ADTONIQ

Unlock your missing attribution and analytics data from ad block users.

**Enterprise-grade security.
Otherwise untrackable data.**

Attribution and analytics are a key factor in measuring the success of advertising campaigns. While there are several different attribution models and technologies, each of them demands the accurate capture and management of data from the countless touch points of each visitor across channels, devices and platforms. Unfortunately, ad blockers prevent the technology required by most attribution and analytics software to accomplish this.

Software that is commonly blocked by most major ad blockers: Google Tag Manager, Google Analytics, Adobe Analytics, MOAT, Oracle Eloqua, Marketo and many others. Because of this, you are likely missing significant data from all digital media channels, including historically hard working performance marketing channels like Google Search, social media and email campaigns.

Adtoniq Attribution v1.0

Adtoniq is developing a solution to unlock your missing attribution and analytics data from ad block users. Our software is installed on your website and measures the activity of ad block users from Adtoniq advertising campaigns. This solution will not track nor affect non-ad blocker traffic to your website. This solution requires a server-to-server integration because of the methods ad blockers use to detect software and block web services. You will not be able to use any tag management services when implementing our solutions, including GTM.

Adtoniq Attribution reports on clicks and conversions that come directly from Adtoniq campaigns. Our goal is to work with innovative brands to customize the product to their needs. We are currently seeking early partners to work with us on shaping the final product requirements.

Adtoniq will provide its game-changing attribution capability to participating Adtoniq Advertiser customers only. The technology will not be made available on the open web and early adopters will have significant price incentives.

Beta Applicant Requirements:

1. Ability to install software on brand website
2. Ability to implement a server-to-server integration
3. Willingness to collaborate on data analytics to measure implementation accuracy
4. Willingness to provide feedback to shape the product

Privacy

Like all of our products, the solution will comply with all global consumer privacy and security regulations. Data from Adtoniq Attribution will be exclusively owned by the Advertiser. Adtoniq strives not to store or have any access to this data.

Long Term Vision

We plan to integrate directly with existing attribution tools to unlock data for all of your ad block traffic. This is a massive undertaking and we want to develop it right with guidance and input from select advertising partners. Early partners will have significant price incentives.