

Cookieless Web Analytics Launches Catching — New Technology For Adaptive Retargeting

CATCH empowers brands with cookieless retargeting that delivers up to 85% accuracy and boosts conversions across all major browsers — even in incognito mode.

NEW YORK, NY, UNITED STATES, July 7, 2025 /EINPresswire.com/ -- AdTech company [CATCH](#) announces the launch of Catching, a cookieless retargeting technology that helps businesses identify potential customers among the existing audience with up to 85% accuracy, even in incognito mode.



Logo of CATCH

As digital advertising costs rise, brands shift their focus to upselling existing customers, rather than attracting new ones. Catching offers a GDPR-compliant alternative to conventional retargeting tools, using fingerprinting — the approach, based on non-personal session-level characteristics such as operating system, screen resolution, browser version, and behavioral signals.

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*Evgenii Kuznetsov, Founder of
CATCH*

Cookieless retargeting is efficient across all major browsers, including Safari and Firefox, which do not support third-party cookies any more. Instead of collecting personal data, it generates proprietary user markers to measure engagement across sessions — even in incognito mode. The system consistently achieves 85% data accuracy.

Due to its multi-channel toolkit — including browser push notifications, email outreach, and even Telegram messages for opted-in users — Catching enables brands to achieve conversion rates between 6% and 12%.

“We’ve created a platform supports real-time segmentation, allowing marketers to tailor

retargeting strategies based on user behavior — such as excluding returning customers, re-engaging users who visited specific pages, or delivering upsell offers directly after a completed purchase,” said Evgenii Kuznetsov, Founder of CATCH.

The technology also incorporates look-alike logic to suggest relevant products or services based on observed interest signals. This allows brands not only to re-engage existing users and drive upsells, but also to attract new audiences who exhibit behavioral patterns similar to their current customers — all in a privacy-compliant way.

The solution works on a cost-per-sale model, allowing businesses to enhance their Return of Investment (ROI), without marketing budget being clicked-through. Proprietary bot detection algorithms, built in the solution, help to reach accurate audience insights, ensuring they are based on genuine human behavior.

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