

New Pixel Version 5.1.1/ 4.4.7

Today we have released a new pixel version with which you can optimize your tracking. The new pixel version 5.1.1 and 4.4.7 include the new feature "Web to App tracking."

Web to App Tracking is relevant if you want to track web views in your app using the Webtrekk Pixel.

This function enables synchronous sending of requests to Webtrekk when your users open Web content directly in the app. Only in this way can the analysis data be evaluated correctly. An example of this is the display of visits to previous or subsequent pages in chronological order. This also helps to ensure that the correct user path is displayed in the path analysis and that the customer journey is evaluated correctly.

[Documentation: Web to App Tracking](#)

[Documentation: Webtrekk Smart Pixel](#)

[Download the pixel](#)

Release date: September 11, 2019