

# Sync Injector

The lightweight solution  
for more efficient marketing spend



## Traditional Identification System

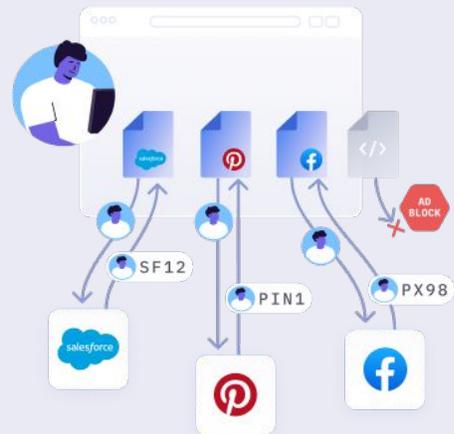
In today's digital advertising ecosystem, advertising relies on [cookies](#) to identify users. Any marketing or advertising tool a company uses requires a website or browser tag. Then, when a user visits the site for the first time, each tag attempts to identify the user. The user has to wait for all of these tags to finish processing before they can begin to shop or browse on your site.

Managing identity the traditional way can be a real headache for modern marketing teams:

- 1  Slower page loads (every tag requires more processing time)
- 2  Heavily impacted by ad blockers because they target specific 3rd-party cookies
- 3  Inconsistent 3rd-party cookie requirements and functionality (resulting in inconsistent and often duplicate or inaccurate data)
- 4  Detrimental to SEO since page load time plays a role in results

The MetaRouter platform leverages our Sync Injector technology to provide a better experience for your customers and [better identity resolution](#) for you.

### 1. Tag obtaining visitor ID from vendor



### 2. Streaming event data to each vendor



## Identification with MetaRouter

- When a brand new user visits your site, MetaRouter starts by making a single identity call to each of your 3rd-party applications—no additional browser tags needed!
- Because only MetaRouter is making the call, there is significantly less impact on page load times for your users.
- Our sync injector collects the ID in a 1st-party context, which means the data belongs to you, the organization the user expects to have their information—and the one responsible for compliance.
- MetaRouter only has to make an identity call on the first page a user visits, which is significant less invasive than the traditional system, which tracks ID across every consecutive page and during every proceeding visit.

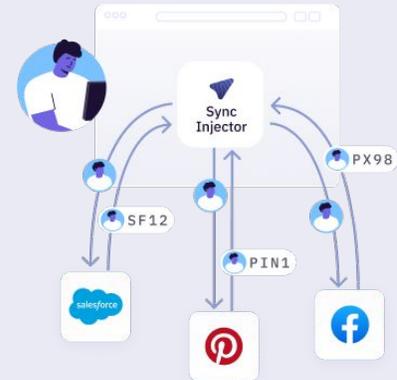
Once the Sync Injector has attached IDs to your users, the MetaRouter platform uses those IDs to connect back with your 3rd party vendors. Your 3rd party tools (Facebook, Pinterest, Salesforce, etc) receive all of the data they need for full functionality. In other words, your marketing and advertising tools operate exactly as before, just with more accurate data that's more consistent data across 3rd parties.

*\*Even though growing privacy concerns have prompted browsers to promise the removal of cookie tracking, another mechanism for ID will take its place—once again, managed by every 3rd party and therefore negatively impacting page load time and compromising data security. The Sync Injector is updated regularly to evolve with the industry.*

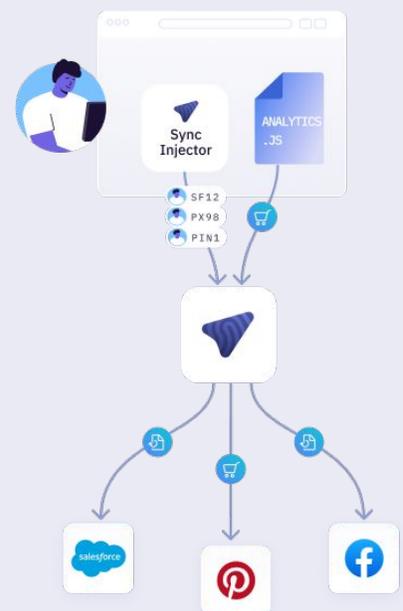
### Why is MetaRouter's Process Better?

Not only does MetaRouter enable proper attribution within advertising and marketing tools but it also reduces identity requests from 3rd parties, thus significantly improving performance. All while placing compliance and control into the hands of your organization.

#### 1. One-time identity sync by Sync Injector



#### 2. Streaming event data to MetaRouter



- Increased ROI on advertising spend (ROAS)
- Increased lifetime value of customer (LTV)
- Less interference from ad blockers (which don't typically target 1st-party cookies)
- Faster page load time
- Complete control over data (and better compliance)