

Быстрый веб-сервис

На примере Пиксель-трекера

Немного обо мне



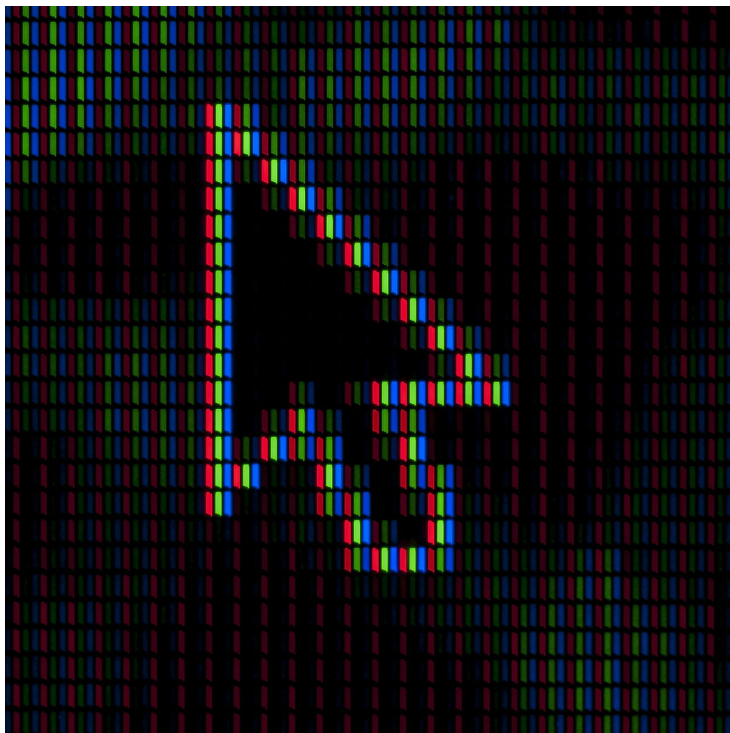
[linkedin.com/in/roman-romadin/](https://www.linkedin.com/in/roman-romadin/)

medium.com/@romanitalian

github.com/romanitalian

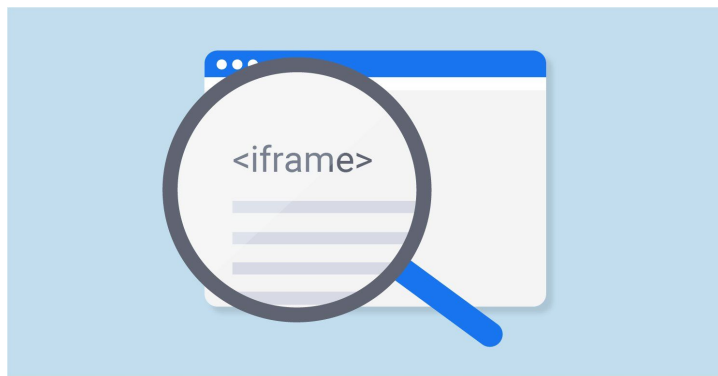
t.me/RomanRomadin

Что такое трекер



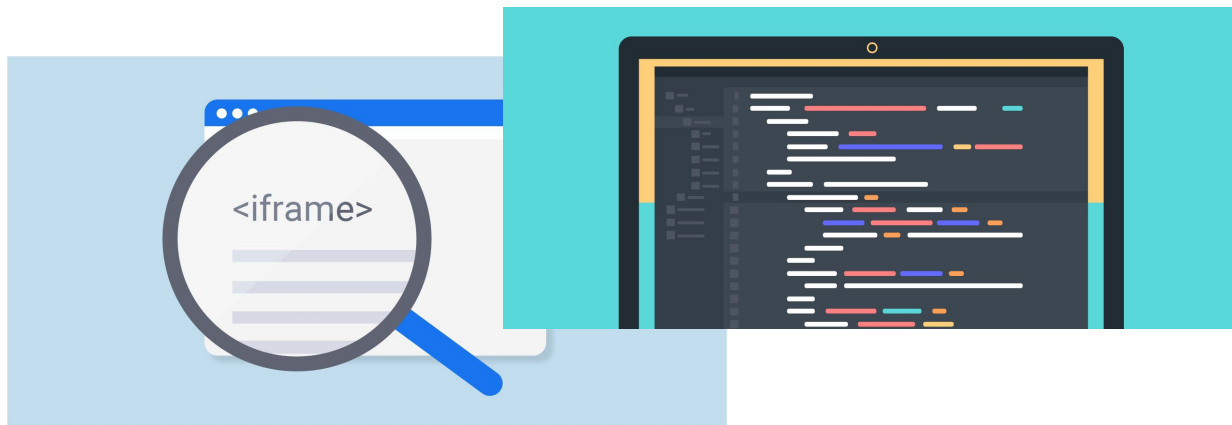
Типы трекеров

- iframe - NO



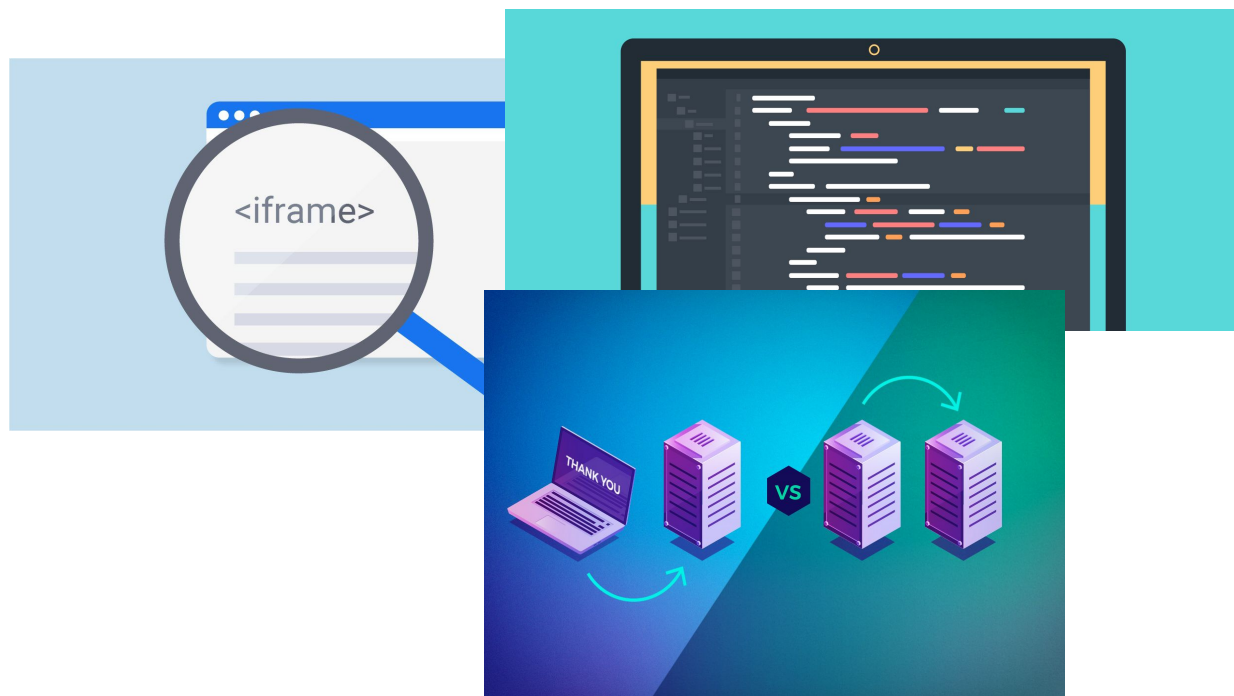
Типы трекеров

- iframe - NO
- JS - NO



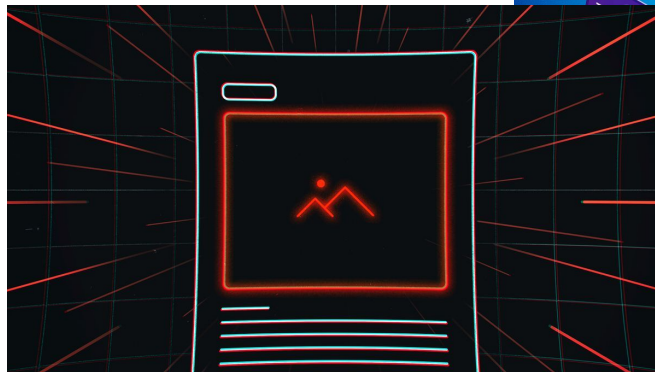
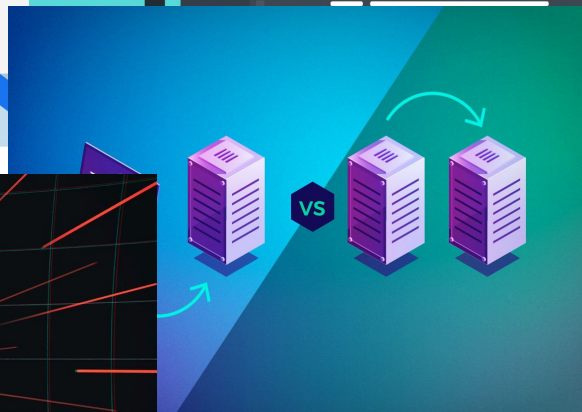
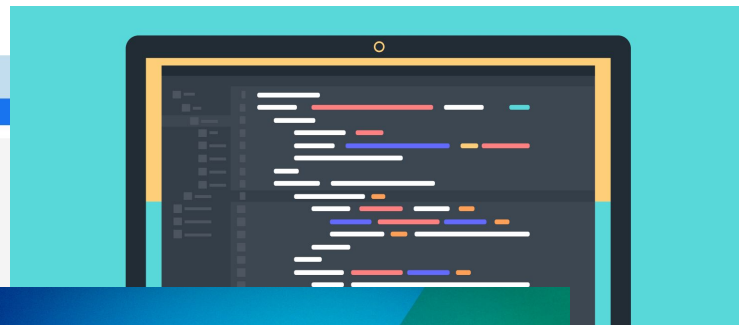
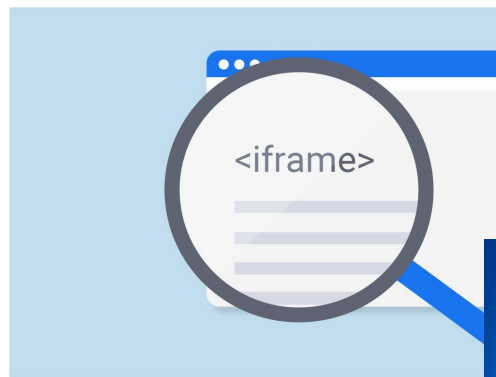
Типы трекеров

- iframe - NO
- JS - NO
- S2S postback - NO



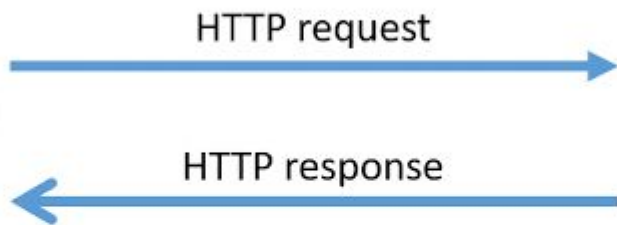
Типы трекеров

- iframe - NO
- JS - NO
- S2S postback - NO
- image - YES





Client

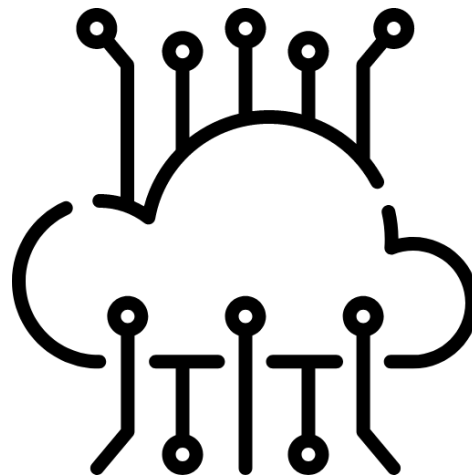


Server

Свой сервер или облако



VS

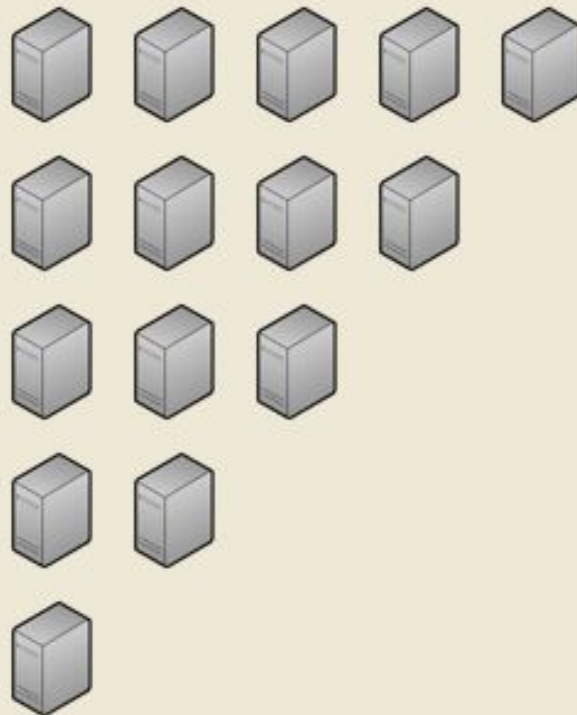




Vertical

vs.

Horizontal





Плюсы и минусы “стороннего” решения₁



Почему свой трекер?

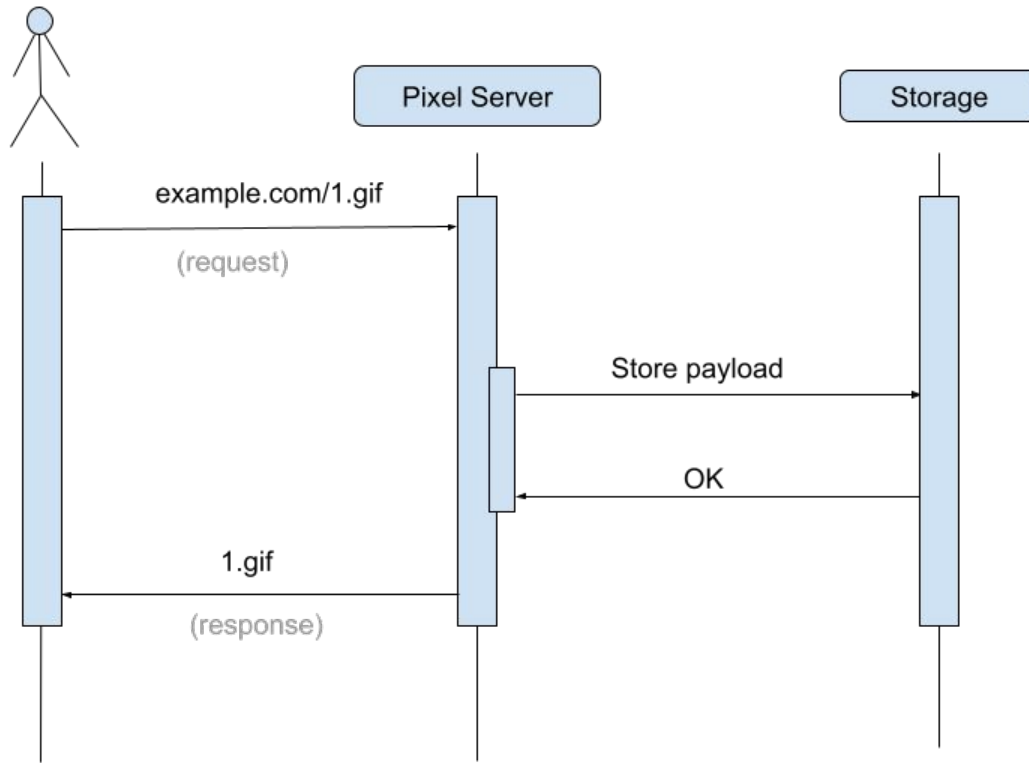
Делаем сами! Уложимся за час ... или меньше.

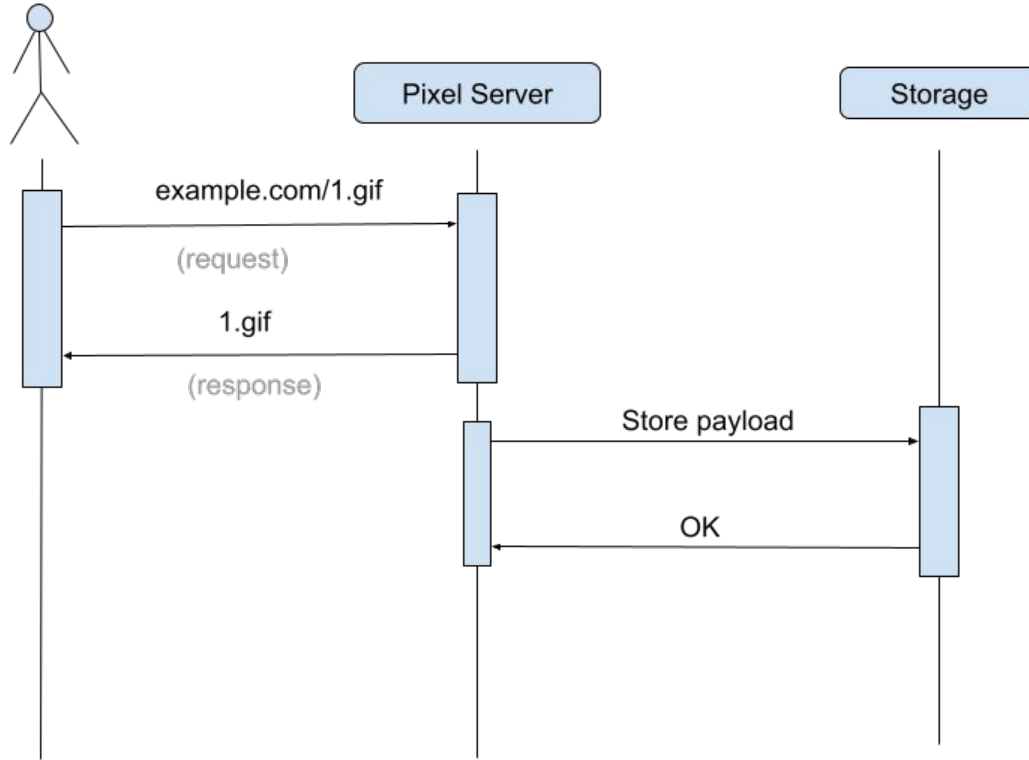


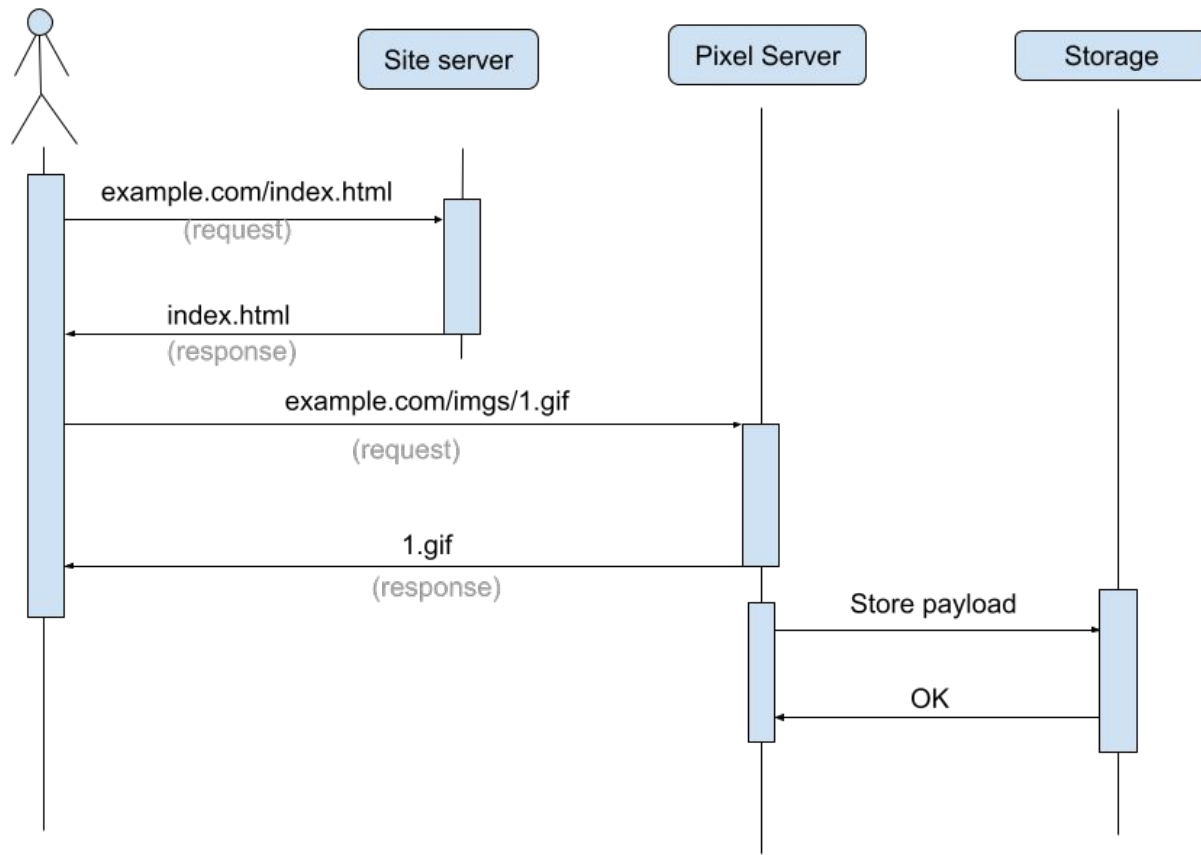
Пример использования

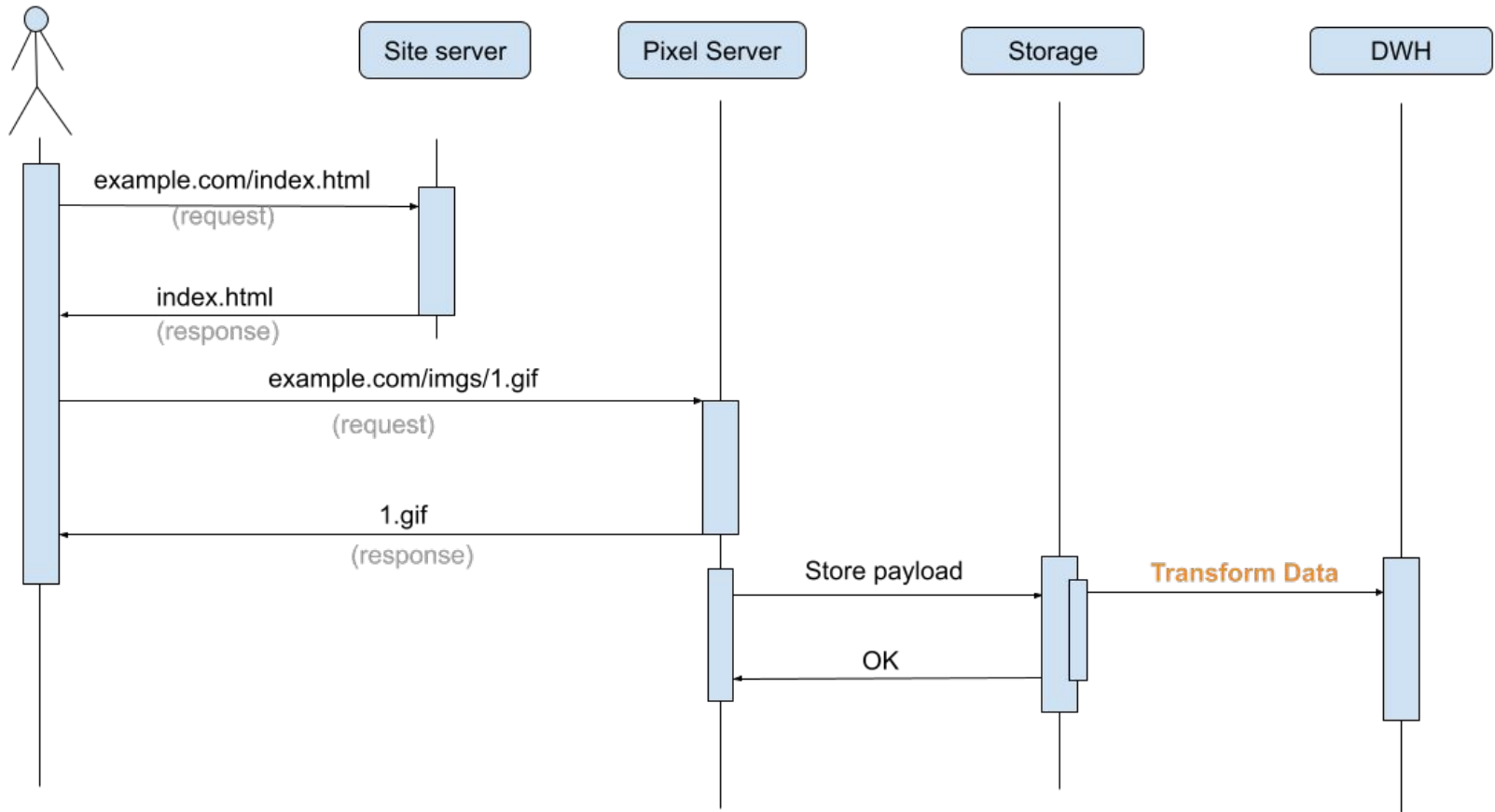
```

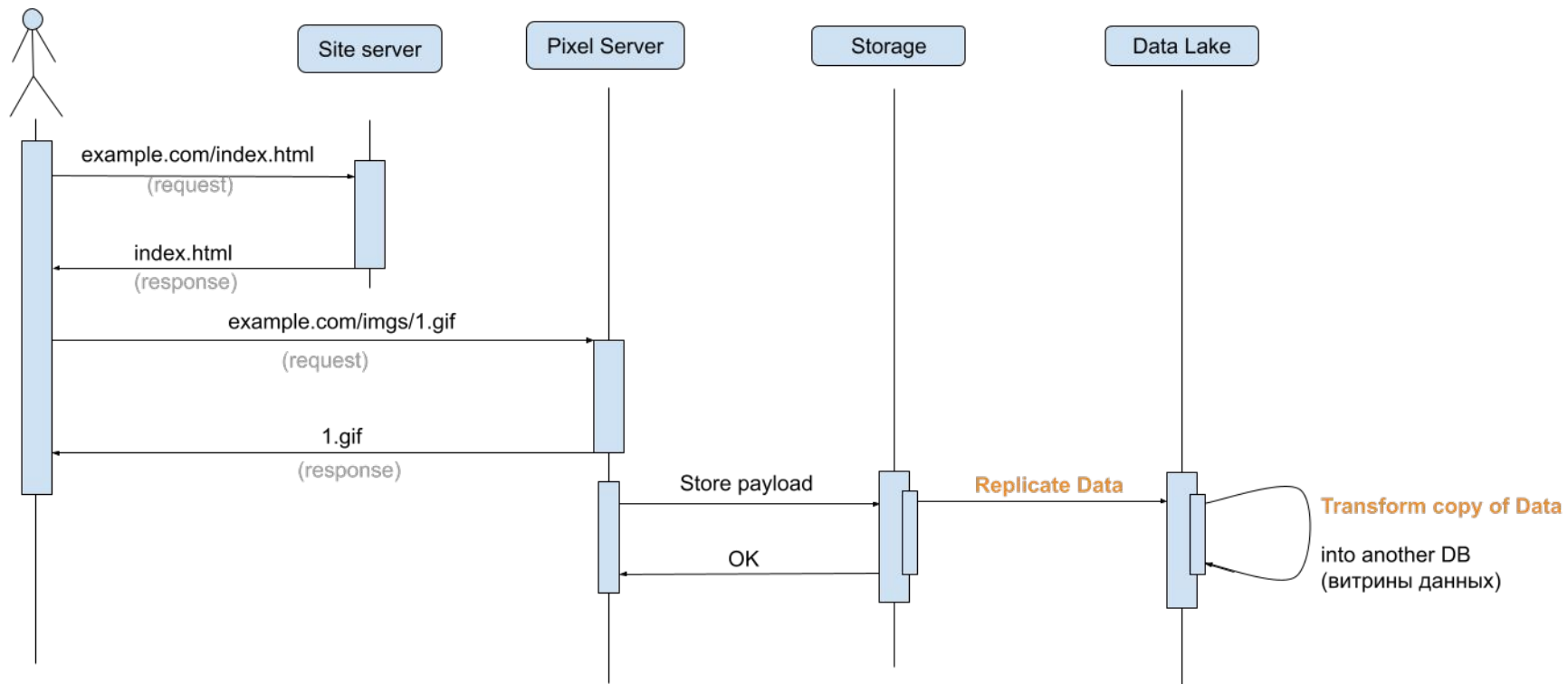
```

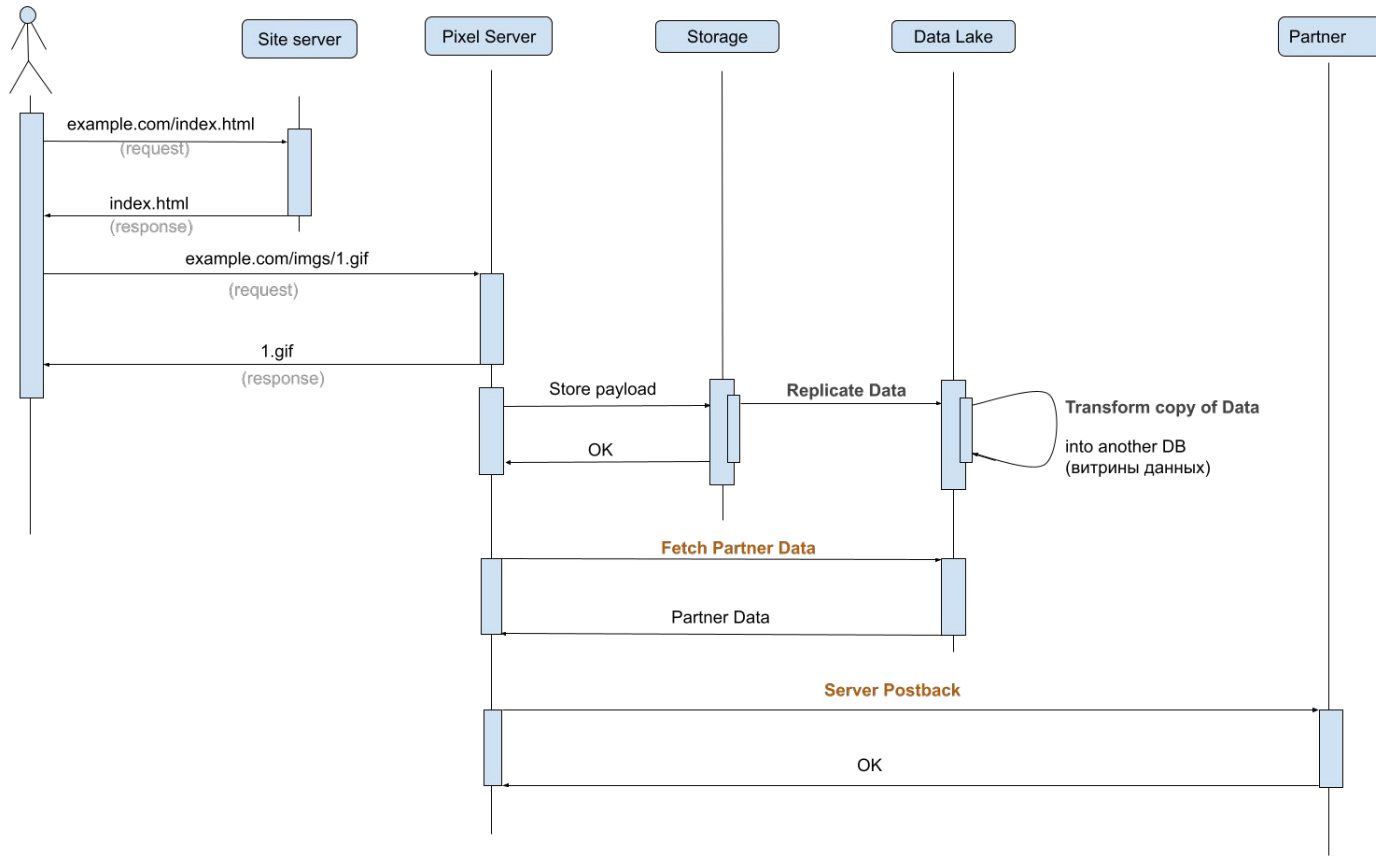





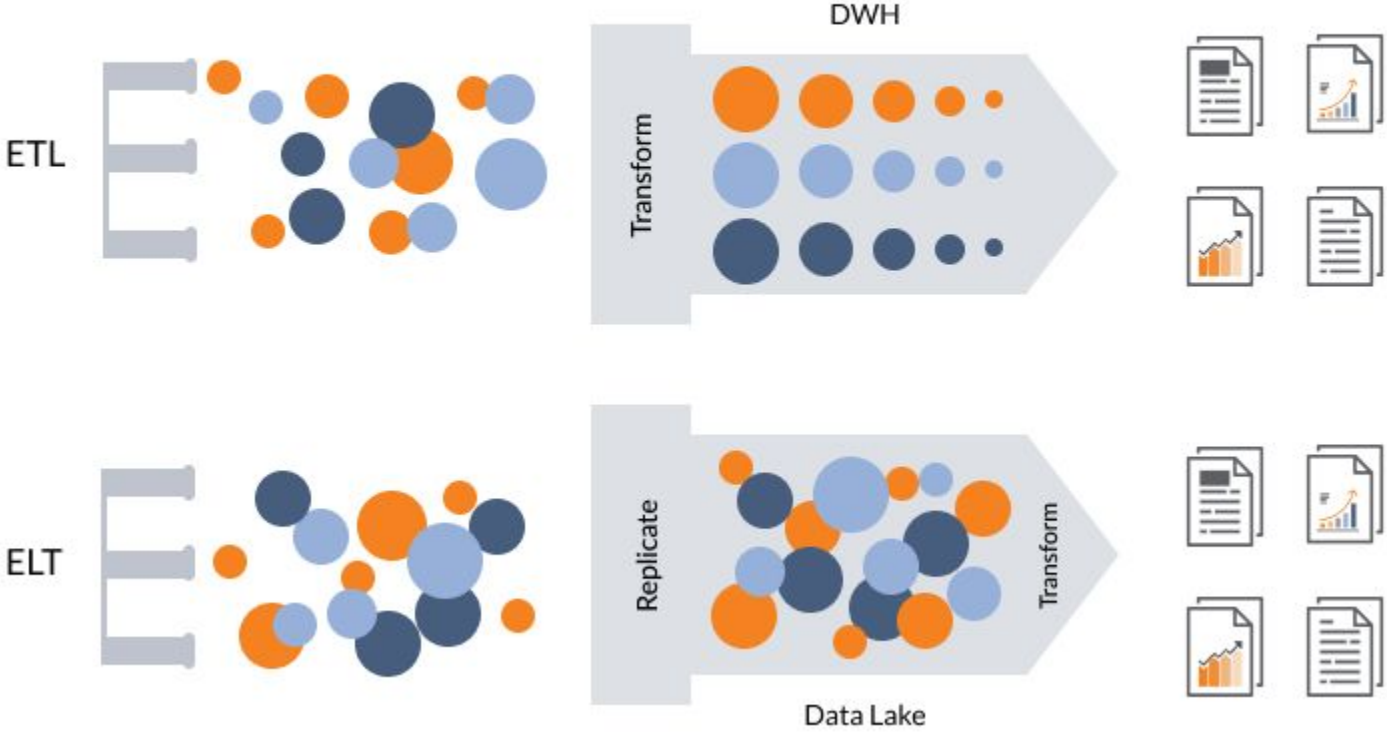


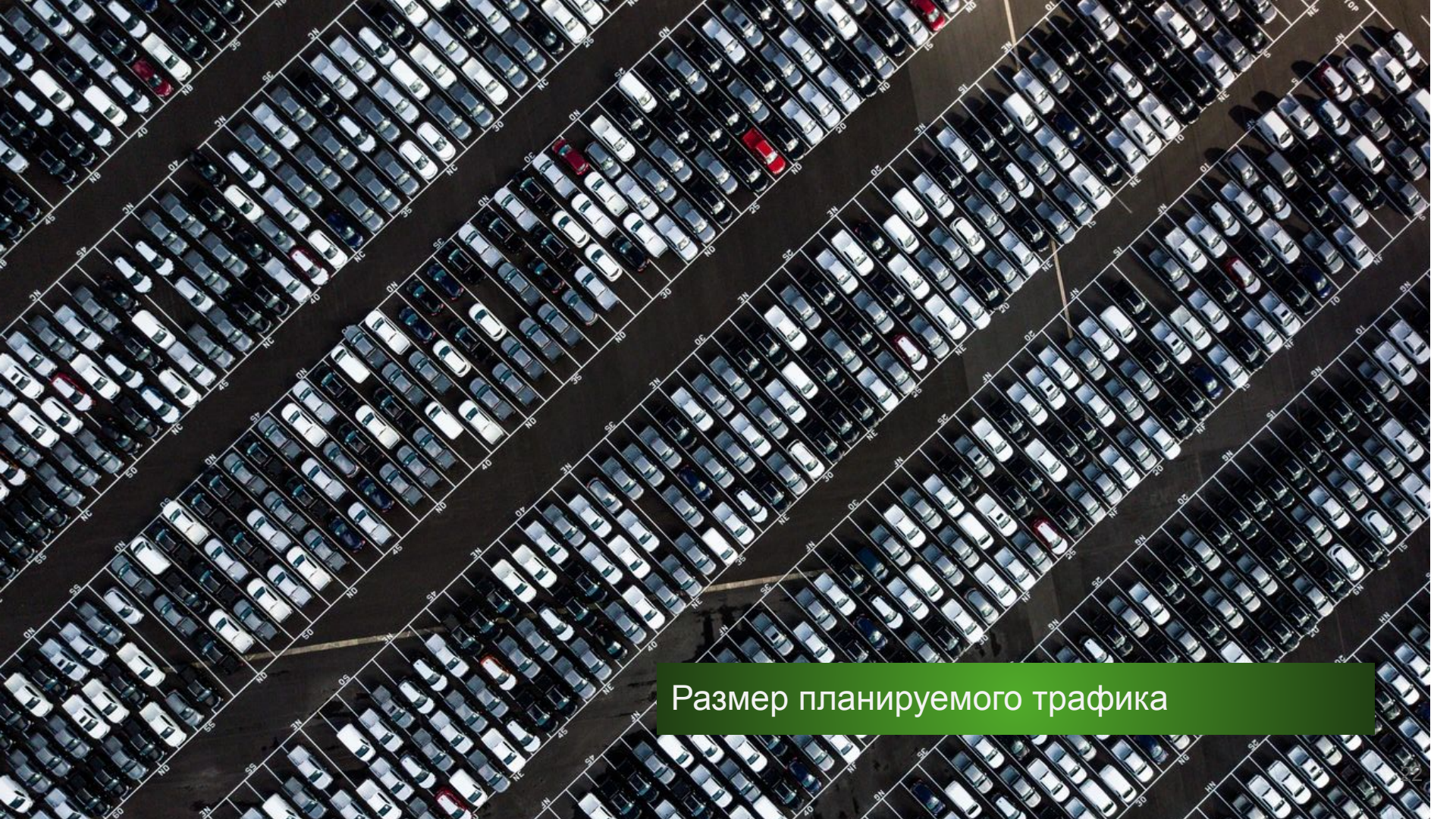






DWH vs Data Lake





Размер планируемого трафика



VS



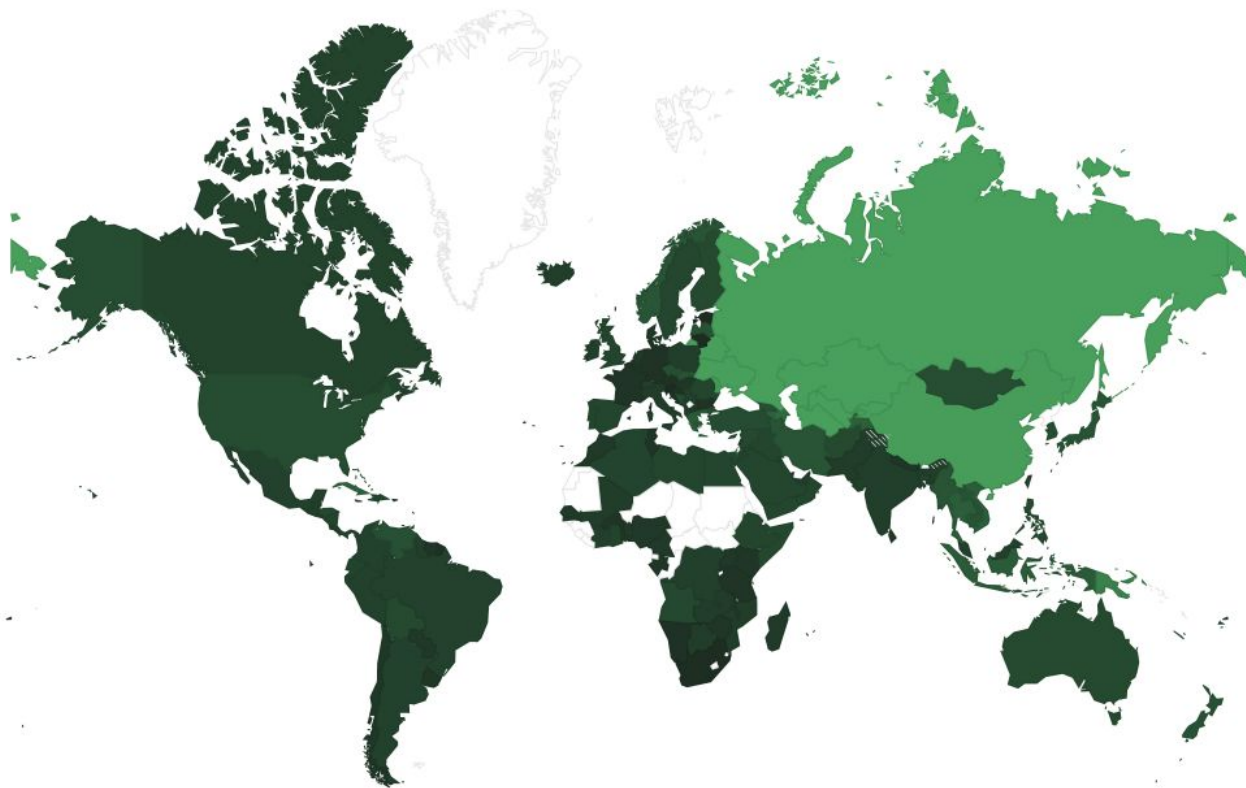


Apache

VS



nginx



Стандартные логи

```
http {  
    ...  
    access_log /var/log/nginx/example_ru_access.log;  
    ...  
}
```

Будем сохранять логи в собственном формате?

```
http{
    log_format custom '$remote_addr - $remote_user [$time_local] '
        '$request' $status $body_bytes_sent '
        '$http_referer' '$http_user_agent' '
        '$http_x_forwarded_for' $request_id '
        '$geoip_country_name $geoip_country_code '
        '$geoip_region_name $geoip_city ';

    access_log /var/log/nginx/example_ru_access.log custom;
}
```

Не забываем про ротацию

```
# cat /etc/logrotate.d/nginx
```

```
/var/log/nginx/*log {  
    create 0644 nginx nginx  
    daily  
    rotate 50  
    missingok  
    notifempty  
    compress  
    sharedscripts  
    postrotate  
        /bin/kill -USR1 `cat /run/nginx.pid 2>/dev/null` 2>/dev/null || true  
    endscript  
}
```

А HTTP заголовки?

```
header_filter_by_lua_block {  
    local h = ngx.req.get_headers()  
    for k, v in pairs(h) do  
        ngx.log(ngx.ERR, "Got header "..k..": "..v..";")  
    end  
}
```



Apache HTTP Server

PHP

```
<?php
    $img = "1px.gif";

    header("Content-Type: image/jpeg");
    header("Content-Length: " . filesize($img));
    echo file_get_contents($img);
```

Go

```
func Pxl() (*bytes.Buffer, error) {
    buffer := new(bytes.Buffer)

    m := image.NewRGBA(image.Rect(0, 0, 1, 1))
    clr := color.RGBA{B: 0, A: 0}
    draw.Draw(m, m.Bounds(), &image.Uniform{C: clr}, image.Point{}, draw.Src)

    var img image.Image = m
    if err := jpeg.Encode(buffer, img, nil); err != nil {
        return nil, err
    }

    return buffer, nil
}
```

Или чуть попроще

```
func Pxl() (*bytes.Buffer, error) {  
    var buf bytes.Buffer  
    err := gif.Encode(&buf, image.Rect(0, 0, 1, 1), &gif.Options{NumColors: 1})  
  
    return &buf, err  
}
```

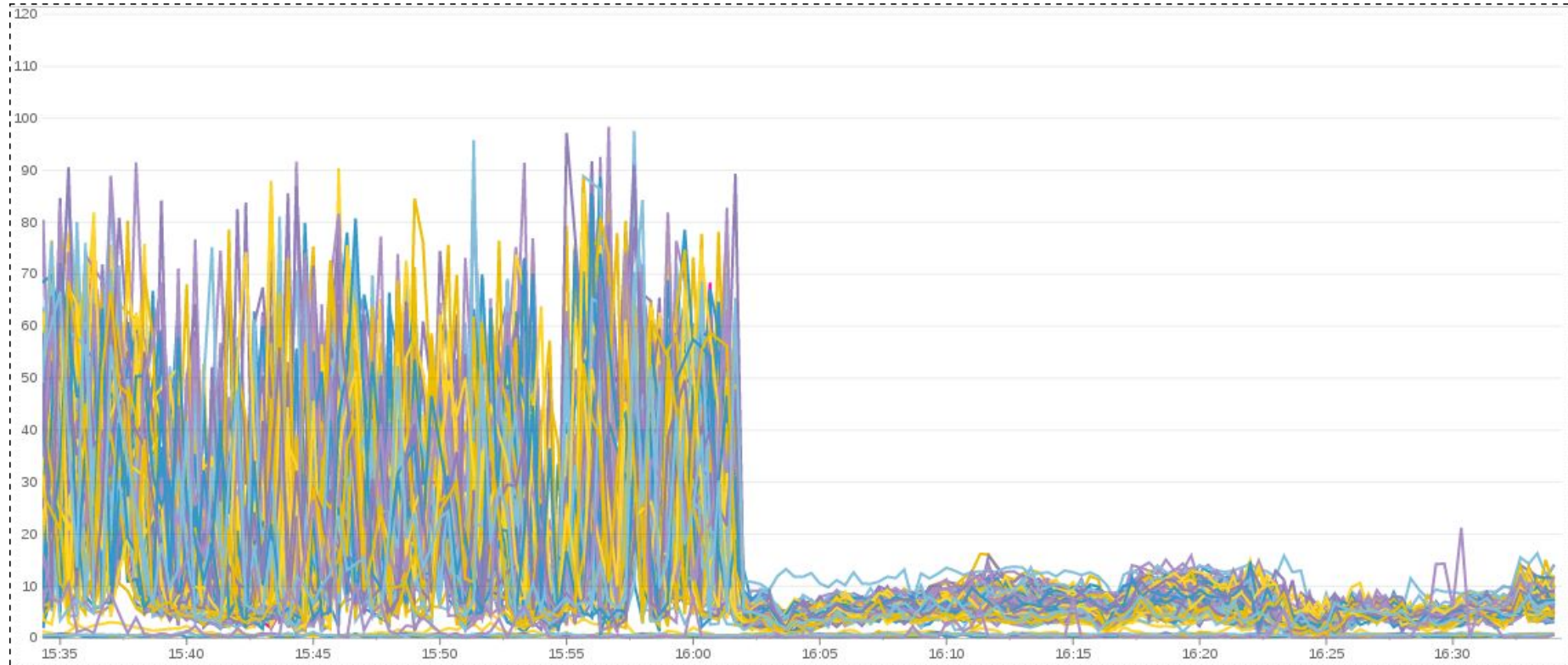

HugePages

```
echo madvice > /sys/kernel/mm/transparent hugepage/enabled
```

```
$ always [madvice] never
```


<https://www.kernel.org/doc/Documentation/vm/transhuge.txt>

Dramatic System CPU drop disabling Transparent Huge Pages on Hadoop with CentOS6/RHEL6 Hadoop nodes



<http://www.ghostar.org/2015/02/transparent-huge-pages-on-hadoop-makes-me-sad/>

type: Web 

Date: Last 6 months 

+ NEW

Total clicks

223



Total impressions

17.6K



Average CTR

1.3%

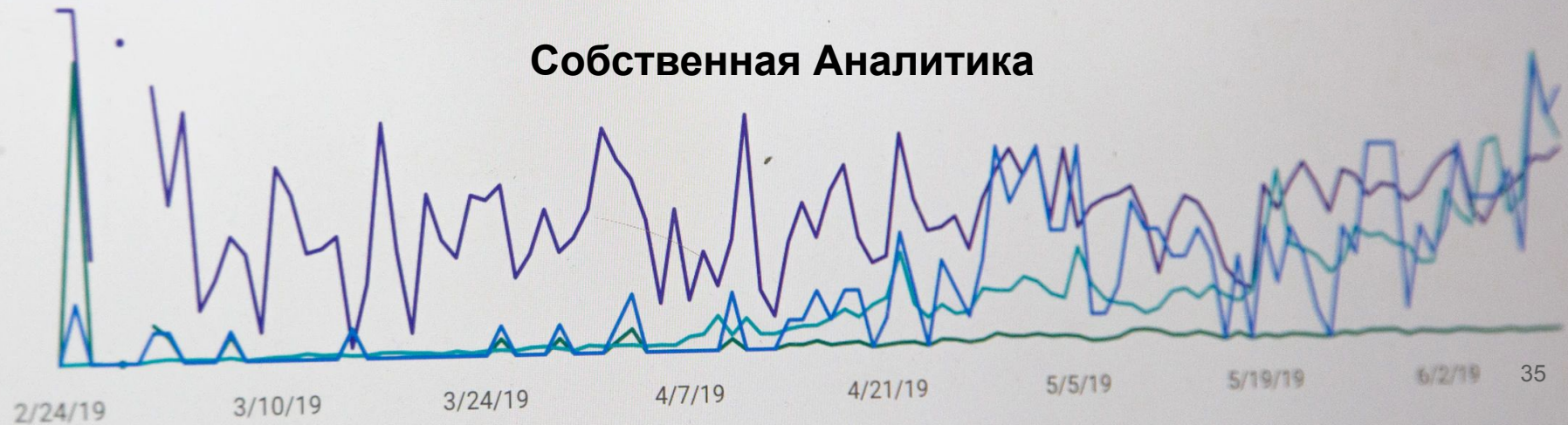


Average position

25.2



Собственная Аналитика



1



2



3



4



5



Когортный анализ

Первая версия



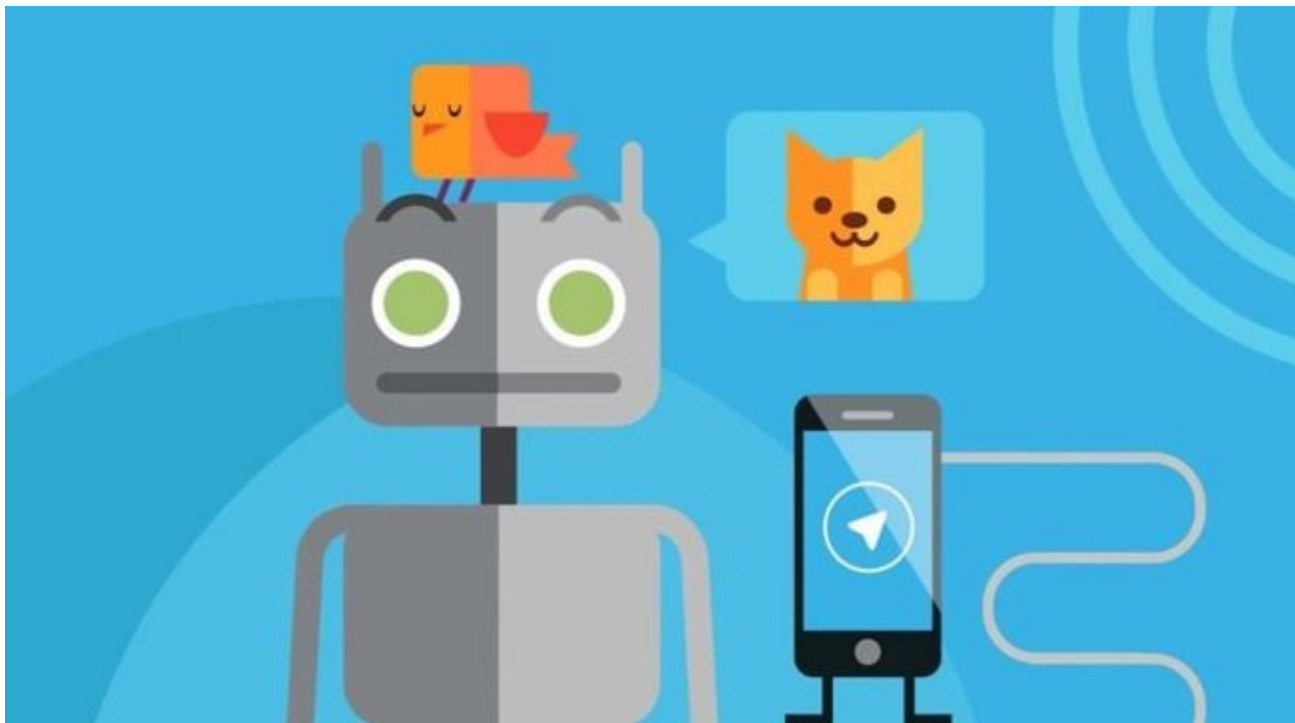
Вторая версия



Третья версия



Боты как отдельный сегмент



Первая версия была реализована



Вторая версия



Третья версия

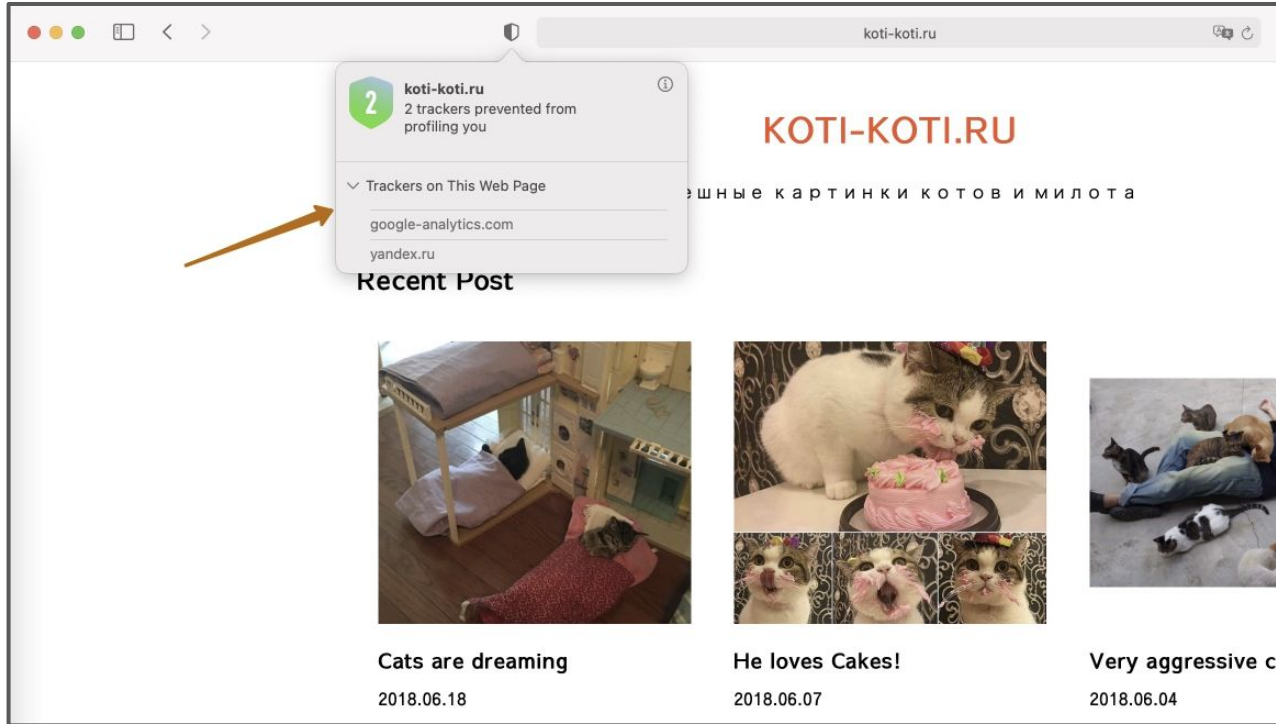


2020 + Safari and Firefox

«Яндекс Метрике», «Google Аналитике» и пикселям пришел конец?

Обновления Apple убивают все трекеры

Safari + tracker



The screenshot shows a Safari browser window with the URL `koti-koti.ru`. A notification bubble is displayed over the page content, indicating that two trackers have been prevented from profiling the user. The notification lists the following trackers:

- google-analytics.com
- yandex.ru

An orange arrow points to the notification bubble. The page content includes the title "KOTI-KOTI.RU", a subtitle "Лучшие картинки котиков и милот", and a "Recent Post" section with three posts:

- Cats are dreaming** (2018.06.18): A cat sitting on a wooden bunk bed.
- He loves Cakes!** (2018.06.07): A cat eating a pink cake.
- Very aggressive c** (2018.06.04): A cat sitting on a person's lap.

Firefox vs tracker

The screenshot shows a Firefox browser window with the address bar displaying `https://www.koti-koti.ru`. A purple notification bar at the top of the page reads "Protections for www.koti-koti.ru". Below this, a dropdown menu is open, showing the following settings:

- Enhanced Tracking Protection is ON for this site (toggle is on). Site not working?
- Blocked
 - 1 Cross-Site Tracking Cookies
- Allowed
 - 2 Tracking Content
- None Detected
 - Social Media Trackers
 - Fingerprints
 - Cryptominers
- Protection Settings (Standard)
- Protections Dashboard (278 Blocked)

The background page is titled "KOTI-KOTI.RU" and features the text "ные картинки котов и милота". It displays a grid of cat-related images and captions:

- Cats are dreaming** (2018.06.18)
- He loves Cakes!** (2018.06.07)
- Very aggressive cat-band!** (2018.06.04)

Other visible images include a cat eating a pink cake, a person lying on the floor surrounded by cats, and a close-up of a cat's face.

1 **Cross-Site Tracking Cookies Blocked**





These cookies follow you from site to site to gather data about what you do online. They are set by third parties such as advertisers and analytics companies.

<https://mc.yandex.ru>

Manage Protection Settings

KOTI-KOTI.RU




ные картинки котов и милота



Cats are dreaming
2018.06.18
...

He loves Cakes!
2018.06.07
...

Very aggressive cat-band!
2018.06.04
...



KT KOTI-KOTI.RU

← → ↻ 🏠

🔒 <https://www.koti-koti.ru> ... 🛡️ ☆

2 **Not Blocking Tracking Content**

Websites may load external ads, videos, and other content with tracking code. Blocking tracking content can help sites load faster, but some buttons, forms, and login fields might not work.



<https://www.google-analytics.com>

<https://mc.yandex.ru>

Manage Protection Settings

KOTI-KOTI.RU




ные картинки котов и милота



Cats are dreaming
2018.06.18
...

He loves Cakes!
2018.06.07
...

Very aggressive cat-band!
2018.06.04
...



Firefox + Evernote

The screenshot shows a Firefox browser window with the Evernote website open. A 'Protections for evernote.com' popup is displayed, indicating that Enhanced Tracking Protection is turned on. The popup lists several blocked items, including Social Media Trackers and Cross-Site Tracking Cookies. An orange arrow points to the 'Enhanced Tracking Protection' section of the popup. The background shows the Evernote homepage with a 'Sign up for free' button and a 'Meeting Notes' document preview. At the bottom, there is a cookie consent banner with an 'OK' button.

WORK ANYWHERE

Keep important info handy by syncing your notes to all your devices.

CAPTURE WHAT MATTERS

Add text, images, audio, scans, PDFs, and documents to your notes.

YOUR NOTES, YOUR WAY

Express yourself with formatting tools that help you write how you think.

Evernote uses cookies to enable the Evernote service and to improve your experience with us. To learn more, check out our [cookie policy](#). By clicking OK or continuing to use our site, you agree that we can place these cookies.

OK

Best Note Taking App - Organi... X +

https://evernote.com

Not Blocking Tracking Content

Websites may load external ads, videos, and other content with tracking code. Blocking tracking content can help sites load faster, but some buttons, forms, and login fields might not work.

- https://mc.yandex.ru
- https://cdn.optimizely.com
- https://www.google-analytics.com
- https://www.facebook.com
- https://analytics.twitter.com
- https://googleads.g.doubleclick.net
- https://a10732733166.cdn.optimizely.com
- https://connect.facebook.net
- https://static.hotjar.com
- https://secure.quantserve.com
- https://stats.g.doubleclick.net
- https://rules.quantcount.com
- https://pixel.quantserve.com
- https://script.hotjar.com
- https://vars.hotjar.com
- https://logx.optimizely.com

Manage Protection Settings

more with better notes

Help you capture ideas and find them fast.

[Sign up for free](#)

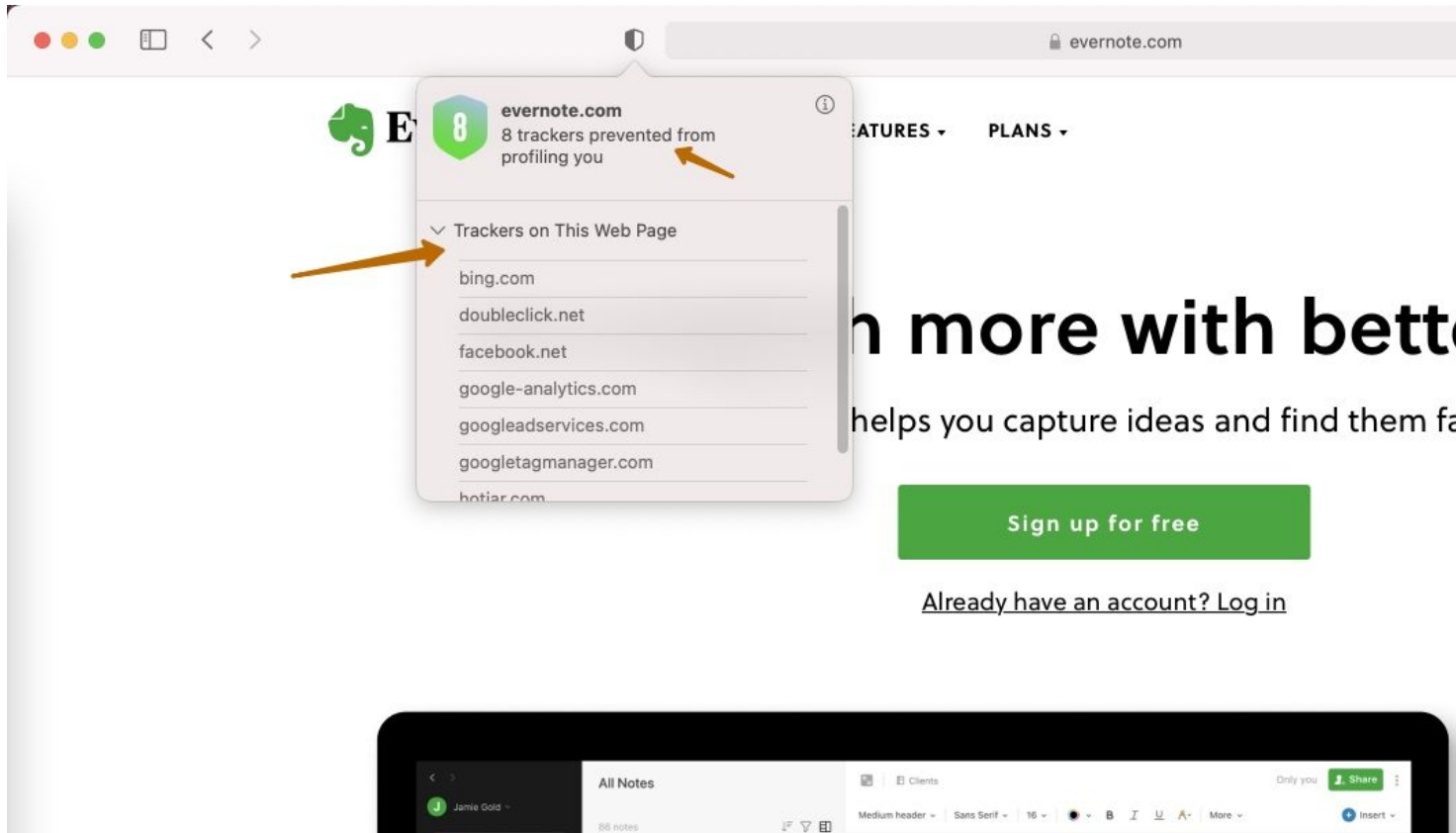
[Already have an account? Log in](#)

WORK ANYWHERE
Keep important info handy by syncing your notes to all your devices.

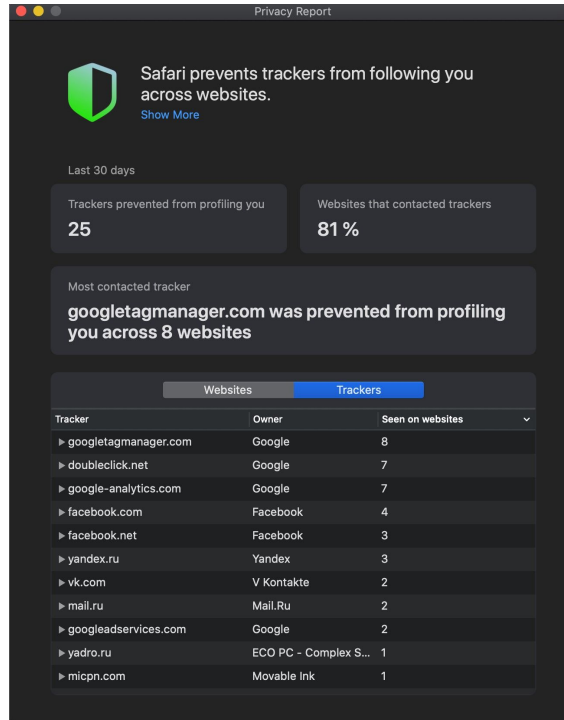
CAPTURE WHAT MATTERS
Add text, images, audio, scans,

Evernote uses cookies to enable the Evernote service and to improve your experience with us. To learn more, check out our [cookie policy](#). By clicking OK or continuing to use our site, you agree that we can place these cookies.

[OK](#)



Отчёт Apple о трекерах на девайсе (не блокировка)



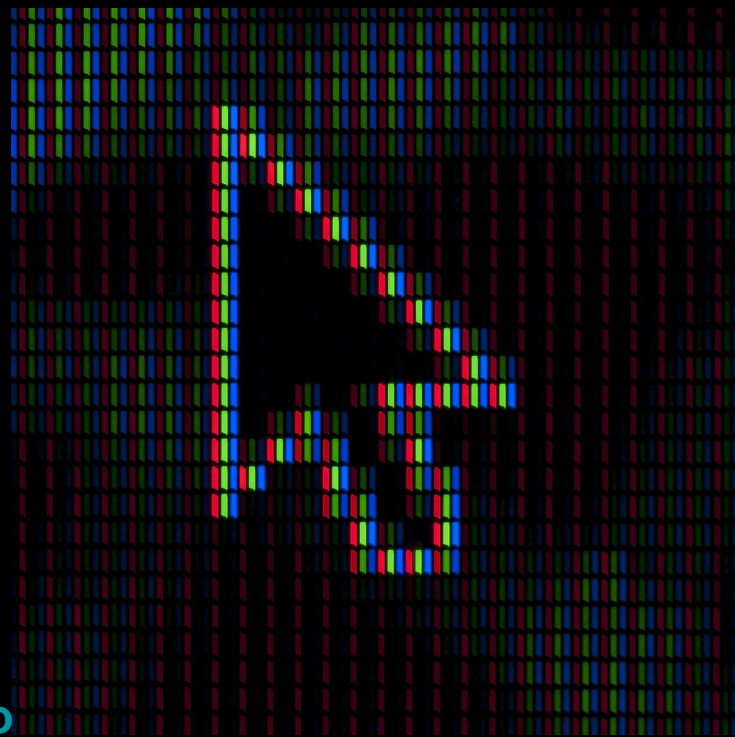
Разделение – это возможности для эксперимента.

[linkedin.com/in/roman-romadin/](https://www.linkedin.com/in/roman-romadin/)

medium.com/@romanitalian

github.com/romanitalian

t.me/RomanRomadin



Спасибо