Fingerprint

2024 / Device intelligence by the numbers

start here! →

What is the impact of identifying devices worldwide? We aimed to discover the answer. Our findings revealed a changing landscape of billions of devices and the ways their users utilize browsers.

We identified **4.22 billion** unique browsers and mobile devices

We identified devices from over **250 countries** and **territories**, including Antarctica 🤯

15.3% of all device requests were using a **VPN**

The majority of VPN device requests originated from:

US - Alaska (most)
UTC−06:00

Canada: British Columbia (northeast)
UTC−07:00

US Pacific Timezone
UTC−08:00

Mexico (most), Costa Rica, Honduras
UTC−06:00

Brazil (northwest), Panama, Peru

However, browsers based on **Chromium** took the majority share of identified device browsers.

39% of the identified devices were **Apple mobile** devices

9% of all device requests were made using **Incognito Mode**

DEVICES **INCOGNITO MODE** USAGE

58% iOS mobile browsers

23% Chromium-based desktop browsers

96.6% of bot activity was based on **Chromium-based desktop browsers**

Good bots are well-known web crawlers or other search engine bots.

Bad bots are automated tools that don't have legitimate uses.

56% of bot requests were "bad bots"

Data Source: We crunched the numbers of product usage and data from 2024 across several product features. All data is aggregated and anonymous.