



SourceWeb Analytics

Lukas Günther Teissl / SourceWeb Group

10/05/2024

Introduction

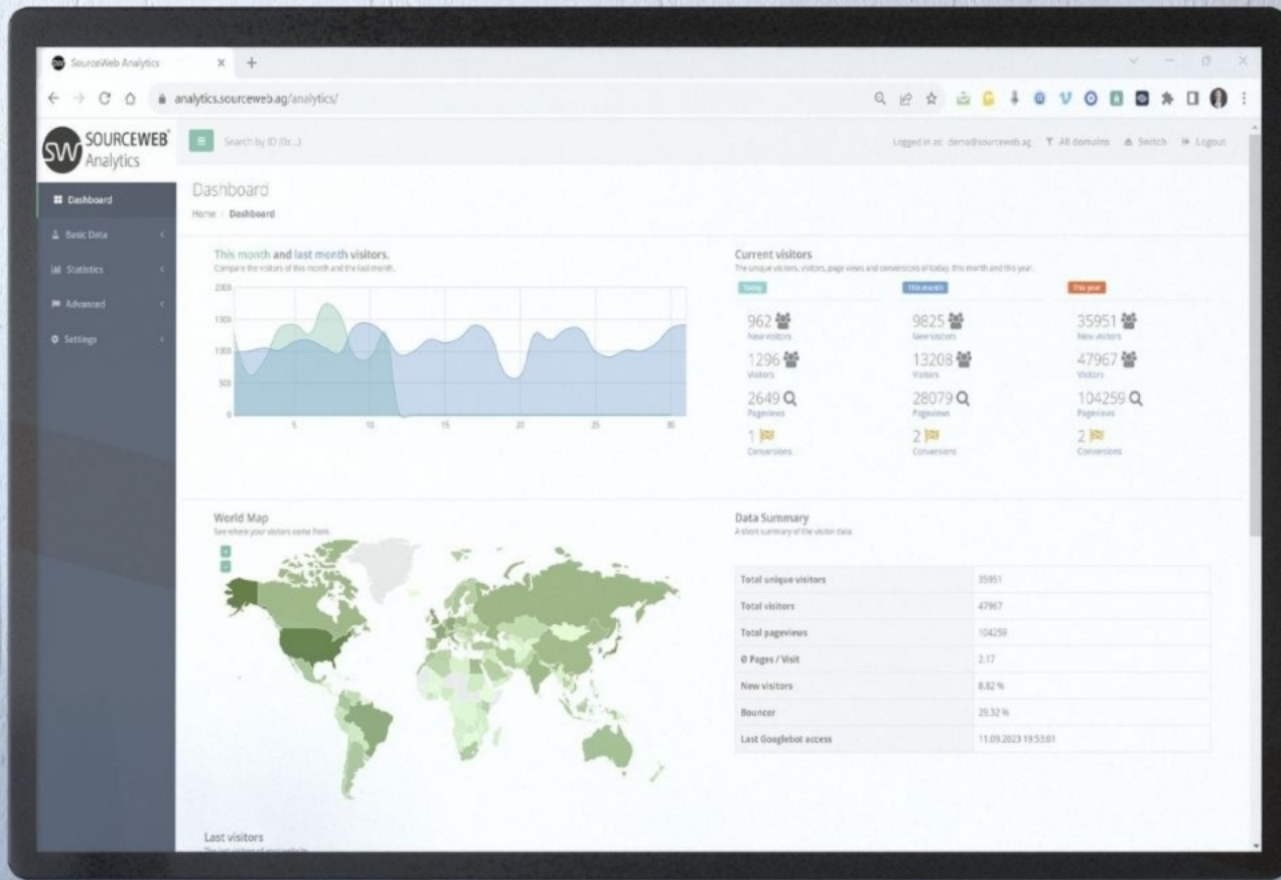
Welcome to the Presentation of SourceWeb Analytics without Cookie Reporting with Cross-Page Tracking and AI-Visitor recognition Technology.

In this Presentation, we will showcase the advanced features of our Analytics Solution, which makes it possible to track Users across different Pages and recognize them using AI-Technology without relying on Cookies.

SOURCEWEB ANALYTICS

AN INNOVATIVE WEB ANALYTICS SOFTWARE

**TRACK YOUR VISITORS
WITH NO COOKIES USED.
100% PRIVACY COMPLIANT WITHOUT
ANNOYING COOKIE MESSAGE.**



MULTI-DOMAIN TRACKING

**TRACK AND FOLLOW
YOUR VISITORS IN REAL
TIME ACROSS MULTIPLE
DOMAINS.**

TAGS

**TAG YOUR VISITORS WHEN
THEY OPEN A SPECIFIC PAGE
OR EXECUTE A SPECIAL
ACTION ON YOUR WEBSITE.**



HTTPS://

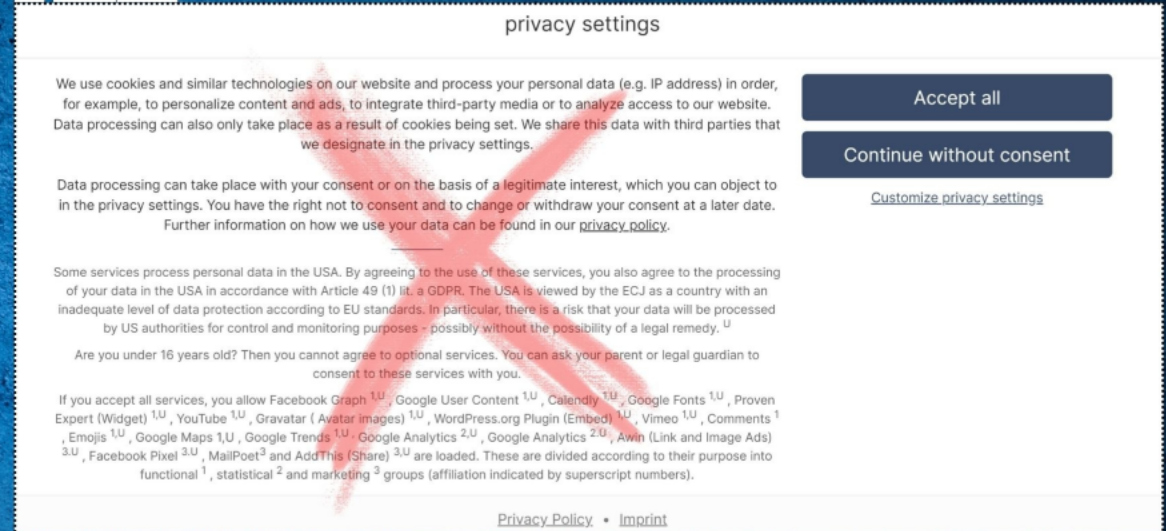
ANALYTICS.SOURCEWEB.AG



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COOKIE NOTICES ANNOY YOU?

ONLY 11% OF ALL VISITORS ACCEPT COOKIES, THIS IS OF COURSE VERY FATAL FOR YOU AS A WEBSITE OPERATOR, BECAUSE YOU CAN NO LONGER RELIABLY EVALUATE THE SUCCESS OF YOUR ADVERTISING CAMPAIGNS IS NO LONGER POSSIBLE.

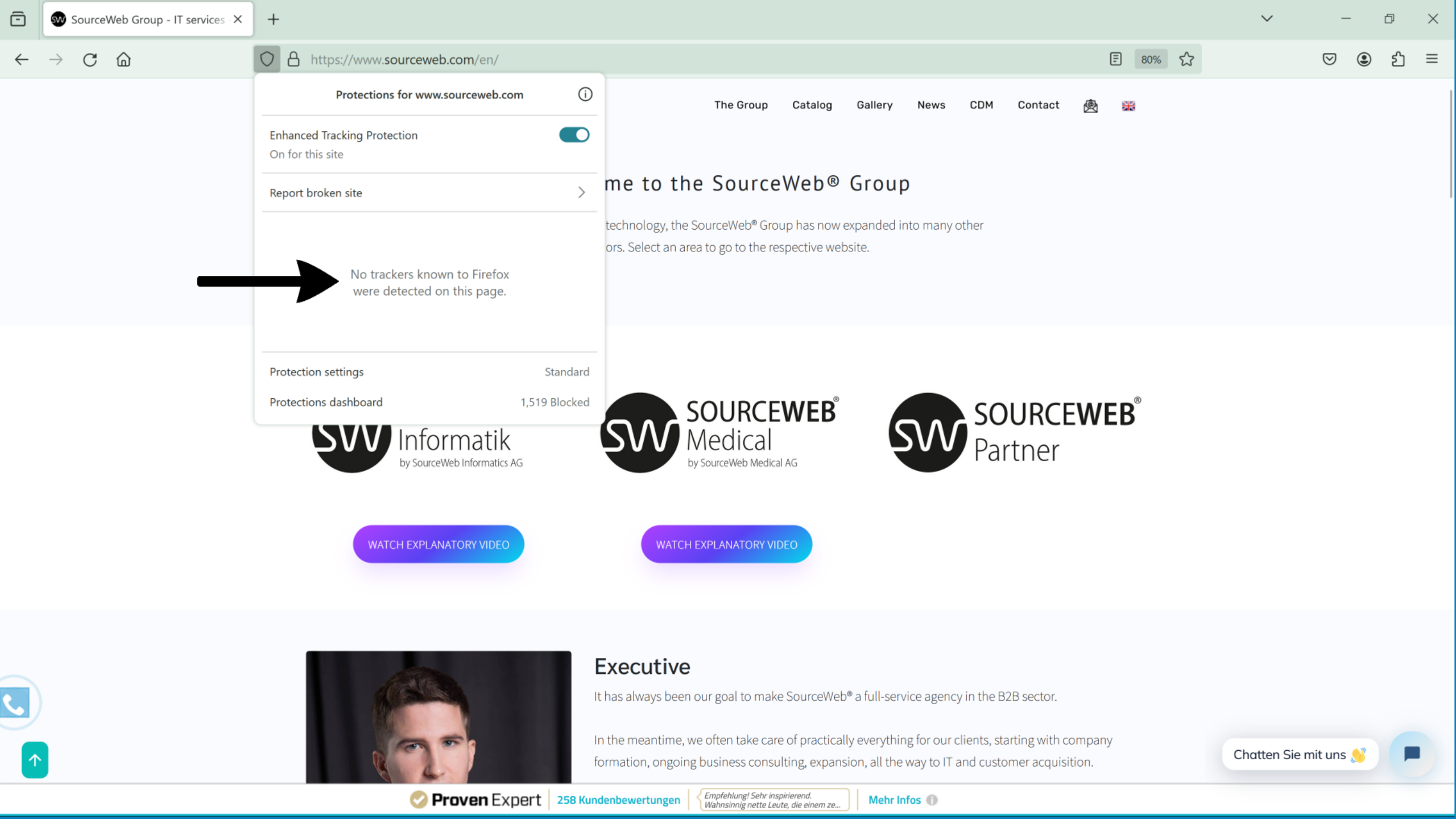
WE HAVE THE SOLUTION.

*REFERENCE: [HTTPS://WWW.ADVANCE-METRICS.COM/EN/BLOG/76-IGNORE-COOKIE-BANNERS-THE-USER-BEHAVIOR-AFTER-30-DAYS-OF-GDPR/](https://www.advance-metrics.com/en/blog/76-IGNORE-COOKIE-BANNERS-THE-USER-BEHAVIOR-AFTER-30-DAYS-OF-GDPR/)



HTTPS://

ANALYTICS.SOURCEWEB.AG



Protections for www.sourceweb.com

Enhanced Tracking Protection



On for this site

Report broken site



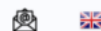
No trackers known to Firefox were detected on this page.

Protection settings

Standard

Protections dashboard

1,519 Blocked



Welcome to the SourceWeb® Group

With our technology, the SourceWeb® Group has now expanded into many other areas. Select an area to go to the respective website.



WATCH EXPLANATORY VIDEO

WATCH EXPLANATORY VIDEO



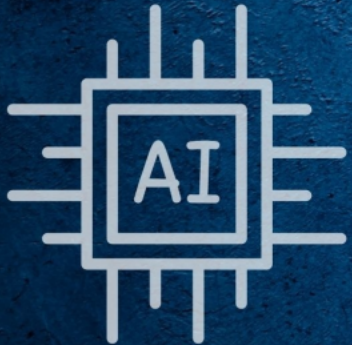
Executive

It has always been our goal to make SourceWeb® a full-service agency in the B2B sector.

In the meantime, we often take care of practically everything for our clients, starting with company formation, ongoing business consulting, expansion, all the way to IT and customer acquisition.

Chatten Sie mit uns

SOURCEWEB ANALYTICS



HIGHLY INTELLIGENT VISITOR IDENTIFICATION (UNIQUE WORLDWIDE)

OUR ANALYTICS SOFTWARE DOES NOT USE COOKIES TO TRACK VISITORS. INSTEAD, WE USE AN AI THAT CALCULATES WHETHER IT IS THE SAME VISITOR OR A DIFFERENT VISITOR BASED ON A VARIETY OF CRITERIA WITH DIVERSE MODELS.

SINCE COOKIES ARE ONLY STORED IN THE RESPECTIVE BROWSER AND WE DO NOT USE SUCH TECHNOLOGIES, WE CAN IDENTIFY A VISITOR EVEN IF THEY CHANGE BROWSERS OR EVEN DEVICES IN BETWEEN.

THUS, WE RECOGNIZE VERY RELIABLY IF ONE AND THE SAME VISITOR VISITS YOUR WEBSITES SOMETIMES WITH THE SMARTPHONE, SOMETIMES WITH THE LAPTOP IN THE HOTEL AND SOMETIMES WITH THE PC FROM HOME.

EVEN IF A VISITOR SHOULD INITIALLY BE RECOGNIZED AS TWO UNIQUE VISITORS DUE TO A LACK OF MATCHING CRITERIA, THESE VISITORS ARE SUBSEQUENTLY COMBINED INTO ONE VISITOR AND THE DATA IN THE STATISTICS IS CORRECTED ACCORDINGLY.

IN ADDITION, SINCE WE DO NOT USE COOKIES, YOU NO LONGER NEED TO DISPLAY A DISTURBING COOKIE MESSAGE ON YOUR WEBSITE AND THE RECORDING IS ALWAYS CORRECT, EVEN IF YOUR VISITORS ARE USING PROGRAMS TO PREVENT FROM ACTIVITY TRACKING.

[ANALYTICS.SOURCEWEB.AG](https://analytics.sourceweb.ag)

AN INNOVATIVE WEB ANALYTICS SOFTWARE

TRACK YOUR VISITORS WITH NO COOKIES USED. 100% PRIVACY COMPLIANT WITHOUT ANNOYING COOKIE MESSAGE.



There are a variety of ways in which visitors can be recognized by our AI. Even with different devices, the visitors are recognized if both devices are connected to the same wifi every now and again.

Since we do not use cookies, but an AI for visitor identification, it is also not important whether the visitors surf with the same browser or switch browsers in between. Even with changing browsers, the visitors are reliably recognized.



Even changing IP addresses are no problem. If a visitor has appeared under different IP addresses, you will find a list of all IP addresses in the visitor details.



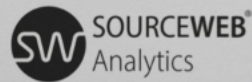
User Activity

Visitor 0x18AE8D3C on domain sourceweb.com on 13.05.2024 06:01:32 (91.214.65.174) Details		
/de/	13.05.2024 06:01:32	00:00:29
/en/	13.05.2024 05:57:37	00:03:55
/de/langselector/	13.05.2024 05:57:34	00:00:03
/de/	13.05.2024 05:56:53	00:00:41
/de/blog/entry/	13.05.2024 05:10:18	00:01:53
/de/blog/	13.05.2024 05:10:12	00:00:06
/de/	13.05.2024 05:10:06	00:00:06
/de/	13.05.2024 04:25:39	00:01:24
/de/	13.05.2024 04:25:16	00:00:23
Visitor 0x18AE8D3C on domain sourceweb.com on 12.05.2024 00:31:05 (181.94.252.65) Details		
/de/	12.05.2024 00:31:05	00:00:28
Visitor 0x18AE8D3C on domain sourceweb.com on 12.05.2024 00:29:18 (87.13.15.52) Details		
/de/	12.05.2024 00:29:18	00:00:24
Visitor 0x18AE8D3C on domain sourceweb.com on 11.05.2024 22:11:46 (87.13.15.52) Details		
/de/blog/entry/	11.05.2024 22:11:46	00:00:29
/de/blog/	11.05.2024 22:11:24	00:00:22
Visitor 0x18AE8D3C on domain informatics.sourceweb.com on 11.05.2024 20:48:22 (87.13.15.52) Details		
/de/	11.05.2024 20:48:22	00:00:06



United States of America (8861)

Slovakia (52)



Welcome to SourceWeb Analytics
Web Analytics without cookies, able to track visitors over more domains!

E-mail

Password

Login

Don't have an account?

Create an account

Demo Login

Copyright © 2023 SourceWeb Informatics A.S.

DEMO

We Offer Complete Transparency

Due to the worldwide popularity of our brands, we have an increasing number of visitors, currently over 700 visitors per day. Since full transparency is very important for us, you have direct access to our demo version, where you can track all visitors to our websites live.

According to Alexa ranking, our websites are among the TOP 150,000 most visited sites in the world.

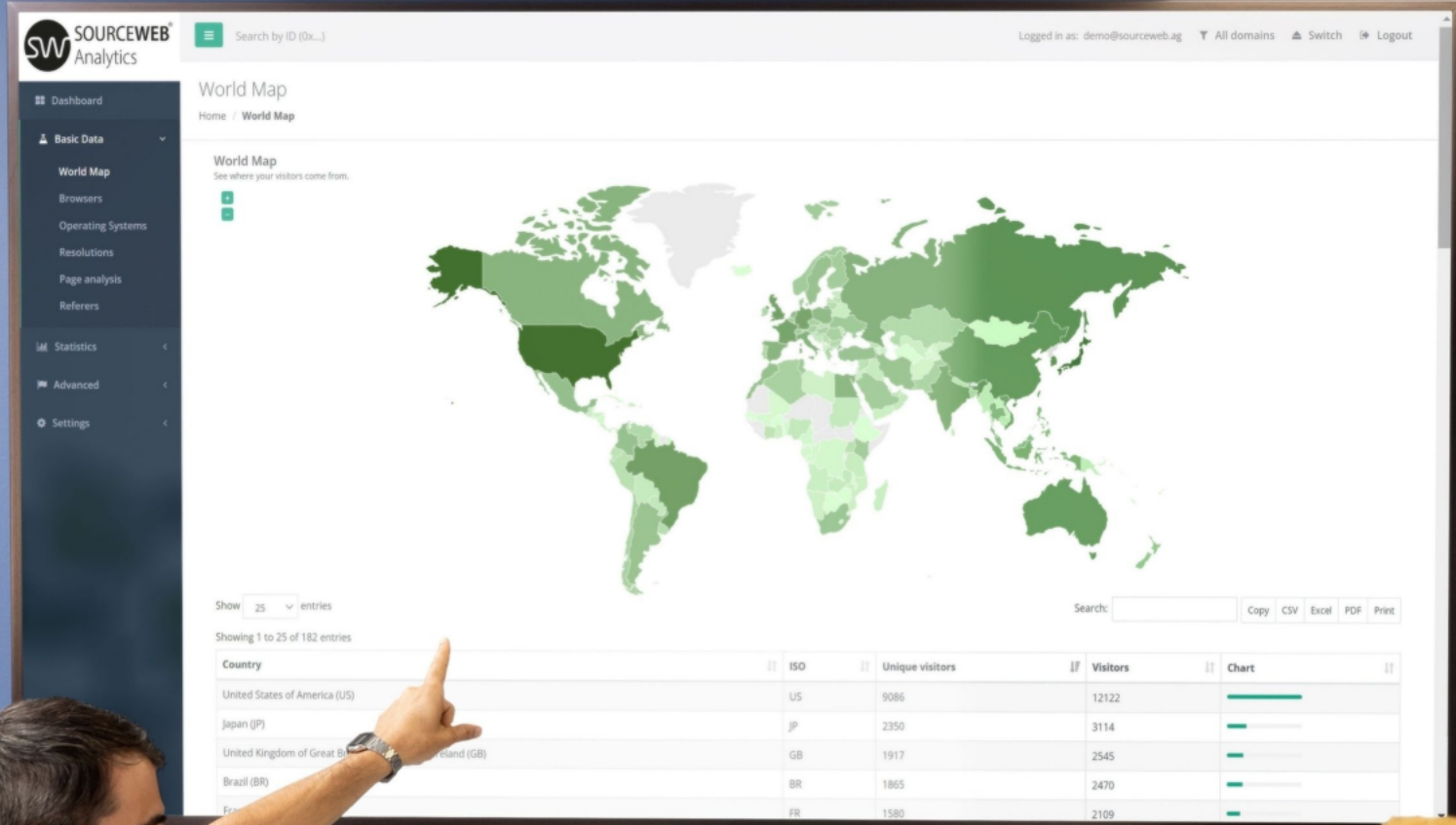


[HTTPS:// ANALYTICS.SOURCEWEB.AG/ANALYTICS/LOGIN/EN/](https://analytics.sourceweb.ag/analytics/login/en/)



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SourceWeb Analytics

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Why SourceWeb Analytics without a Cookie Message?

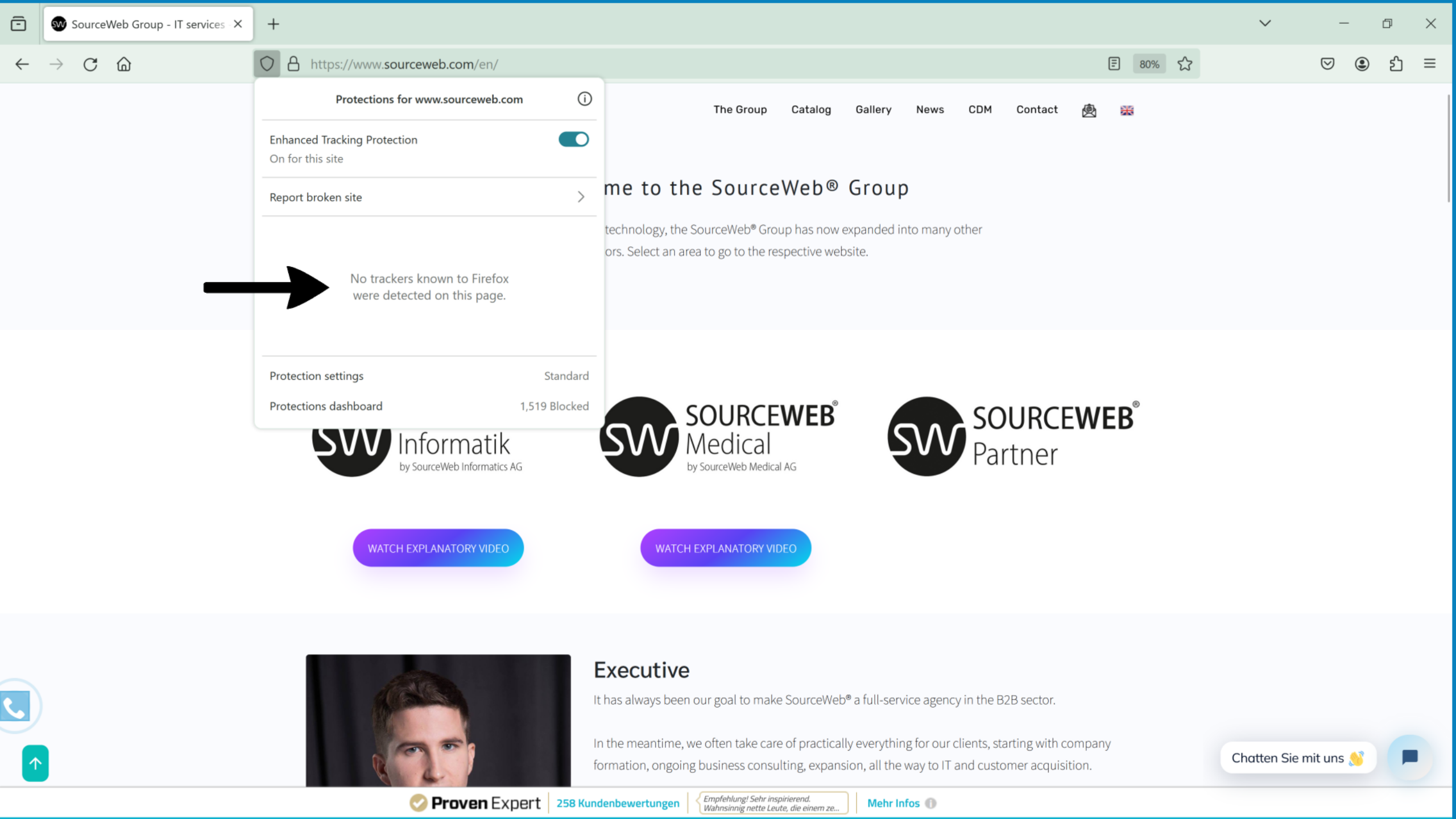
Data Protection Compliance: Many users are concerned about privacy and the use of cookies on websites. By avoiding cookies, SourceWeb Analytics complies with the strict requirements of the GDPR and other data protection guidelines, despite the very detailed recording.

Improved user Experience: Without constant cookie messages, the user experience on your website improves considerably. Users can surf undisturbed without being bothered by annoying pop-ups.

Reliable Data Acquisition: By bypassing cookie blockers and browser privacy settings, SourceWeb Analytics enables reliable collection of user data. Companies gain precise insights into user behavior in order to make informed decisions. According to various studies, only 11% - 30% of visitors give their consent to be recorded, depending on their country of origin. You therefore lose a large proportion of visitor data with other analytics programs.

Compatibility: Since many browsers and privacy settings block or reject cookies, an analytics solution without cookies is much more compatible and reliable for collecting user data.

etc.



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ors. Select an area to go to the respective website.

Protections for www.sourceweb.com

Enhanced Tracking Protection
On for this site

Report broken site >

No trackers known to Firefox were detected on this page.

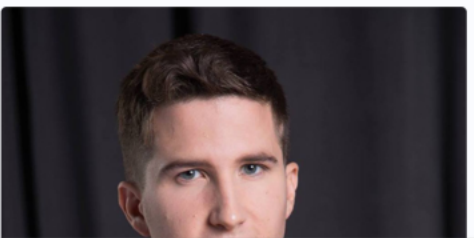
Protection settings Standard

Protections dashboard 1,519 Blocked



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Functionality

Cross-Page Tracking: Tracks user activity across multiple pages to gain a comprehensive understanding of their behavior.

AI-Visitor-Recognition: Uses advanced AI-algorithms to uniquely identify users and analyze their behavior on the website.

Pseudonymization: Protects user privacy by anonymizing all collected data and not storing any personal information.

Cross-Page Tracking

The screenshot displays the SourceWeb Analytics dashboard. The browser address bar shows the URL `analytics.sourceweb.com/analytics/`. The dashboard includes a search bar, a navigation menu on the left, and several data visualization components.

Dashboard Overview:

- Search by ID (0x...)**
- Logged in as:** demo@sourceweb.com
- All domains** (dropdown menu)
- Switch** and **Logout** options

Current visitors: The unique visitors, visitors, page views and conversions for today.

- 286 Unique visitors
- 382 Visitors
- 748 Pageviews
- 0 Conversions

Domain List (dropdown menu):

- + All domains
- 1 lawgroup.sourceweb.ag
- 2 sourceweb.claims
- 3 sourceweb-medical.ag
- 4 sourceweb.com
- 5 products.sourceweb.com
- 6 informatics.sourceweb.com
- 7 demo.sourceweb.com
- 8 lawgroup.sourceweb.com
- 9 claims.sourceweb.com
- 10 medical.sourceweb.com
- etc.

This month and last month visitors: Compare the visitors of this month and the last month.

World Map: See where your visitors come from.

Data Summary: A short summary of the visitor data.

Metric	Value
Total unique visitors	114099
Total visitors	162738
Total pageviews	361694
0 Pages / Visit	2.22
Unique visitors	-23.41 %
Bouncer	25.62 %

KI-Besuchsererkennung

Details of visitor 0x18AE8D3C

Home / Details of visitor 0x18AE8D3C

Visitor status: Returning

Country: Germany (DE)
Region: Hessen
City: Frankfurt am Main

Resolution: 1536x864
Screen colors: 24
Javascript: On
Referer:
Coordinates: Lon: 8.68199600,
Lat: 50.11088000

Last time seen: 13.05.2024 06:01:32
First visit: 20.04.2024 15:20:46

IP: 181.105.18.147
181.238.39.162
181.239.3.81
181.94.252.65
186.12.112.174
186.12.76.105
186.12.76.66
186.12.80.94
186.157.219.232
213.109.200.36
45.129.35.242
45.84.139.13
45.94.211.62
45.94.211.68
87.13.15.52
89.163.164.109
91.214.64.244
91.214.65.174

The ability of our AI technology to recognize visitors, even if the IP address changes, offers a number of advantages:

Continuous user Identification: Even if the IP address changes, our AI technology can continuously identify visitors across different sessions. This gives companies a comprehensive picture of their users' behavior and preferences.

Personalized Experiences: By continuously identifying visitors, companies can provide personalized content and offers based on the individual behavior and interests of users. This contributes to an improved user experience and higher conversion rates.

Effective Marketing: The ability to track visitors across different IP addresses enables companies to develop more targeted marketing strategies and respond more effectively to the needs and interests of their target group.

Comprehensive Tracking: By seamlessly tracking users regardless of their IP address, companies gain a comprehensive understanding of the entire customer lifecycle, from initial interaction to purchase and beyond.

etc.

Operating System: Windows 10
Browser: Chrome 124

Notes:

02.05.2024 18:37:59
Teissl

Tags:

Add notes to visitors with our interface.



More great features

Notes



Add notes to visitors with our interface. You will then see them on the visitor's overview page.



Entry pages / Exit pages



Determine through which pages visitors frequently enter your website and through which they leave. This gives you the opportunity to optimize the website for more conversions.



Bot accesses



See which robots (like the Google Bot) retrieved which content and when.



Detailed statistics



Our web analytics provides detailed statistics about each page and subpage of your website.



→ Customization

The software can be adapted or extended for customer-specific requirements. Please feel free to contact us for this or make an appointment for a brief discussion of your requirements.

[Customization](#)



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Advantages for Companies

Data Protection Compliance: Reduces the risk of data breaches and fines by complying with applicable data protection laws.

Precise Data: Enables accurate collection of user data across multiple sites to make informed business decisions.

Improved Conversion Rates: By better understanding user behavior, companies can optimize their website and increase conversion rates.



SourceWeb Analytics

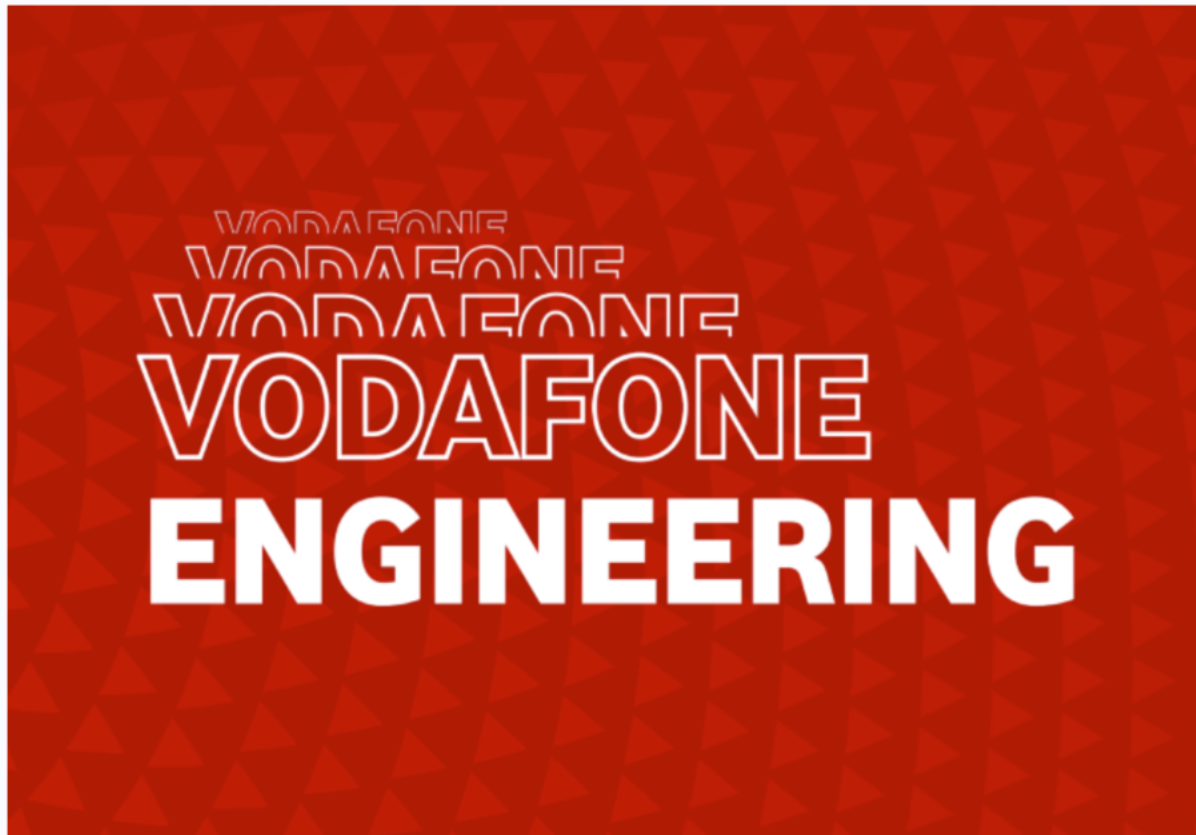
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Case Study: Success Story of a Customer

Presentation of a case study in which a company uses SourceWeb Analytics without cookie notification and with cross-page tracking and AI visitor recognition was implemented and achieved positive results.

Explanation of the specific measures and results that the company has achieved by using our analytics solution.



17.07.2023

Technical cooperation with Vodafone

SourceWeb has developed the technical systems for Vodafone

Vodafone leaves nothing to chance in the development of its web portals and Internet sites to create highly consistent and scalable digital sites.

The close collaboration between SourceWeb and Vodafone enables our partner to publish and manage new content in real time, without frustration and across all countries, regions, branches and languages.

Our partner can draw on the expertise of SourceWeb's entire engineering team.

[Read what our partner writes about us](#)

Our clients

Here you will find a small selection of our valued customers.

SAMSUNG



SONY



xerox



HONDA





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Summary and Conclusion

SourceWeb Analytics offers an advanced solution for companies that want reliable and privacy-compliant collection of user data without relying on cookies.

The combination of cross-page tracking and AI visitor recognition technology enables companies to make informed decisions and optimize their online presence.

Thank you for your attention.

Test now for free:
It only takes a few minutes to set up.
Get started with SourceWeb Analytics today.

<https://webanalytics.sourceweb.com>

Contact us

Business WhatsApp: +44 7858 827 067

Tel: +44 20 3769 3404

EMail: office@sourceweb.com

Web: www.sourceweb.com

Facebook: <http://facebook.sourceweb.ag>

Further Contact Options:

www.teissl.info or www.teissl.me



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