

Third-Party Cookies (BL)	0.96																	
Facebook Pixel (BL)	0.71	0.58																
Google Analytics (BL)	0.37	0.31	0.52															
Session Recording (BL)	0.33	0.27	0.49	0.29														
Keylogging (BL)	0.45	0.38	0.44	0.15	0.33													
Canvas Fingerprinting (BL)	0.53	0.45	0.41	0.29	0.35	0.27												
Trackers/Page Load (WTM)	0.82	0.79	0.59	0.33	0.34	0.37	0.48											
Tracking Requests/Page Load (WTM)	0.75	0.73	0.49	0.36	0.26	0.29	0.41	0.84										
Advertising (WTM)	0.87	0.85	0.57	0.32	0.28	0.39	0.44	0.94	0.85									
Audio/Video Player (WTM)	0.76	0.75	0.49	0.20	0.22	0.32	0.41	0.91	0.74	0.84								
Customer Interaction (WTM)	0.77	0.77	0.53	0.28	0.30	0.28	0.54	0.83	0.77	0.83	0.81							
Hosting Services (WTM)	0.70	0.68	0.47	0.24	0.31	0.32	0.47	0.91	0.73	0.79	0.95	0.84						
Consent Management (WTM)	0.77	0.70	0.59	0.39	0.33	0.40	0.43	0.85	0.76	0.87	0.67	0.76	0.70					
Site Analytics (WTM)	0.82	0.77	0.62	0.37	0.39	0.42	0.48	0.94	0.84	0.94	0.81	0.87	0.83	0.92				
Miscellaneous (WTM)	0.50	0.55	0.24	0.17	0.11	0.16	0.47	0.62	0.57	0.54	0.77	0.77	0.82	0.42	0.57			
Utilities (WTM)	0.64	0.55	0.55	0.34	0.44	0.31	0.52	0.76	0.64	0.72	0.59	0.77	0.69	0.83	0.86	0.43		
Social Media (WTM)	0.75	0.75	0.48	0.24	0.28	0.32	0.39	0.92	0.78	0.85	0.94	0.80	0.92	0.72	0.85	0.71	0.62	
Adult Advertising (WTM)	0.13	0.12	0.14	0.03	0.15	0.07	0.08	0.15	0.13	0.15	0.09	0.12	0.10	0.13	0.14	0.05	0.10	0.10

Ad Trackers  
 Third-Party Cookies  
 Facebook Pixel  
 Google Analytics  
 Session Recording  
 Keylogging  
 Canvas Fingerprinting  
 Trackers/Page Load  
 Tracking Requests/Page Load  
 Advertising  
 Audio/Video Player  
 Customer Interaction  
 Hosting Services  
 Consent Management  
 Site Analytics  
 Miscellaneous  
 Utilities  
 Social Media