

Client-side vs server-side tracking

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

~35%

OF USERS ON SAFARI / FIREFOX

~40%

HAVE AD BLOCKERS INSTALLED

25-40%

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.