

# Case Study

Pixum collects up to 29.2% more conversions  
and corrects 55% of customer journeys  
for better attribution and budgeting  
with JENTIS Server-side Tracking

+29.2%

+55%



## Challenges

Tracking preventions

Ad-blockers

Legal  
regulation



## Solution

JENTIS

Server-side tracking  
with GA & Adtriba plug-in

Consent manager  
Usercentrics plug-in



## Results



Uplift conversions

Better attributions

New budgeting

GDPR-compliant

Cookieless future



# Summary

## Server-side Tracking - The future of data collection

Tracking Preventions, Ad-blockers and legal changes complicate the data collection for Online Marketing. With this realization and affected by first ramifications, Pixum started to look for a solution at the beginning of 2021. Björn Prickartz, Head of Analytics & Conversion, quickly identified server-side tracking as a perfect fit. Due to the GDPR and the ePrivacy directive Pixum assessed various European solutions. With JENTIS they found an innovative partner, who focuses on data quality and protection with an advanced and mature technology.

Together they developed a first party data strategy, which **increased the collected conversions up to 29.2%** (11.4% with the same consent setting plus up to 17.8% with the JENTIS Privacy Mode) and positioned the business ideally for the compliance with the GDPR and the ePrivacy directive. Additionally, the improved data quality was put to the test in Pixum's attribution tool of choice Adtriba. Because JENTIS **corrected 55% of customer journeys**, single session purchases decreased by more than 20% compared to the original data collection method.

Now, Pixum uses the JENTIS technology and tool connections to align media budgets, conduct exact analyses again and leverage data privacy for their competitive advantage. In a new campaign, the newly gained insights and data **increased performance by 176%** compared to the previous year's campaign.

Data uplift: **+29.2%**

Equal consent **+11.4%**

Privacy mode up to **+17.8%**

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## First Party Implementation

**+55%** accurate cookies

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## Attribution: Single session purchases

Correction of **-20%** to **2.6%**

New budgeting

# Introductions

## PIXUM | Adtriba | JENTIS

Pixum is one of the leading online photo services in Germany and Europe. In addition to the best customer service and an easy, inspiring shopping experience, Pixum delights its customers with high-quality products such as the Pixum photo book, the Pixum wall art or the Pixum calendar. This way, the online photo service helps its customers to preserve, share and enjoy their most beautiful photo moments.

JENTIS is the European tech pioneer in server-side tracking. The Austrian scale-up enables clients through an innovative data collection approach and technology with the best data quality and compliance. Through countless connectors in the tag management system, JENTIS data is automatically forwarded to the MarTech Stack for better performance and results.

With Adtriba, marketing managers know how their marketing channels perform, which campaigns work and how they can be optimised tactically and strategically. Adtriba addresses and solves issues such as 3rd party cookie blocking, tracking regulations due to GDPR, but also overestimation of results by large advertising platforms. Adtriba enables companies from a wide range of industries to independently and correctly evaluate the results of their online and offline marketing activities and thus use their marketing budget optimally.



Björn Prickartz

Head of Analytics & Conversion  
Pixum



Thomas Tauchner

Co-Founder, Co-CEO & CTO  
JENTIS



Sarah Richter

Chief Client Officer  
Adtriba

# Challenges

## The problems of the industry

In 2020, Pixum really started to see the impact of various changes in online marketing. The introduction of tracking preventions and ad-blockers decreased their data quality steadily over time. With the EU-wide implementation of the GDPR, another critical consideration was added to the mix. The result? Data divergences of more than 20% between Pixum's web analytics, channel evaluation and internal business intelligence tools.

Björn wanted to find a solution to remedy this situation as soon as possible. He came across server-side tracking, which he identified quickly as an ideal technology: complete data of the best quality can be collected. With an EU-solution hosted on EU-servers, the GDPR could be addressed reliably and sustainably as well.

As the leading European provider of server-side tracking, JENTIS caught the attention of Pixum really quickly. The Viennese business convinced Björn with an innovative but mature technology and a very collaborative and transparent discussion about their partnership.

Quote Björn:



Our industry is going through many changes at the same time right now. Various tracking preventions and new regulations are severely affecting the traditional method of data collection. We are happy to have found a partner in JENTIS that supports us in all these issues and prepares us in the best possible way for the future.



# JENTIS project

## Easy implementation and step-by-step migration

At the beginning of the project a clear goal was defined: to improve the data quality in the most important analytics and marketing tools as well as take a significant step forward in collecting and processing GDPR-compliant data.

For this purpose, the JENTIS basic setup was deployed across all Austrian and German domains. With Google Analytics, the data quality was to be evaluated through a comparison of the client-side original account (A) and the server-side JENTIS account (B).

To collect data under the same consent settings, the consent manager plug-in for Usercentrics was selected in the JENTIS tag manager to easily bridge between the two technologies. This way, also the JENTIS Privacy Mode could be tested. For the second phase of the project, JENTIS developed an integration with the attribution tool Adtriba.

Through many iterations, the data quality was maximized. Every conversion was analyzed in both accounts and compared to the internal business intelligence tool.

Quote Björn:



A big focus during the project was on analyzing the data quality in detail. We looked at every conversion in both accounts and compared them with our BI tool. With JENTIS, we can already measure more than 90% of the actual conversions and have identified further potential to improve our data quality.

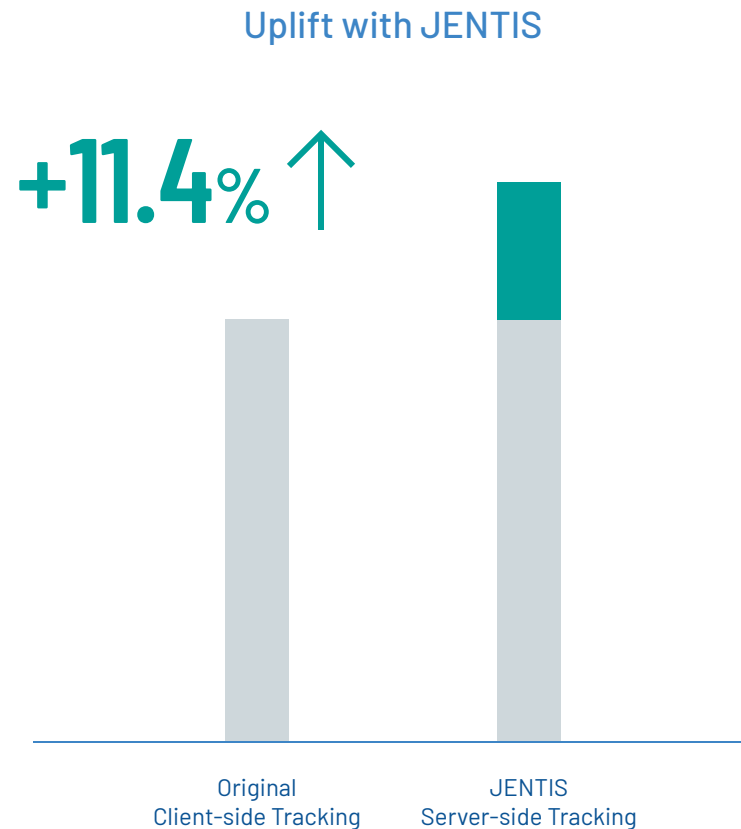


# Data uplift with consent

## Collect more and better data with the same consent

A detailed analysis of the data was made to evaluate the actual data uplift at the same data density through the same consent settings.

With JENTIS, 11.4% more conversions were made visible in Google Analytics this way.



# Data uplift with the JENTIS Privacy Mode

## Collect at least pseudonymised data through fallback mechanismus

During the project, the JENTIS Privacy Mode was finalized based on Spirit Legal's legal memorandum.

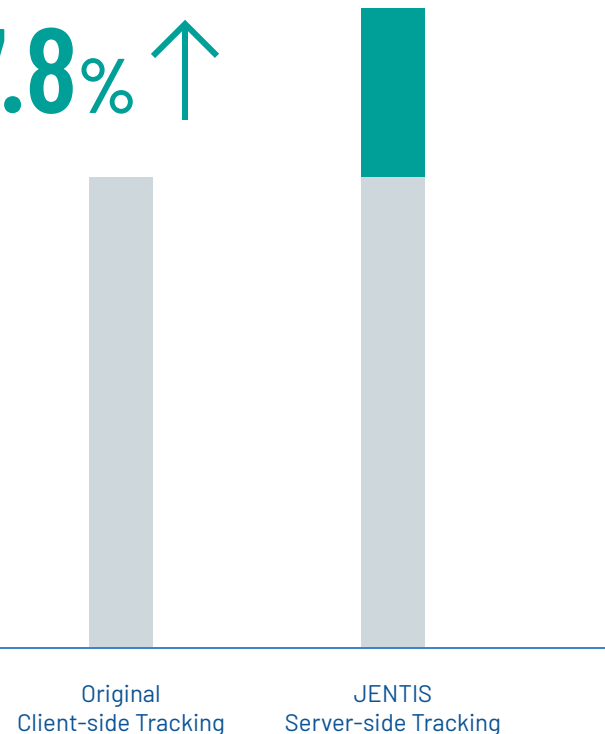
This feature enables companies to pass on defined pseudonymised data to 3rd party tools through a fallback mechanism in the event of negative consent.

In the case of Pixum, this way, **up to 17.8%** more conversions could be made visible through the JENTIS Privacy Mode in addition to the 11.4% data uplift with the same Consent settings.

This was determined by an aggregated analysis of the consent rate.

## Uplift with JENTIS Privacy Mode

+17.8% ↑



To get the latest version of our memorandum, please contact [privacy@jentis.com](mailto:privacy@jentis.com). We will be happy to send you the documents.



# Data quality – First party implementation

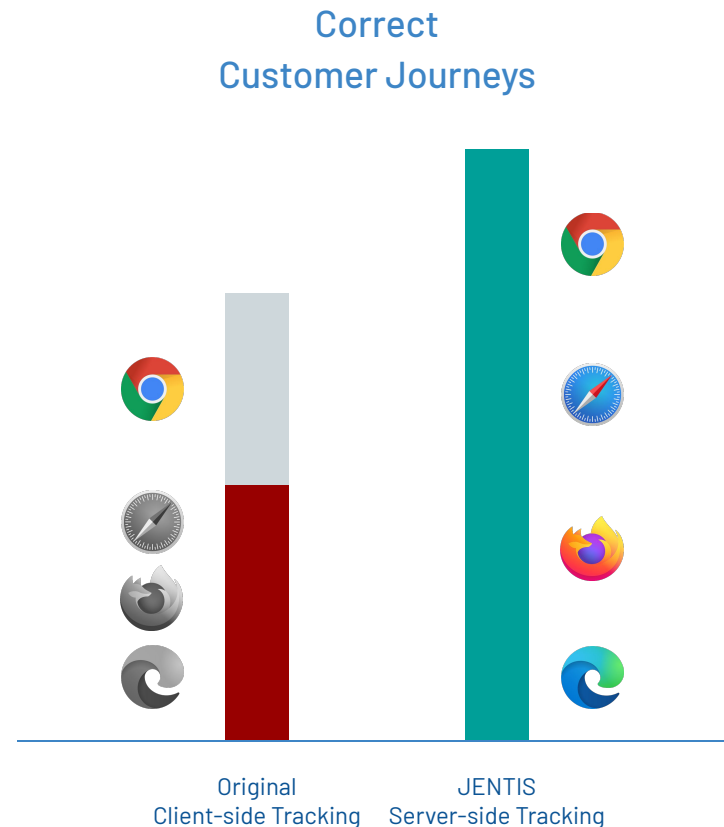
## Use data from Safari, Firefox & Edge for Online Marketing again

In addition to the data quantity, the tracking preventions of Safari, Firefox and Edge also influence the data quality. That's because they specifically combat third but also first party cookies set via JavaScript, which falsifies a lot of data as a result.

In attribution, these technological developments mean that no source can be assigned to the conversions in the sessions concerned.

In the case of Pixum, 55% of the traffic that arrived in the marketing and analytics tools was influenced by the aforementioned tracking preventions.

With JENTIS, this development can be counteracted, which greatly benefits online marketing and attribution. The result is shown on the next page.



# Attribution with JENTIS data

## How Pixum improves attribution with Adtriba

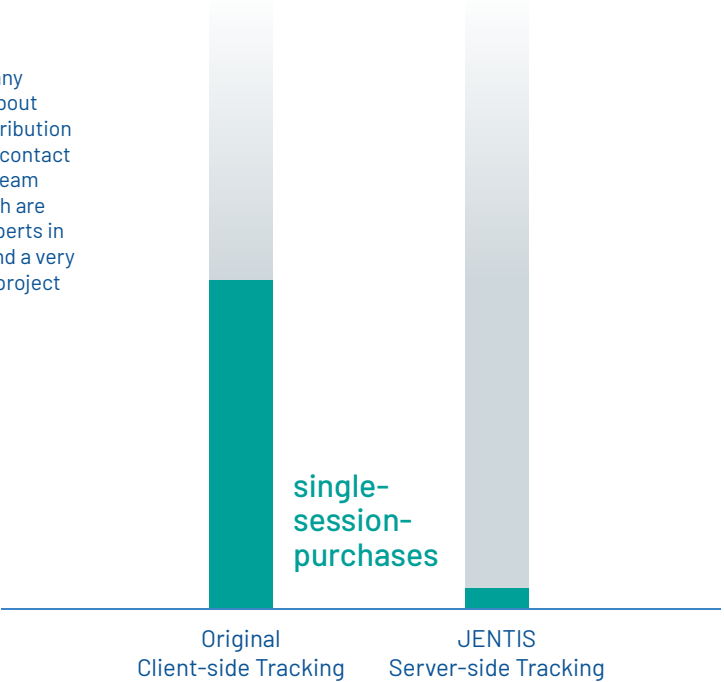
Once Pixum was able to evaluate the actual data accuracy of JENTIS versus traditional tracking, a second phase began in order to connect other tools to the JENTIS system. The results in Pixum's attribution tool Adtriba were eagerly awaited, as any changes have a major impact on campaign planning.

After several weeks, Pixum was able to draw its first conclusions. One key learning was particularly interesting: "single session" purchases in certain campaign types dropped from originally over 20% to only 2.6%. Pixum thus realized that in this campaign type, customers hardly ever bought directly after the first contact point. Instead, the customer journey was much longer and more complex and consisted of at least 2 or more contact points in over 97% of cases.

Overall, the more accurate JENTIS data also started to change the ROAS metrics of different channels, which is why Pixum was able to allocate budgets more efficiently in its marketing channels.

### Correct Single Session Purchases

If you have any questions about Adtriba's attribution tool, please contact Sarah. The team around Sarah are absolute experts in their field and a very competent project partner.



# Performance increase in improved campaign

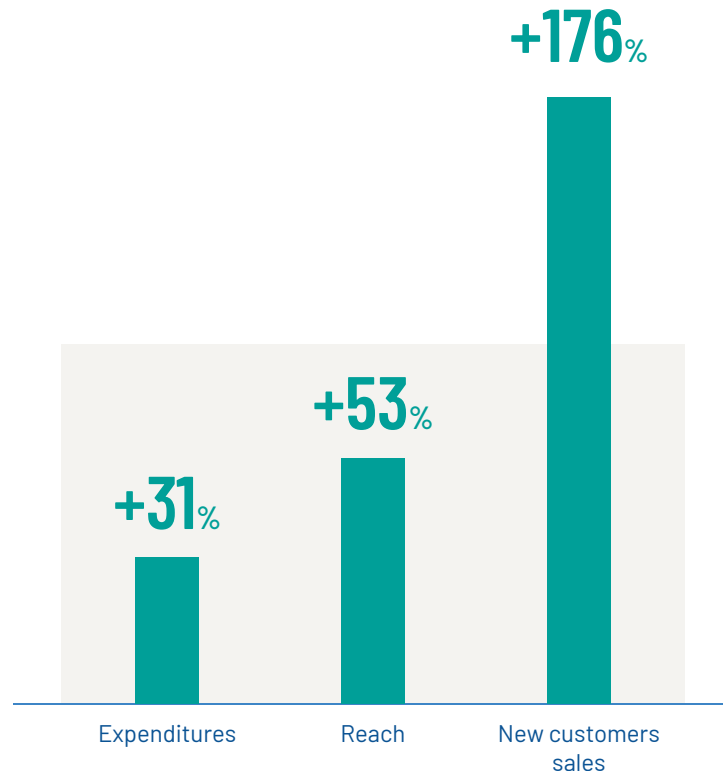
## How Pixum increased new customer sales by 176% with the insights & data gained.

Armed with the new insights about the actual customer journeys of their clients and the server-side implementation of relevant online marketing tools, their application was the next step. For this purpose, an advertisement campaign was planned and three tasks were optimised:

1. Modular journeys were designed to address customers' queries and show relevant products at the right time and place.
2. In Adtriba, the actual success of all channels was monitored in real time to optimise the media budget.
3. In the advertising systems, the additional conversion data was used to define better target groups and serve more relevant ads.

The result speaks for itself. Overall, new customer sales increased by 176% compared to the previous year. [Click here](#) to watch the video for a detailed summary.

Campaign performance compared to the previous year:



# A collaboration for the future

## Innovative and ahead of its time

Now, Pixum is in the process of migrating all existing cookie-based systems to the JENTIS solution across all countries – positioning itself for the future with a new data quality. All partners and tools should be served as quickly as possible from JENTIS and benefit from correct and uniform data.

Based on the newly gained knowledge and the first corrections in the Adtriba tool, Pixum is adapting the budgets for its media mix. They are focusing especially on the preliminary channels, as Pixum was able to spot a lot of potential there. The customer journey is becoming more modular so customers can be picked up individually at any time through several touchpoints.

At the same time, Pixum wants to use the momentum of the industry and make data protection a central part of their MarTech stack and incorporate customer requirements. For this purpose, the JENTIS Privacy Mode will be tested even more intensively as various application possibilities will be analyzed in detail.

Quote Björn:



From the very beginning it was important to us to work with a partner who is willing to talk and cooperate with us – with JENTIS we have found exactly that. I am very much looking forward to the future cooperation and results.



# You also want to work with correct data again and let your MarTech tools profit from it?

## Challenges

Tracking preventions  
Ad-blockers  
Legal regulation



## Solution

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## Results

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Cookieless future



Every business is facing massive data collection challenges right now.  
With JENTIS, you can realise the best data quality and compliance again to achieve your ambitious growth targets.

Need more information?

[contact@jentis.com](mailto:contact@jentis.com)