CLOUDFLARE

Improve website performance with Zaraz third-party manager

Say goodbye to third-party scripts

What is Zaraz?

Zaraz is a third-party manager that solves the performance, security and privacy issues normally associated with client-side tag management systems by loading the third-parties on Cloudflare Cloud.

Why Zaraz?

Speed is a ranking factor for search engines: improving speed directly contributes to improving your SEO. The benefits of offering a faster, more reactive website also correlates with greater conversion rates. With the reinforcement of privacy laws around the globe, no serious brand can afford the risk of a data leak, especially of Personally Identifiable Information. Zaraz helps mitigate this through several product features that make it easier to secure your data collection. Finally, moving to server-side data collection offers greater data resilience and enrichment capabilities than client-side tag management systems, allowing brands to better understand their audience and optimize their marketing budgets.

Get started with Zaraz

No need to setup servers or kubernetes with Zaraz: configure your tools in two clicks from the Zaraz dashboard and start collecting data from your website.

Figure 1: Zaraz third-party manager

Offer a faster, more reactive website

Engineers can maintain high-performing websites without third-party tools weighing them down.

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Improve website speed & performance

Marketers will see improved website performance, conversion rates, and SEO rankings.

Better security against third-party attacks

Security practitioners need not be concerned about third-party tools increasing their attack surface.

Gain control over privacy and visibility

Privacy and compliance enforcers and auditors will gain better visibility and control over the data third-party tools access.