

- Review your notes from Black Friday / Cyber Monday
 - Which websites or apps did you browse?
 - Did you purchase or just browse? How did you pay?
 - What is the context of the browsing or purchasing?
 - *Mobile*: What other apps are on the device?
 - *Desktop*: What other accounts are you logged into?

Black Friday Exclusive: 20% Off Gift Cards - View this email in your browser Heal...

Black Friday Sale | Everlane® - You made your list. Checked it twice. And we've ...

Don't Miss Up to \$60 Off Sitewide - Save on cheerful gifts & more. Shop All New S...

Don't miss it: Our biggest travel event of the year! - Shop the Black Friday sale ...

Black Friday Sale: Save 50% on canvas, photo blankets & more, now through ...

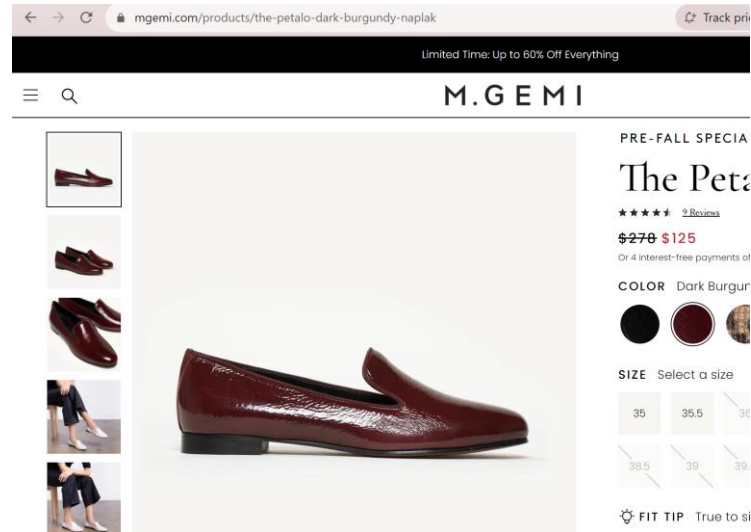
Early Black Friday Deals, Starting Now! - Up to \$60 off sitewide! Shop best-sellin...

Update: Holiday Shipping Times. - Get your holiday treats in time. ...

Black Friday Clearance | Save 10% on almost EVERYTHING in store! - 10% OFF ...

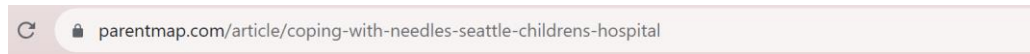
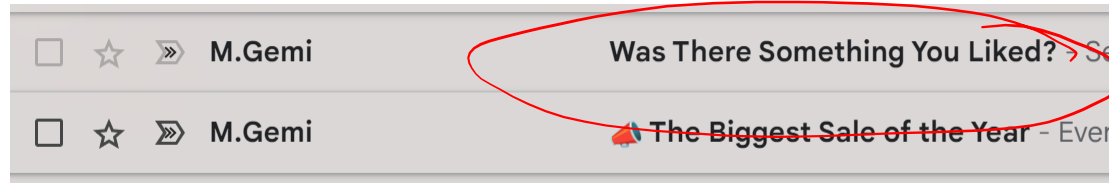
How Do They Do It?

- I browsed a few shoe sales this weekend



How Do They Do It?

- Then, this morning ...



Share this resource with your friends!



About the Author



BY KELLIE SCHMITT

Kellie Schmitt is an award-winning health and science writer.

Protect Your Child from RSV and Other Childhood Diseases

Suicide Prevention Tips for Families

OTHER ARTICLES BY THIS AUTHOR >

"But I have nothing to hide!"

- Many people claim that they are comfortable with the information that they're giving up on the internet
- But the same people claim to be UNCOMFORTABLE if a private investigator followed them around for an entire day
- What's the difference between these two scenarios?
 - My claim: joining seemingly-disparate data sets

Tracking "Pixels"

Shop Gap for Casual Women's, M x +

gap.com

App Store | Google Play | Amazon

GAP OLD NAVY BANANA REPUBLIC ATHLETA

CYBER MONDAY UP TO 60% OFF EVERYTHING + MORE

Network

adsc?t=javascript&version=2.0

Request URL: https://analytics.twitter.com/i/adsc?t=javascript&version=2.0

Best Buy | Official Online Store | x +

bestbuy.com

App Store | Google Play | Amazon

Your Store: Northgate

12 hours only. Cyber Flash Sale

Plus, 1,000s of Cyber Monday Deals. Shop in store and online.

Network

faceb

Request Cookies

| Name | Value | Domain | Path | Expires |
|------|---|----------|------|----------|
| fr | OKVaYvKRLrjqZiLs8-BgcRjF..GFx.1.0.BhpSW2. | faceb... | / | 2022-... |

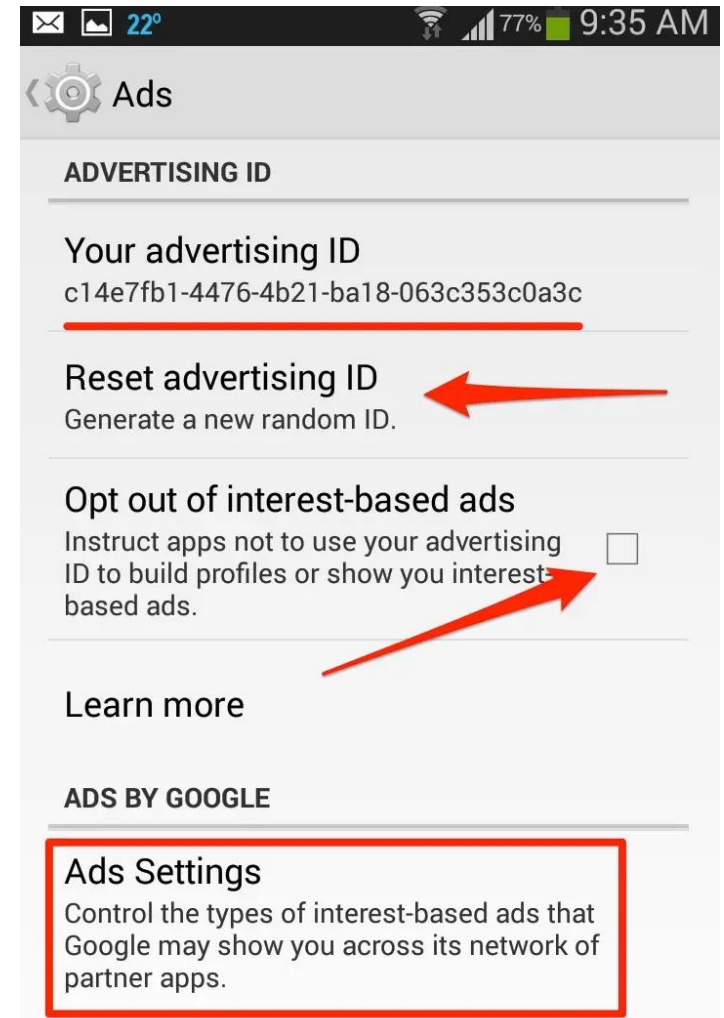
What Are The Join Keys?

- What information do you reveal when you're browsing/shopping online?
- To whom is that information revealed?

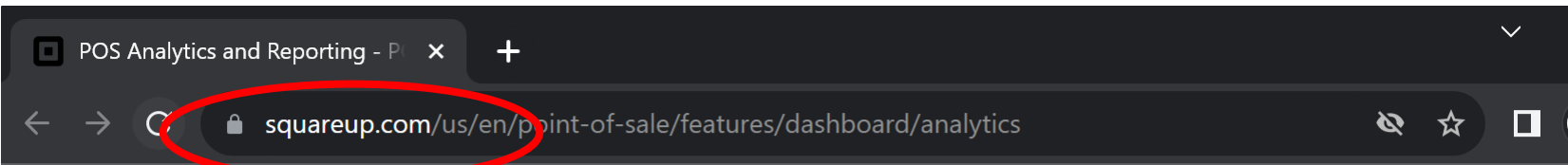
Browser-based Identifiers

The screenshot shows the browser's developer tools network tab. The request name is `adsc?t?type=javascript&versio...`. The request URL is `https://analytics.twitter.com/i/adsc?t?type=javascript&version=2.0&xn_id=...&toevents=%5B%5B%22pageview%22%2C%7B%22currency%22%3A%22USD%22%7D%5D_quantity=0&tw_iframe_src=...&id=7eccdfb4f-30ea-44d6-b145-b5c5866d4caa&2Fwww.gap.com%2F&tpx_cb=twtrr.conversion.loadPixels`. A red circle highlights the Request URL field.

Mobile Device Identifiers



... And More



Square Analytics

Contact sales

Get



Real-time data

Keep your finger on the pulse. Know what sells best, find out when funds are transferred, and see your bottom line at a glance.



Customer insights

Get to know your customers better—how much they spend and how frequently they return.

What Are The Join Keys?

- Retailer has:
 - Email
 - Name
 - Address
 - Phone number
 - Credit card
 - IP address and browser "fingerprint"
 - ...
- Advertiser (eg, social media network) has:
 - Geolocation (from phone)
 - Social media profile
 - Email
 - IP address and browser "fingerprint"
 - ...
- Third parties (eg, payment processors) might have:
 - Credit card
 - Email
 - ...