

# List of tracking tools on blick.ch and RASCH

Name	Blick / Blick am Abend	RASCH	Category	Purpose	Optout Link
Google	+	+	Site analytics	Analytics tools to measure website, app, digital and offline data	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>
Facebook	+	+	Marketing	Web marketing	<a href="https://www.facebook.com/help/568137493302217">https://www.facebook.com/help/568137493302217</a>
Nugg Ad	+	+	Advertising	Predictive behavioral targeting	<a href="https://www.nugg.ad/en/privacy/consumers.html">https://www.nugg.ad/en/privacy/consumers.html</a>
TradeDoubler	+		Advertising	Analyzing of web clicks and impressions	<a href="https://publisher.tradedoubler.com/include/functions/optout.html">https://publisher.tradedoubler.com/include/functions/optout.html</a>
AOL-AdTech	+	+	Site analytics	Manage, serve and evaluate online advertising campaigns	<a href="http://admeira.ch/optout">http://admeira.ch/optout</a>
NET-Metrix	+	+	Site analytics	Internet usage research	<a href="https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung">https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung</a>
Improve Digital	+	+	Advertising	Sell side platform	<a href="https://www.improvedigital.com/opt-out-page/">https://www.improvedigital.com/opt-out-page/</a>
Criteo		+	Commerce Marketing	Manage, serve and evaluate online advertising campaigns	<a href="http://www.networkadvertising.org/choices/">http://www.networkadvertising.org/choices/</a> <a href="http://www.youronlinechoices.com/">http://www.youronlinechoices.com/</a>