

Data Collection on Various Platforms

Permutive collects data on Web, FBIA, iOS Safari and more



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Permutive uses 1st party cookies, in real-time, to collect highly detailed user behaviour across a number of platforms. All this data is stored in real-time in your Data Warehouse.

Web

Permutive uses 1st party cookies to collect website browsing data. By default, Permutive typically collects about 30 - 40 events per page. These include everything from url and pageview engagement through to ad slots viewable and clicked.

Facebook Instant Articles

Permutive uses 1st party cookies to collect data in FBIA. The data collection methodology is the same as for website browsing data.

Note: In your data warehouse user data is stored side-by-side for web and FB data. Website browsing data is collected with `client.type='web'` and FBIA data is collected with `client.type='fia'`

Accelerated Mobile Pages

Permutive can collect data wherever our SDK or audience pixels can be fired, so we are able to collect data within platforms like AMP. `Client.type='amp'`

iOS

Permutive can collect data on iOS with our [iOS SDK](#). `Client.type='ios'`

Android

Permutive can collect data on Android with the [Android SDK](#). `Client.type='android'`

Safari

Permutive uses 1st party cookies to collect data in Safari. The data collection methodology is the same as for website browsing data.

Note: Safari blocks third-party cookies, which most ad-tech vendors/ DMPs rely on.

Other Websites

You can drop Permutive pixels on partner sites. For example, many of our publishers drop 1x1's on brand/advertiser websites to optimise the campaigns they are running. An example of this would be suppressing ads shown to users where a conversion event has been detected on the brand's own website.

Did this answer your question?





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