

# First-Party Tracking

## What is first-party tracking?

First-party tracking means that Shoplytics is not loaded as a third-party resource, but rather as if Shoplytics were a core feature of your website.

"app.shoplytics.de" will then no longer appear in the browser console, but only "stream.my-domain.de". The result is that many tracking blockers no longer detect Shoplytics, allowing more users to be captured server-side.

## Activate first-party tracking:

To do this, you need to log in to your domain provider and create a new DNS entry for your domain...

**Type:** CNAME

**Name:** stream

**Value:** 1p.shoplytics.de

### Check whether it works

by visiting the "stream." subdomain of your domain a few minutes after creating it. If the entry returns `ERR_CERT_COMMON_NAME_INVALID` or a Cloudflare page. Now all that remains is for a Shoplytics technician to activate first-party tracking.

Note: With some domain providers, you need to add a period (.) after the name and/or after the value.

### If you use Cloudflare:

Enable the "DNS only" option for the entry so that the Cloudflare proxy is not used. Otherwise,

**As soon as the entry is active,** please send an email to [data@shoplytics.io](mailto:data@shoplytics.io). Our technician will activate first-party tracking.

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