamic creative and engagement measurement; Rakuten Attribution (formerly DC Storm), measurement and attribution solutions that allow marketers to uncover the true performance of their campaigns with an unbiased, transparent view into each media channel; and Rakuten Search, a full service paid search agency that specializes in boosting sales and brand authority across devices.
Targeting Cookies	Rakuten Marketing Conversion/LinkShare	Rakuten LinkShare is a pay-for-performance affiliate marketing network.
Targeting Cookies	Referral Candy	Referral candy is a referral marketing tool that gets users more customers by incentivizing referrals (promoting products or services to new customers through referrals).
Targeting Cookies	Referral SaaSquatch	SaaSquatch is a referral automation suite. SaaSquatch provides a customized SaaSquatch referral program software.
Targeting Cookies	Responsys	Oracle Responsys Marketing Cloud helps brands execute marketing campaigns across all key digital channels: email, mobile, social, display and the web.
Targeting Cookies	Retargeting Tag	This is a universal Conversion pixel which notifies the Supplier that a successful purchase was made.
Targeting Cookies	Right Media (Yahoo! Ad Exchange)	Right Media is an online advertising company that operates the Right Media Exchange (RMX), a marketplace that enables advertisers, publishers, and ad networks to trade digital media.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	RKG_SEM	Merkle|RKG is a search and digital marketing agency that offers data-driven digital marketing solutions. Their services include paid search, SEO, product listing ads, social media, display advertising and comparison shopping engine management services.
Targeting Cookies	Rocket Fuel	Rocket Fuel is now a part of Sizmek. Sizmek is a buy-side advertising platform that provides integrated solutions enabling data, creative and media to work together for optimal campaign performance across the entire customer journey.
Targeting Cookies	Run DSP sale conversion	Run DSP is a conversion tracking which will be fired on the confirmation page. DSP stands for Demand-side platform which is another form of the online advertise as Google AdWords.
Targeting Cookies	Salesforce - lead management	Live Agent, a part of the Salesforce Service Cloud, lets service organizations connect with customers or website visitors in real time through a Web-based, text-only live chat.
Targeting Cookies	Salesforce Live Agent	Salesforce Live Agent is a real-time live chat support users can embed on their website and app.
Targeting Cookies	Searchlight Conversion	Searchlight Conversion tracks how many times people have clicked on an ad and how many conversions were made.
Targeting Cookies	SeccoSquared LLC Conversion Tracking	Secco Squared, LLC provides marketing services.
Targeting Cookies	ShareASale	The ShareaASale tracking code is placed in the HTML body of the "Thank You page", which is also referred to as the confirmation, and/or receipt page. Merchants have the ability to track new vs. returning customers, different currencies, multiple stores, and more.
Targeting Cookies	Shopper Approved	This tag is used on the thank you/confirmation page to collect initial feedback and opt-in for further feedback.
Targeting Cookies	Shopzilla	Shopzilla is a leading source for connecting buyers and sellers online. The products users submit in their data feed will be displayed across the owned and operated sites of Connexity such as Bizrate, Shopzilla, PriceGrabber and Become as well as an expansive network of social influencers, search, product review and content sites.
Targeting Cookies	Silverpop	The Silverpop is an on-demand digital marketing platform. They create, automatize and deliver multichannel messaging.
Targeting Cookies	SiteScout (iFrame)	SiteScout is a technology provider that builds software solutions for demanding advertisers and agencies. SiteScout is at the forefront of the real-time Bidding (RTB) ecosystem, working with multiple agencies and advertisers to provide the technology and expertise needed to support RTBpowered advertising campaigns.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	SiteScout Conversion	SiteScout Conversion tracks the success of a campaign by reporting back an action that a visitor has completed on a website after arriving through an advertisement. Not only will it tell how many times this action has been completed, but it will also allow to attach a dollar value to that action for revenue reporting. Once conversion pixels are placed, it will be possible to see how many conversions are generated from each site, placement, banner, etc. Conversion pixels can be used to track actions such as: visitor makes a purchase; visitor signs up for the site; visitor submits their e-mail address; visitor arrives at "goal page" or any other event or action on your website.
Targeting Cookies	Social Sharing Shariff	PPI Compliant Version of Social Sharing buttons.
Targeting Cookies	Specific Media Conversion Page	This tag logs to the domain bp.specificclick.net. SpecificClick cookies store information about a PC user's interaction with a specific website.
Targeting Cookies	SteelHouse Conversion Pixel	SteelHouse is a data-driven marketing technology company bringing innovative advertising solutions to brands, agencies and direct marketers. (Retention and acquisition campaigns).
Targeting Cookies	SteelHouse Smarter Pixel Conversion	Steel House provides a behavioral commerce platform which gives marketers the ability to direct their shoppers' behavior both on and off their site via Retargeting, Real Time Offers and Acquisition Display Ads, in addition to providing insight (into clicks, conversions, spend, and more), control and reach over data and offers.
Targeting Cookies	Supplier Coupon	The supplier will use this tracking to count the use of coupons and switch off campaigns.
Targeting Cookies	Supplier Email Retargeting Script	A retargeting script which may save your information to display better ads or send you information via email.
Targeting Cookies	Supplier Live Chat	This tool allows you to live chat with the Supplier support center.
Targeting Cookies	Survey Gizmo	SurveyGizmo is an enterprise–level data collection platform.
Targeting Cookies	survey monkey	SurveyMonkey offers a cloud-based online survey and questionnaire tool that helps users gather survey-related information.
Targeting Cookies	The Trade Desk (Img)	The Trade Desk empowers buyers at the campaign level with bid capabilities, full-funnel attribution and detailed reporting that illustrates the consumer journey from initial impression to conversion.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	The Trade Desk (Script)	With The Trade Desk, buyers can value each impression like traders value stocks, using first and third party data to decide which impression to buy and how much to pay. Customers can also use APIs to build their own proprietary analytic insights or access Trade Desk's bidders to create specialty DSP offerings.
Targeting Cookies	Trade Tracker	TradeTracker is the largest affiliate network in the Netherlands, with more than 700 merchants.
Targeting Cookies	TradeDoubler	This is a performance-based affiliate marketing network with expertise in digital marketing innovation.
Targeting Cookies	TrialPay	The Pixel is to be placed on advertisers confirmation page. This will instantly notify TrialPay of a completion.
Targeting Cookies	TrustPilot TrustBox Widget	Trustpilot.com charges fees to merchants to promote their businesses.
Targeting Cookies	Twitter Ads Checkout Pixel	Twitter Ad Conversions is a measurement and reporting tool which helps advertisers understand the full conversion impact of impressions and engagements from Promoted Tweets so they can properly optimize their campaigns.
Targeting Cookies	Twitter Ads Universal	There are different kinds of ads on Twitter, such as: Promoted Tweets, Promoted Accounts, and Promoted Trends. Twitter may show these ads to users when they are logged in or logged out of Twitter. The ads are clearly marked with a "promoted" icon. Users can interact with most promoted content in much the same way as organic content. Conversion tracking tracks the number of Twitter users that perform a desired action after viewing and engaging with an ad on Twitter. It shows which campaigns drive actions such as site visits, sign ups, and purchases.
Targeting Cookies	Ultimate Affiliate	Affiliates use the affiliate referral link/URL to promote website or products. Specific affiliates are tracked because their IDs or usernames are appended to their URL, therefore the system can track which affiliate link brought a customer to a certain website. If the customer successfully completes a conversion (i.e. a sale, or a form submission), a referral will be generated and the affiliate will be awarded a commission.
Targeting Cookies	Upclick	Upclick is a custom e-commerce platform with focus on sales funnel optimization and monetization for merchants in digital goods and software industries. They aim at delivering payment processing while improving conversion rates and overall cart value.
Targeting Cookies	UpSellit Cart	UpSellit provides with strategic site abandonment solutions that are custom tailored.
Targeting Cookies	UpSellit Conversion	UpSellit Conversion is used for tracking visited pages and learning the visitors' purchase behavior. Behavioral data is used to create personalized conversion optimization solutions..

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	Userball	This is the conversion tracking code from the referral marketing software called Userball. With userball, we can turn customers into revenue generators. The referral marketing software automates the process of enrolling, tracking, rewarding and managing loyal customers.
Targeting Cookies	ValueClick Mediaplex	Mediaplex provides insightful reporting and analytics (ad serving, data management platform (DMP), tag management, attribution analysis, dynamic rich media, and more)
Targeting Cookies	ValueCommerce	This tag creates an image, and should be added to the thank you page of a site. Transaction data will be sent to ValueCommerce.
Targeting Cookies	Ve Interactive	Ve's data set provides insights into customer activity, while driving each app to deliver highly-targeted content to customers based on their purchasing activity and profile.
Targeting Cookies	Ve Interactive (VeGenie)	GENIE's systems deliver precisely targeted adverts to prospective customers based on a range of behavioral, contextual and demographic data, ensuring maximum ROI for website owners.
Targeting Cookies	Velaro Chat	At Velaro aims at helping users leverage live chat as part of their daily workflow.
Targeting Cookies	Visual Website Optimizer	VWO is an intuitive A/B Testing platform that helps marketers increase online sales and conversions on their websites and landing pages.
Targeting Cookies	Vivalu	Vivalu is a transparent trading desk. Vivalu offers a success-oriented digital 360° marketing - especially in the areas of programmatic buying, real-time advertising, display performance and data-driven technology.
Targeting Cookies	W4	W4 operates an online advertising marketplace at w4.com that provides result- based advertising solutions to advertisers, and traffic monetization solutions for its publishing partners in social media, search, display, subscriber email and other channels.
Targeting Cookies	Webgains	Webgains is focused on quality customer service.
Targeting Cookies	WebMetro	WebMetro is a search marketing agency. They provide with integrated marketing strategies for increasing online market share, lowering acquisition costs, and penetrating new markets.
Targeting Cookies	Webtrekk	Webtrekk provides enterprise web analytics solutions. In addition to data web analytics solutions, Webtrekk offers consulting services in Web Analytics, Website Optimization and Search Engine Optimization.

Overview Trackings

Category	Tracking Name	Description
Targeting Cookies	WebTrends	WebTrends products and services portfolio includes real-time web analytics, unified digital analytics across mobile, social and web, optimization + testing, audience segmentation, targeting + scoring, mobile, professional consulting services and general digital marketing services.
Targeting Cookies	WSG Tag Links	Replaces all the links on the page with a link to web-supergoo.
Targeting Cookies	XAXIS - Look a Like	Xaxis is a global digital media platform that programmatically connects advertisers and publishers to audiences across all addressable channels.
Targeting Cookies	Yahoo Gemini (Dot Tags)	Yahoo Gemini is a unified ad marketplace for mobile search and native advertising and part of the Yahoo Analytics.
Targeting Cookies	Yahoo! - Adwords Conversion	Conversion Tracking can be used to gain greater visibility into the number of times that people come to a website and become customers. Any website page can be used to track conversions, it just depends on what user action wants to be tracked.
Targeting Cookies	Yahoo! - Marketing Solutions - Conversion Only Analytics	Yahoo! Search Marketing Solutions offers online advertising services via its network of web portals and search engines.
Targeting Cookies	Yahoo! – Search Markting Pay Per Click Advertising	Yahoo! Search Marketing Solutions offers online advertising services via its network of web portals and search engines.
Targeting Cookies	Yandex.Metrica (Analytics)	Yandex. Metrica provides a range of features for evaluating website performance: analysis of user behavior, achievement of business goals and filtering out robot visits. To get this information, the counter needs to be configured.
Targeting Cookies	Yesmail	After the Click Tracking (ATC) enables clients to track website behavior and feed that data in real time to their Yesmail Enterprise implementation.
Targeting Cookies	Zanox Affiliate Tracking	Zanox is a performance advertising network.
Targeting Cookies	Zedo Conversion	The tag can be placed anywhere in the body of the page. It is placed on the advertisers confirmation page to track conversions.
Targeting Cookies	Zendesk Chat	Zendesk is a provider of hosted help desk software used by companies to engage with their customers.
Targeting Cookies	Zendesk Zenbox	A chat tool allowing to communicate with the customer service of the vendor.