

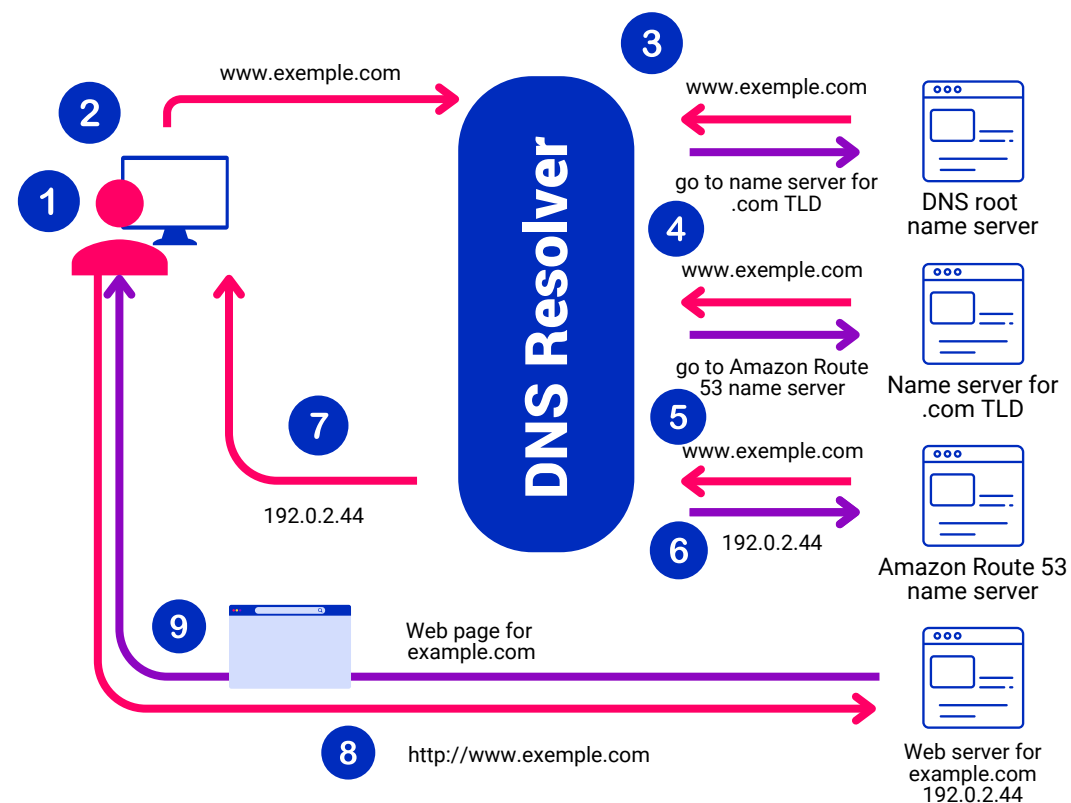


# COMMANDERS **ACT**

PRODUCT SHEET  
A-Record

## What is A-Record?

The a record is the most common type of DNS (Domain Name System) record. It indicates the IP address of a particular domain. As a result, two behaviours occur simultaneously: when a user accesses online information via a domain name, browsers interact with IP addresses. The role of DNS is therefore to link the domain name to the IP address so that browsers can load and display the information that users are looking for.



### Why use this method?

#### 1. A solution that is difficult to detect



The a-record allows you to associate the IP address of your tracking solution with your domain name, making it less detectable and offering an alternative to data collection by third parties.

#### 2. Simple integration



The management of domain names is handled by your partner, guaranteeing total compliance and freeing you from having to manage the infrastructure through your IT department, while ensuring the continuity of your marketing activities.

#### 3. A less costly solution in terms of time and financial resources



It is therefore also an easier and less expensive solution to implement than a proxy, which requires financial and technical resources.



## A-Record advantages

	A-Record
CA native treatment	✓
Ablockers bypass	✓
Web perfomance	✓
Continuity of tracking	✓
Level of improvement in data collection	★ ★ ★
Compatibility with existing systems	Partial, because detectable on safari
Compatibility with the end of third-party cookies in 2024	Risky on Safari
IT filtering of transmitted data	✗

## The limits of using a-record

### Detection of a-record on Safari



It is important to note that since March 2023, Safari has updated its detection models and is therefore able to detect IP addresses. In this specific case, using the proxy method is therefore more appropriate.

### Management of domain name outsourcing



Your supplier must have access to your infrastructure, because a-record needs to be updated as soon as your supplier makes improvements to its solution. However, outsourcing domain name management can be an obstacle for some IT departments who wish to retain control of the entire IT infrastructure for security reasons. Some departments with greater security constraints may be inclined to take a different approach.

[See complete documentation here](#) →



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