

Carrot Ink Deploys First Party Cookies to Reduce Visitor Privacy Concerns

Carrot Ink is a specialty retailer that supplies quality inkjet cartridges to consumers and businesses. The company offers premium products without a premium price tag, and prides itself on superior customer service. From live customer service representatives on chat to extended business hours, Carrot Ink is dedicated to helping customers find what they're looking for online.

Carrot Ink's Web site (www.carrotink.com) is their primary source of business, and they use Coremetrics' hosted web analytics service to understand customer behavior and create a rewarding shopping experience.

The Challenge

All web analytics solutions today, either custom built, packaged in-house solutions, or managed offerings (ASP), make use of "cookies." Cookies are short text files placed on the browser of visitors to an internet site in order to uniquely identify the individual, allowing for calculation of important metrics such as marketing revenues or unique visitors. As internet users have become increasingly concerned about privacy, the cookies that are served to visitor browsers have come under increased scrutiny.

In order to address these privacy concerns, Carrot Ink wanted to ensure that their hosted web analytics solution would not serve cookies to visitors from a third party domain. According to Coremetrics, on average between 12% -10% of all online visitors block cookies from third parties as a standard browser setting. A side effect of this behavior is an increase in the number of visitors who are tracked anonymously, eliminating the ability to capture valuable behavioral information necessary to gather feedback and improve site design.

The Solution

Working closely with Coremetrics, Carrot Ink deployed a first party cookie solution. With the solution, cookies are served by Coremetrics using a Carrot Ink domain, rather than a standard third party domain. As an authorized Verisign reseller, Coremetrics was able to deploy and maintain the solution to interoperate with Carrot Ink's secure pages without involvement from the Carrot Ink IT department.

Since implementing the first party cookie solution, Carrot Ink is now leveraging a powerful hosted web analytics offering from Coremetrics, and doing so while ensuring minimal invasiveness in the visitor's browser. This also results in a more comprehensive capture of LIVE Profiles for visitors to the Carrot Ink site, delivering a rich data source for management and web designers to understand how to improve the online experience for customers.



"When people purchase from www.carrotink.com, they place their trust in us, our business practices, and our commitment to customer privacy. It is our charter to make sure that we never break that trust. Using the first party cookie solution that Coremetrics provides, we are able to collect valuable feedback on visitor site experience, while ensuring that we do not interfere with the visitor experience in any way."

-Co-founder and CEO, Carrot Ink.