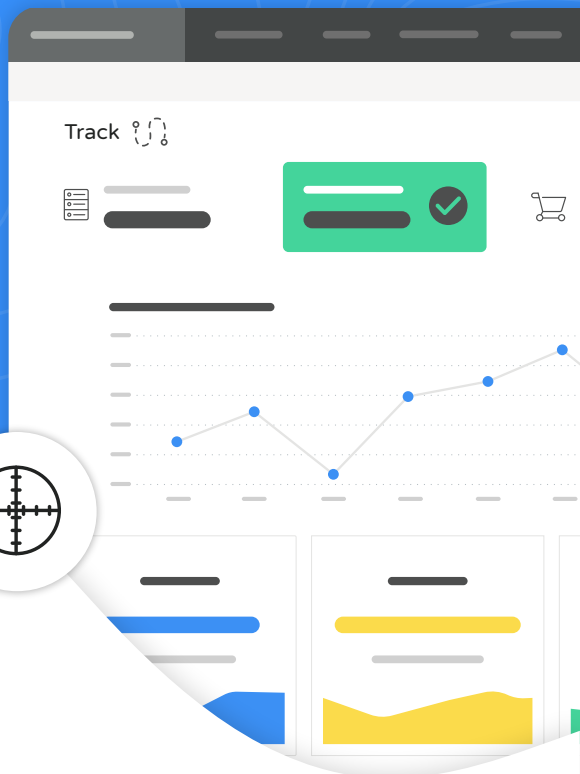




# The Partnerize Tag: The tracking consistency required to make data-driven decisions

Maximize channel growth with futureproof tracking



Marketers need persistent affiliate tracking to guide their decisioning using clear, accurate data. However, ongoing browser changes such as Safari's ITP, Firefox's Total Cookie Protection and Chrome's cookie phase out put affiliate tracking at risk—interruptions that make gathering reliable data impossible.

The Partnerize Tag, Partnerize's tracking innovation, enables users to make a single update that ensures uninterrupted tracking and expedites activation of third-party technology solutions in an easy-to-use dashboard so that you can:



**Futureproof tracking.** Protect your channel investment amidst ongoing browser changes with the Partnerize Tag, a one-time integration that ensures uninterrupted partner channel tracking.



**Eliminate reliance on tech resources.** Easily make real-time changes to partner channel tracking through the implemented tag—no heavy tech work required.



**Rapidly deploy third-party solutions.** Speed time to revenue and accelerate integrations with turnkey third-party solutions including Cybba, Revlifter and Upsellit.



**Gain control over the consumer experience.** Provide consumers with an optimal experience by enabling partners' content to populate amidst ongoing browser changes designed to disable cookie-based content—restrictions that interrupt the consumer's path to purchase.

To learn more about the Partnerize Tag, get in touch with us at [contact@partnerize.com](mailto:contact@partnerize.com).

