



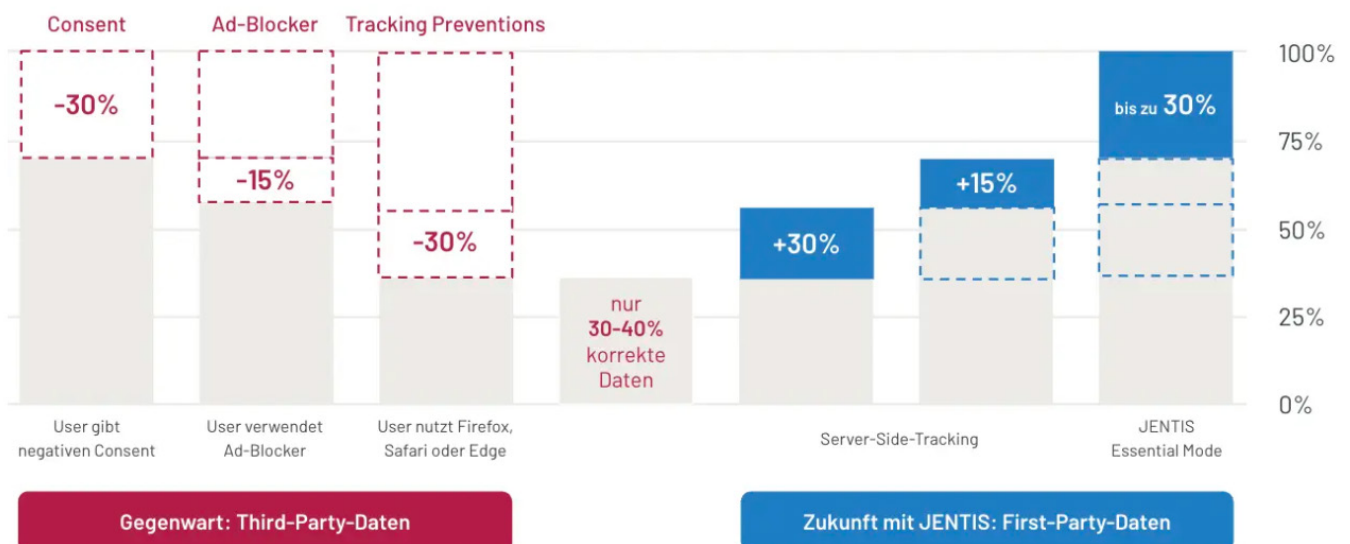
The leader in server-side tracking

The JENTIS Data Capture Platform is a revolutionary, privacy-compliant solution for data capture on websites.

With the JENTIS Data Capture Platform (DCP), you can easily and quickly provide your analytics and marketing tools with highest-quality, GDPR-compliant website data. The DCP provides **tag management**, **server-side tracking** and **data protection** in one tool.

The JENTIS effect: More data, better decisions

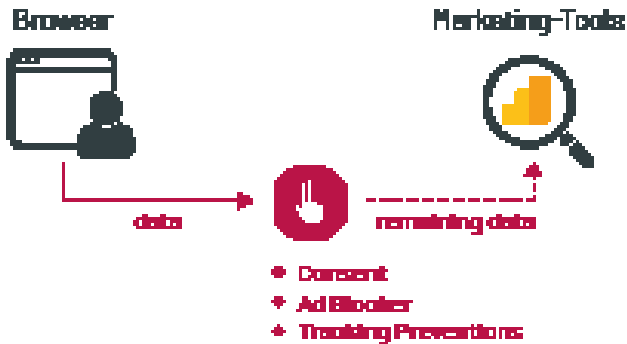
With JENTIS, you can collect more and, above all, more accurate data on your website - with the JENTIS Essential Mode legally compliant even without consent. Benefit from the best data quality on the market.



simply better data

Conventional tracking

With client-side tracking, the current standard on the web, analysis tools place tracking codes in the browsers of the users (clients) and record usage data (clicks, etc.) directly.



Disadvantages

Little data control

You can hardly control what data the tools on your website really collect.

Mangelnder Datenschutz

Uncontrolled flow of data to your tools, e.g. outside the EU, is a data privacy risk.

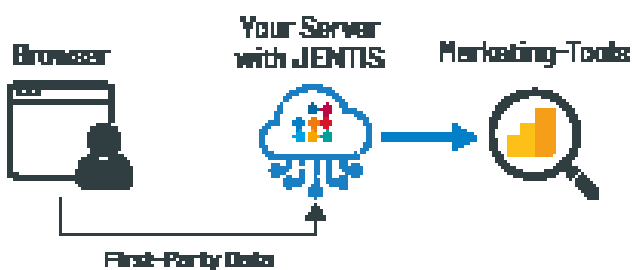
Declining data quality

Ad blockers and tracking preventers prevent data collection - you get false data.

Server-side tracking

The website data collected with server-side tracking first goes to a server controlled by you („server-side“), where it can be made compliant with the GDPR and then forwarded to analytics and marketing tools.

With server-side tracking from JENTIS, you control what happens to your users' data - not your tool providers.



Advantages with JENTIS

Maximum data quality

Regain data lost to ad blockers and tracking prevention for optimised marketing

Full data control

You decide which data you want to share with your marketing and analytics tools

Complete Compliance



Simply continue using your existing tools - GDPR-compliant and future-proof.

What is the difference between JENTIS and Google Tag Manager?

Now you're probably asking yourself, „I just switched to GA4 - why do I need JENTIS?“

JENTIS only replaces your Google Tag Manager, you can keep working with **Google Analytics 4** as usual. However, with JENTIS you use GA4 100% server-side, while Google Tag Manager supports GA4 out-of-the-box only in a hybrid implementation. With US tools such as Google Tag Manager, there are also still legal uncertainties, for example in the question of the new EU-US data protection agreement. **With JENTIS, you can use GA4 in a future-proof way and with better data quality.**

The most important differences in detail:

	 GA4 with JENTIS	 GA4 with sGTM
Data quality	100% server-side Google Analytics 4, unaffected by ad blockers and ITPs	Hybrid Google Analytics 4 (client- and server-side)
Service	SLAs + full customer support	No immediate support
Hosting	Managed cloud	Self-managed Cloud
Connectors	100+ in-house connectors	5+ in-house connectors
Data protection	Future-proof data protection from an EU provider	Regulatory risks due to volatile legal situation with US providers

How can I connect JENTIS to GA4?

All you need to do is implement the **JENTIS Data Capture Platform**. Over 100 tested connectors and integrations ensure that JENTIS fits seamlessly into your tech setup. These include not only all Google products, but also connectors from Adobe, Meta and LinkedIn.

The move takes place smoothly in parallel operation. **Your existing data pipelines remain unchanged**, no costly changes or retraining are necessary. You can continue to use your existing reports and tools as usual with the advantage that **you now receive better data - without any data protection worries**. As a managed service, you also don't have to worry about hosting and infrastructure.

Contact

If you want to learn more about JENTIS, visit us at www.jentis.com and book an appointment with one of our experts.

We look forward to hearing from you!

To learn more about the JENTIS Data Capture Platform, visit us at www.jentis.com/dcp



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