

# Celebrus Anonymized Data Collection

Keeping the lights on your analytics, even when users opt out.

Opt-out rates are rising with as much as 40% of traffic being anonymized, which is a low estimate. This means that you are losing out on all of those behavioral insights. But you don't have to be—Celebrus captures anonymized behaviors such as navigation paths, page views, and interactions, never tracking personal inputs. Our patented, cookieless approach ensures you have instant insight to deliver better experiences while maintaining compliance and protecting user preferences. Celebrus keeps the lights on your data.



## Elevate Your Analytics

Celebrus ensures analytics stay active while fully respecting user privacy through anonymized data collection, capturing anonymized, privacy-compliant data that provides clear, actionable insights—no cookies or personal data required.



**Competitive Edge:** Celebrus' patented and proprietary tech for anonymous data collection puts you ahead of the competition.



**Cookieless Tracking:** Maintain actionable insights without relying on cookies or personal data.



**Better ROI:** Gain visibility to optimize marketing strategies with anonymized behavioral data for opt-outs.



**Increase Conversions:** Use contextual relevance to improve user experiences without knowing who they are.



**Maintain Compliance:** Operate confidently under global privacy laws and fully respect user privacy.

# Solving Your Biggest Challenges

## Data Gaps from Opt-Outs

Traditional analytics tools go dark when users reject cookies, leaving blind spots. Celebrus keeps the lights on your data and analytics.

## Compliance Complexity

Staying ahead of evolving privacy laws is difficult and penalties for non-compliance are steep. Celebrus covers all global regulations.

## Lost Insights

Without key interaction data, optimizing campaigns and customer experiences becomes nearly impossible. Celebrus gives you insights to optimize.

## Erosion of Trust

Mishandling data can lead to reputational risks and loss of consumer confidence. Celebrus ensures you enhance your customer relationships.

## Celebrus in Action

### RETAIL

A shopper visits a site and opts out of cookies, leaving traditional analytics blind to their actions. Celebrus captures anonymized session data, showing which campaigns drive traffic and helping the retailer make informed decisions without relying on personal data.



### FINANCE

An investor researching retirement accounts opts out of data tracking. Celebrus captures anonymized session behavior, enabling the bank to understand which pages and campaigns are driving engagement, ensuring more accurate performance analysis.

### TRAVEL

A traveler searches for flights but opts out of tracking, which would usually result in a default experience. Celebrus uses contextual session data, like searched destinations and travel dates, to show relevant flight offers within the session.



Meet



Request a demo

## Our unmatched value is what sets us apart.

Celebrus delivers instant, comprehensive, and persistent profiles that include both logged-in and anonymous user data, filling critical digital identity gaps. Fully compliant with all global legislation, our patented solution tackles one of the industry's most difficult challenges: knowing your consumers when they're not logged in.

Unlike other platforms, Celebrus eliminates data latency and manual stitching efforts, ensuring that every interaction—past and present—can be acted upon instantly. This unique ability to enhance all three user categories (new, known-but-logged-out, and logged-in) gives brands an unprecedented ability to build seamless, smooth experiences.