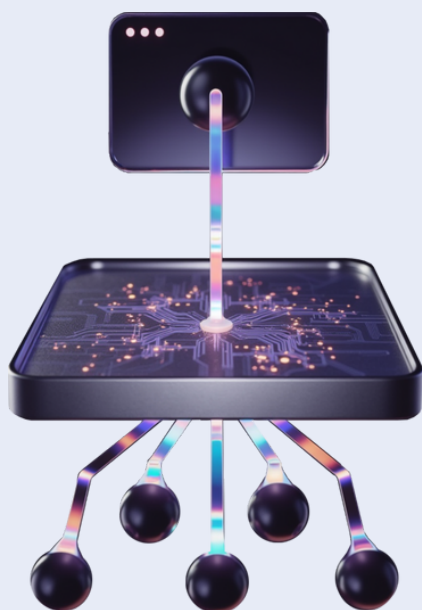


Enterprise-Grade Data Collection & Integration Solution



Build Your Customer Data Stack on a Stronger Foundation

MetaRouter empowers enterprises with a secure, flexible, and compliant data collection and integration platform, enabling total control over your customer data to optimise your digital ecosystem for a privacy-first future.



The quality and security of the customer data is essential to our strategy. We needed to make sure that whomever we choose is 100% compliant with industry regulations and has the highest standard while making sure that the customer data is protected.

When we were approached with MetaRouter, we saw that we needed to fix our chaotic data infrastructure, and [MetaRouter's] server-side solution aligned seamlessly with our objectives.



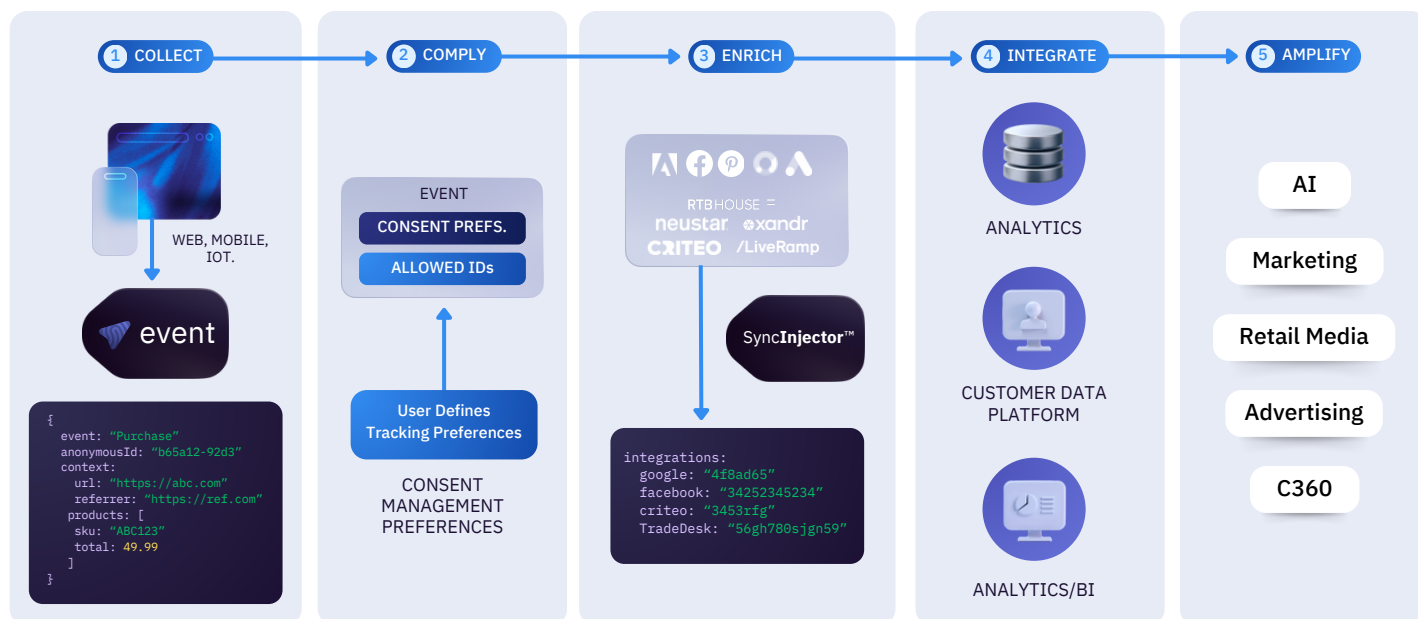
Marta Piotrowska

Director of Media & AI & Mar-Tech & Retail Media

allegro



Real-Time Customer Data Management That's Precise and Compliant



1 COLLECT

Accurate, Real-Time, and Secure Data Collection

- ✓ Build the foundation of your customer data strategy with precise, real-time data collection across all customer interactions.
- ✓ Eliminate reliance on 3rd-party tags and gain faster page loads, higher data accuracy, and zero data leakage by removing the pixels from your website.
- ✓ Gather deep insights about anonymous-to-known customer journeys across your domains.

40%

more data with a true first-party collection architecture

+20%

in ROAS, CPA and Web Conversion Rate

127%

desktop Lighthouse score uplift (SEO)

2 COMPLY

Proactive Privacy and Consent Management

- ✓ Ensure compliance at the moment of collection, protecting both your organization and your customers.
- ✓ Stay ahead of privacy laws like GDPR, CCPA, and ADPPA while reducing risks of costly fines.
- ✓ Achieve data sovereignty with regional deployments and single-tenant data collection.
- ✓ Seamlessly integrate consent management platforms and enforce user preferences across your entire vendor ecosystem.



MetaRouter ensures compliance seamlessly, placing governance in our hands. With secure data processing and transport, and customizable encryption options, our PHI stays safe without the need for a BAA. Thanks to MetaRouter, our sensitive data remains in our control, fitting neatly into our existing system and vendor preferences.

- GoHealth



3 ENRICH

Empower Your Business with Unified, Enriched, and Actionable Data

- ✓ Maximise the value of your first-party data with advanced, anonymous-to-known identity enrichment across your customer journeys.
- ✓ Stitch identities across domains and sessions without relying on PII.
- ✓ Unlock overlooked data, including anonymous behavioural events.
- ✓ Enable secure, server-side enrichment of known identifiers in real time for a unified, 360° customer view.

200%

increase in match rates

30%

more complete customer profiles

3-5x

addressable audiences



“

With many product experiences, governance over the data pipelines and data destinations can become very difficult. MetaRouter helps with this by creating a centralized location for management and an easy to implement technology to create consistency across products.

Ross Durbin

Senior Product Manager at *Outside*

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4 INTEGRATE

Consistent, Real-Time Data Flow Across the All Tools

- ✓ Deliver clean, enriched data to all your tools in real time, ensuring consistency and accuracy across every destination.
- ✓ Simplify data integration into any platform or tool with no site updates or retagging, reducing engineering overhead.
- ✓ Adapt with flexible data pipelines and in-flight transformations that are schema and spec agnostic.
- ✓ Enforce schema standards to send clean, consistent data flows across your ecosystem.

80+

server-side
integrations

~3

week implementation
time

99.9%

event processing
reliability

“

Getting the data right and delivered on time, consistently, is paramount for earning customers' trust in their reporting. MetaRouter makes it easy for us to offer accurate insights like marketing attribution, account-based marketing, return on ad spend, channel contribution to revenue and more—all the things our customers care about most.

Nick Zangre

VP of Customer Success & RevOps at *CaliberMind*

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5 AMPLIFY

Increase ROI with High-Quality, Activation-Ready Data

- ✓ Power AI-driven insights, targeted campaigns, and downstream engagement tools with activation-ready data.
- ✓ Deliver enriched data to advertising platforms or Retail Media Networks for smarter segmentation, improved audience reach, and higher ROI.
- ✓ Enable end-to-end ad attribution for accurate omnichannel measurement.
- ✓ Provide rich, brand-specific measurement and audience insights for Retail Media Networks.

9.7%

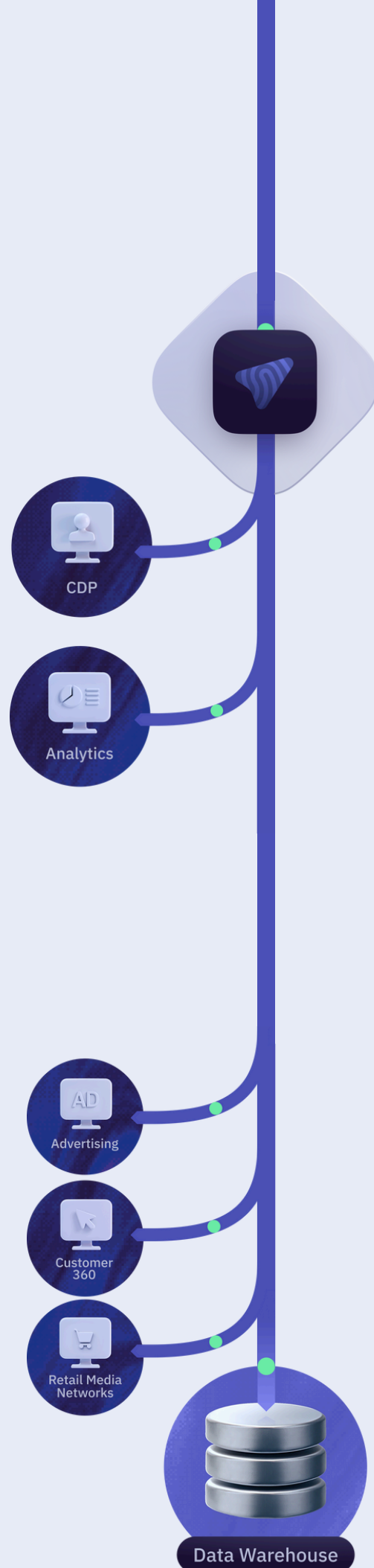
increase in Return
on Ad Spend (ROAS)

2.47%

revenue increase from
performance gains

12%

increase in ad spend
efficiency



Why MetaRouter?

Compliance-First

Built for evolving global privacy regulations with proactive consent enforcement.



Data Sovereignty

Retain full control over where and how your data is processed with regional deployment.

Enterprise-Grade Flexibility

Customise every aspect of your data pipelines to suit your business needs.



Extensive Integration Library

From pre-built to custom, connect your data your way: Paid Media, MarTech, Walled Gardens, Retargeting and more.

Speed and Scale

Real-time data streaming built to handle enterprise-level complexity without sacrificing performance.



In an era where client-side tracking faces limitations due to third-party cookie deprecation, MetaRouter emerges as a robust and scalable server-side alternative, empowering organizations with enhanced privacy, complete data governance, and the agility to navigate the digital analytics landscape confidently.



Isharpal Singh
Web Data Enablement & Analytics Manager



Where trust meets transformation. Take control of your customer data today.

metarouter.io

 **metarouter**