Tiide Keep your data flowing

TRACKING GUIDE

Client-side vs server-side tracking

Why your conversion data is incomplete – and what to do about it. Plain English, no jargon.

~35%	~40%	25–40%
OF USERS ON SAFARI / FIREFOX	HAVE AD BLOCKERS INSTALLED	OF CONVERSIONS GO UNTRACKED

The difference at a glance

	Client-side tracking	Server-side tracking
WHERE IT RUNS	In the visitor's browser	On your server → ad platform API
AD BLOCKERS	✗ **Blocked**	✓ **Not affected**
SAFARI / FIREFOX	✗ **Blocked or 7-day cookie cap**	✓ **Works fully**
IOS 14+ IMPACT	⚠ **Significant signal loss**	✓ **Largely recovered**
DATA ACCURACY	**60–75% of real conversions**	**90–98% of real conversions**
ALGORITHM QUALITY	**Optimizes on partial data**	**Full picture – finds real buyers**
SETUP	Copy/paste pixel – minutes	10 mins with Tiide

Bottom line: If you're running ads and relying on client-side pixels only, your ad platforms are optimizing on incomplete data – making your campaigns less efficient than they should be.