Figure showing the fraction of apps that embed various third-party trackers. The y-axis lists third-party trackers and the x-axis shows the Fraction of Apps that embed Tracker (0% to 100%).

Third-party Tracker (top to bottom):
- Google Firebase Analytics ≈ 90%
- Google CrashLytics ≈ 71%
- Google AdMob ≈ 67%
- Facebook Login ≈ 33%
- Facebook Ads ≈ 31%
- Facebook Share ≈ 31%
- Facebook Analytics ≈ 30%
- IAB Open Measurement ≈ 24%
- AppsFlyer ≈ 17%
- Amplitude ≈ 12%
- Google Analytics ≈ 11%
- AppLovin (MAX and SparkLabs) ≈ 11%
- Adjust ≈ 10%
- Google Tag Manager ≈ 10%
- Pangle ≈ 10%
- Branch ≈ 9%
- myTarget ≈ 7%
- Sentry ≈ 6%
- Unity3d Ads ≈ 5%
- Mintegral ≈ 5%