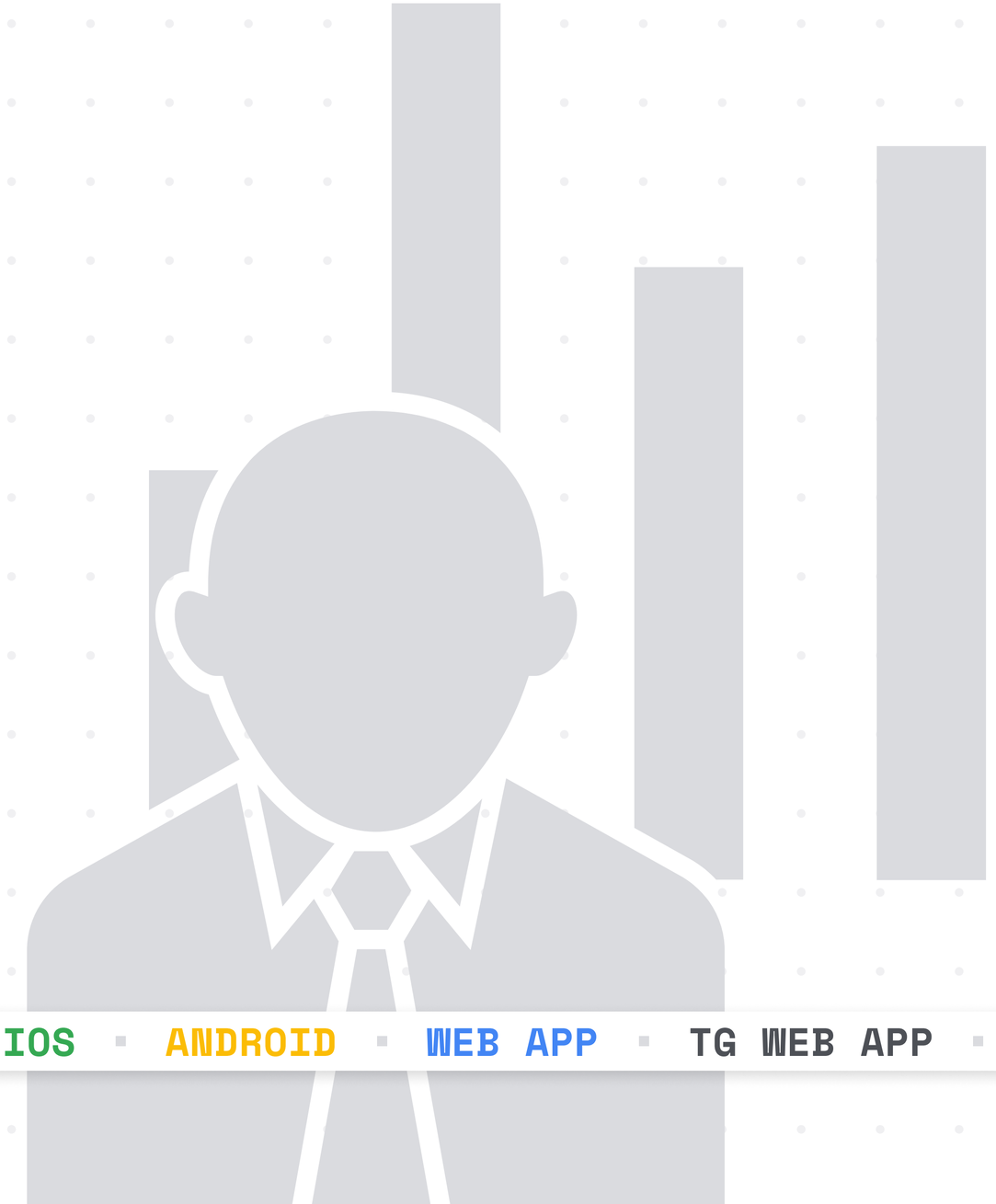
WHY SE SERIOUS

PiPi

Premium Real-Time Cross-Device Self-Hosted
User Analytic Tracker



IOS · ANDROID · WEB APP · TG WEB APP · WEB · IOS · ANDROID · WEB APP · TG WEB APP · WEB

Key Features

Security, reliability, self-hosted installation

- GDPR compliance to the level of Strictly Necessary Cookies
- Tracker installation 100% in the client's outline. Support and regular software updates
- Tracking system with the ability to track bot traffic
- High cost-effectiveness (up to 20k RPS 10 million hits per month on Hetzner servers ~$200/month)
- Work in high load systems of up to 500k RPS.

Advanced user tracking features

- Perpetual cookies technology with the ability to define a user for up to 2 years.
- Define device settings using Google APIs and Client Hints.
- Bypassing Ad-Block and private browsers
- Advanced geocoding with 100% geolocation data accuracy on the Backend side.
- Access to raw data

Automatic matching of users from different platforms

- Cross-domain and cross-platform user tracking
- Fingerprinting and restoring user ID when cookies are lost

Advanced infrastructure

- Access to raw data
- SQL exlorer, Self-Hosted BI (MetaBase / SuperSet)
- Webhooks and postbacks from third-party services, with analytics data collation

You won't lose your users ever again

PiPi

A user changes browsers Cookies expired A user loses cookies	Finger Printing, as well as restoring Cookies and UIDs when a print is detected
A user goes from Web to APP	Deep Links via subdomain with UID transfer + Finger Printing to mobile app with UID recovery
Transfer to another domain	Cross-domain tracking via Finger Printing and URL parameters
Anonymous browsers and ad blockers	Bypass by encrypting the analytics request and sending the data to a subdomain

Data collection and pre-processing

Server 1
SDK, Event Stream

docker kafka redis NGINX

Cross device & Cross domain traking

domain.com domain2.com

IOS Android Web App

Tracking users on external sources

Email PR Publications

Data enrichment

3rd party tools

SDK
WEB

SDK
Deap Links
APP

1x1 pixel
Short Links
Pixel

GET/POST
API

Collect Ivents

Auto

Start of session
Page/Screen View
Page/Screen is loaded
Page is Closed
Clicks on links
Interaction with form fields
Activity: Document Object Model (DOM) events
Openning emails

Custom

Set up User parameters
Set up Custom Event & parameters
3rd party Events

User Detection

Set up and restoring server cookies (IDs fo users)
Merging cross-device / cross-domain users
Bot / Frod detection
Browser Finger Printing
Data enrichment

User detection in anonymous browsers
Detect GEO location
Device detecting
Setting Custom Sessions
Metching by user_id

Schema Builder & Batch Writing to ClickHouse

Benchmarks

Up to **40% more** data collection vs GA4 / Metrica

80% more productive

Cookies live 10+ times longer

Storage of RAW Data

Server 2
Click House

Raw data storage

Backup (1 time / day)

Amazon S3 or

Monitoring

InfluxDB Grafana

Data structure

Data Scheme

Access

Specific IP via SSH

Server 3
Airflow

Server 4
SuperSet

Data Processing

Server 3
Airflow

ETL (Airflow)
data processing

Transform

- Creating datasets with attribution models Last / First / U / Line / Data Driven
- Data upload from external sources (CRM / Advertising platforms / Email and other)
- Merging internal database with raw data
- Creating data showcases

External Database
users & fin data

External API
External data sources

Google Ads facebook Ads pipedrive

> **120** ready-made **piplines** from external sources

Extract

Extract

Load

Extract / Load

DWH (Analytics)
data marts

Raw data storage
users events

Data Visualisation

Server 4
Superset

Superset

Dashboards

- Ready-made dashboards based on raw data
- Dashboards development on request

Saved Query

- More than 100 Ready SQL queries for business tasks

Restricting access

- Creating user groups and differentiating access

Data Integration

Server 4
Analytics Tools

Optionally customizable on request

Our website

WHY SEO SERIOUS

Artem Paclonsky

CPO and Founder of Why SEO Serious

@artemanalytics

artem@wss.media