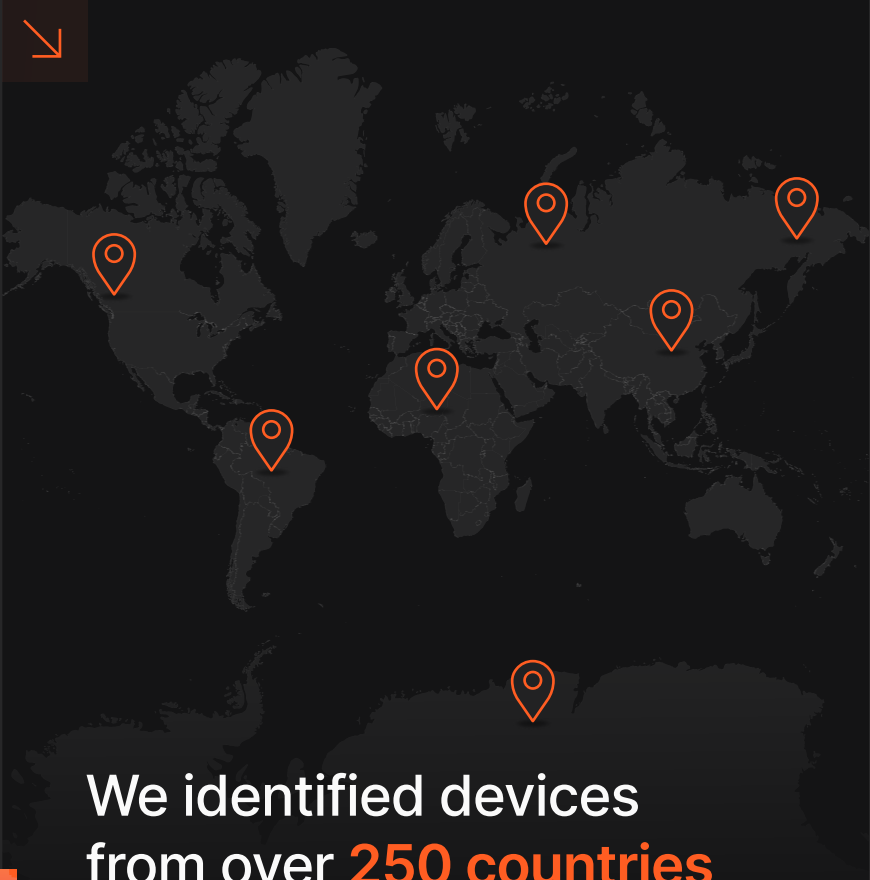


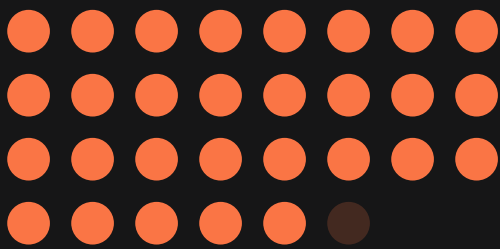
2023 / Device Intelligence By-The-Numbers

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 devices from over **250 countries and territories**, including Antarctica 🐼



We identified **2.96 Billion** unique browsers and mobile devices



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



40% of the identified devices were from an **Apple mobile** device

11% 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



5.3% of all device requests were made using **Incognito Mode**

DEVICES INCOGNITO MODE USAGE IN THE LAST 3 MONTHS

48%
iOS mobile browsers

30%
Chromium-based desktop browsers



97.9% 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.

However, only **27%** of bots requests were “bad bots”

Data Source: We crunched the numbers of product usage and data from 2023 across several product features. All data is aggregated and anonymous.

