

# Cross Device Bridge



These days, web page contents are called not only from a desktop computer but increasingly consumed on different mobile devices. For website operators, it is, therefore, becoming increasingly important to use cross-device tracking analysis to be able to implement targeted marketing communications. The challenge is to identify a user across multiple devices and apps.

Cross Device Bridge is a Webtrekk feature, which allows the identification of users across all accounts and end devices, without using sensitive user data, such as login information.

This documentation provides an overview of the functions of the Webtrekk Cross Device Bridge and also contains a detailed description on how you can enable Cross Device Bridge in your account and then implement it in your tracking code.