Cloudflare Zaraz - Partner Integrations

Integrate with Cloudflare Zaraz to load third-party tools in the cloud and improve website speed, security, and the privacy of mutual customers

The challenges of third-party bloat

Companies have long struggled with the ever-increasing performance hit and security risks related to the implementation of third-party tools. Third-party tools have slowed down the web significantly — and put users at risk if a certain tool is hacked. With more third-party code being evaluated and run in the browser than ever before, websites undergoing a performance hit are in turn seeing a negative impact on their user experience, conversion rates, and SEO.

Integrate with ease and simplify client-side scripts

To improve website speed and security, Zaraz optimizes how sites load third-party tools, running whatever we can on our cloud backend instead of in the browser. Moreover, we announced the open sourcing of third-party packages to make it easy for companies running any client-side JavaScript to build integrations with Zaraz. Today, customers can migrate their entire martech and adtech stack to the Zaraz ecosystem, allowing them to benefit from the power of Cloudflare's global network.

Benefits

Integrating with Cloudflare Zaraz helps organizations deliver an improved set of performance, security, and privacy standards to mutual customers.

Faster load times: Ensure a faster and more secure execution of your website and reduce the load on vendor servers through Managed Components and partner integrations, leading to website performance improvement for your customers.

Increased privacy: No trade-offs between performance and privacy. Reassure customers that your solution does not access end-user data by providing better control and visibility.

Support a wide range of tools: All integrations support a wide range of third-party tools, including product analytics, heat mapping, A/B testing, and chatbots.

The future of third-party tools

Zaraz considers Managed Components to be the future of third-party tools online. They provide vendors with an API allowing them to achieve much more than a normal script could, while keeping code execution outside the browser.

Managed Components were built to use a permission-based system, which provides increased transparency than previously by requiring permissions for different abilities (allowing tools to set cookies, collecting IP addresses...).

Third-party tool vendors are now able to use the API to build a better version of their tool, ensuring a faster and more secure execution and reducing the load on vendor servers.

About Cloudflare Zaraz

Cloudflare Zaraz gives you complete control over third-party tools and services for your website, and allows you to offload them to Cloudflare's edge, improving the speed and security of your website. With Cloudflare Zaraz you can load tools such as analytics tools, advertising pixels and scripts, chatbots, marketing automation tools, and more, in the most optimized way. Cloudflare Zaraz is built for speed, privacy, and security, and you can use it to load as many tools as you need, with a near-zero performance hit. Learn more at https://developers.cloudflare.com/zaraz/.