



Our 2020 Tracking the Trackers report documents how the digital data landscape has shifted both in the U.S. and abroad since our popular 2017 iteration, and reveals who's lurking in the shadows as you browse online more than ever this year. Here are the key takeaways we found after analyzing 1.96 billion page loads.

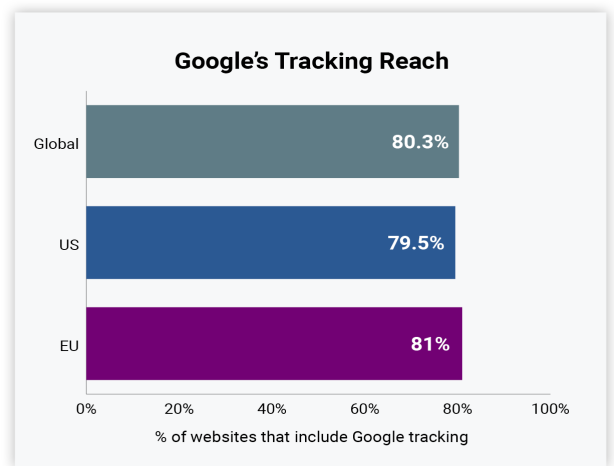


Your digital data privacy is more at stake than ever before

Google is the #1 tracking company

- Google tracks on 80.3% of global sites, 81% in the EU, and 79.5% in the U.S.
- In contrast, Google had a 64.4% reach on U.S. sites in 2017.

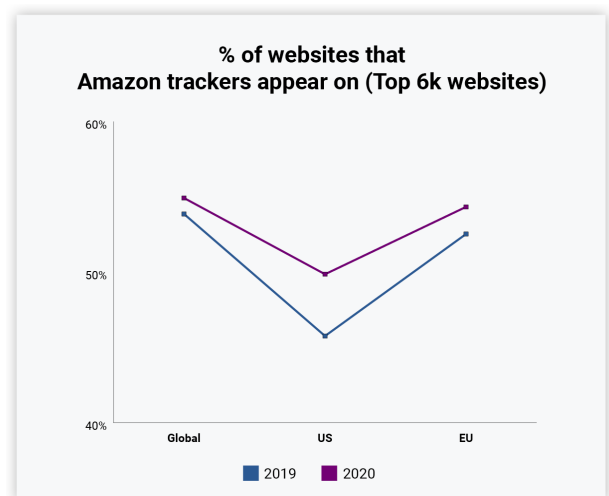
Key takeaway: Google is massively outpacing its big tech brethren.



But Amazon is the one to watch

- In 2020 in the U.S., Amazon surpassed Facebook in tracking reach, clocking in at 29.4% tracker reach, with Facebook at only 23%.
- In the EU and globally, Amazon remains just behind Facebook, ranking 3rd most widespread and coming in at 17.2% reach in the EU and 19.2% globally.
- In 2017, Amazon trackers appeared on only 10.5% of all page loads, 5th in the top U.S. ranking behind Google, Facebook, comScore and Twitter.

Key takeaway: Amazon has largely managed to stay out of the privacy spotlight until now. Amazon clearly deserves more scrutiny when it comes to data privacy practices.



Google and Facebook dominate the EU

- Google and Facebook tracking technologies are prevalent on more sites than in the U.S.
- In the EU, Google trackers exist on 87.5% of websites compared to 86.4% in the U.S.
- For Facebook, 60.2% of EU sites contain Facebook trackers compared to 59.7% in the U.S.

Key takeaway: While GDPR may be cutting down on tracking overall, it's only further empowering the biggest players. For consumers, this means that while their data may be accessible to less companies overall in the EU, more of it is getting funneled to the big-tech companies

2020

Name	Global	US	EU
Google Ratio	88.23%	86.35%	87.53%
Facebook Ratio	63.40%	59.65%	60.24%
Websites With 10+ Trackers	31.72%	30.47%	29.88%
Websites With 20+ Trackers	4.15%	4.45%	3.20%

2019

Name	Global	US	EU
Google Ratio	88.28%	85.68%	87.81%
Facebook Ratio	64.87%	61.04%	64.19%
Websites With 10+ Trackers	34.83%	33.67%	33.83%
Websites With 20+ Trackers	4.22%	4.54%	3.78%

Political trackers explode

- Political tracking has increased 100%+
- In the U.S., political tracking saw a 108% jump from 2019.
- In the EU, political tracking saw a 121% jump from 2019.

EU Categories 2020	Reach	Percent Change (YoY)	Ranking Change (YoY)
News and Portals	12.38492335	-3%	0
Recreation	8.871775783	-16%	0
E-Commerce	8.594849619	-11%	0
Political	8.368335387	121%	5
Entertainment	8.318900836	-2%	-1
Business	7.194408383	-7%	-1
Reference	6.362847951	-7%	-1
Adult	4.773465825	-8%	-1
Banking	3.227240464	-19%	-1
Government	3.098199063	3%	0

Key takeaway: Political action groups and software companies are tracking voters across the web, collecting information, and pushing targeted messaging about voting and other social issues.

The Fourth Estate is the #1 type of tracker

- News/media outlets retained the no. 1 spot among which types of websites have the most trackers globally.
- News sites averaged 12.9 trackers in the U.S. and globally, and 12.4 in the EU.

Key takeaway: Advertising has become one of the final profitable channels for news brands, with many news outlets hosting a plethora of data-collecting trackers.

**Ghostery's updated data is based off of 1.96 billion page loads.*