

CASE STUDY E-Commerce Data Quality

Giesswein captures 18% more Conversions in Google Ads with JENTIS than with server-side Google Tag Manager



Challenge

Digital marketing plays a crucial role in Giesswein’s business success. In recent years, Giesswein transitioned from a B2B to a B2C and D2C company, making data-driven decisions based on business intelligence and web data.

In this context, channels like Google Ads, Meta, and Microsoft Ads are particularly important.

Giesswein relies on technological innovation to create competitive advantages in e-commerce. The company benefits from its position as an established manufacturer with a strong brand and a loyal customer base in a specialized niche.

Originally, Giesswein used client-side tracking for data collection on websites but early on decided to switch to server-side tracking.

The technology shift proved crucial, especially during the company’s scaling phase, when the advertising budget increased

About Giesswein

Giesswein is a third-generation family business based in Tyrol, Austria. The company aims to innovate with the benefits of wool and develop unique products.

With the introduction of the Merino Runners, Giesswein’s first wool street shoes, the company underwent a fundamental shift, focusing on direct-to-consumer (D2C) sales.

Today, Giesswein operates a growing e-commerce store, making its products available online to a global audience.

- Industry D2C
- Region DACH
- Use Case Marketing-Boost

and more precise tracking became indispensable. Giesswein faced challenges in digital marketing, including the increasing complexity of tracking, the need to transmit more accurate data to marketing tools, and the optimization of conversion rates and website usability.

In recent years, Giesswein has experienced significant revenue increases, particularly during Black Friday, a period of high customer demand. This underscores the importance of effective digital marketing and an optimized on-page user experience.



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Implementing agency: WEBkiste (www.analyticskiste.blog)

Solution

Higher data quality for Google Ads

Giesswein chose JENTIS as their server-side tracking solution to provide external marketing agencies with the best data quality for more effective online campaigns. The implementation also enables Giesswein to capture more accurate data in Google Analytics and activate this data in other marketing tools.

With server-side tracking from JENTIS, we have already achieved a significant increase in data quality and an improvement in our campaign performance compared to traditional tracking.

Markus Giesswein
CEO Giesswein Walkwaren AG

Due to the higher resistance of JENTIS's server-side tag manager to ad blockers and tracking preventions in browsers (such as Apple's Safari), Giesswein collects more and better behavior and conversion data on their website. This data allows advertising platforms like Google Ads to perform more effective algorithmic targeting, resulting in more efficient campaigns and a higher return on ad spend (ROAS).

Effectively utilize Advanced Consent Mode

Giesswein gains significant advantages with JENTIS when using Google Consent Mode V2. The Advanced Google Consent Mode can be utilized more effectively, as JENTIS provides full control over data forwarding in advance.

With JENTIS, all data streams can be anonymized or pseudonymized before being forwarded, such as by modifying IP addresses. This prevents third parties from tracing data back to individual users.

This control and modifiability also apply to data collected under the Advanced Consent Mode. Parameters can be anonymized, pseudonymized, or entirely removed before being forwarded to Google systems.

JENTIS vs. Server-side Google Tag Manager

In the fall of 2023, Giesswein decided to conduct a comparison test between the JENTIS Tag Manager and the server-side Google Tag Manager.

To this end, Giesswein implemented both solutions in parallel on their websites. The analysis period spanned one month in November and December, including Black Friday, which is traditionally one of the most busy times in e-commerce. Several KPIs were considered, with particular emphasis on the number of conversions measured and forwarded to Google Ads.



© Giesswein

It's especially impressive to see that JENTIS provides even more data than other server-side tracking solutions.

Markus Giesswein
CEO Giesswein Walkwaren AG

Results

More visible users and tracked revenue

Server-side tracking is significantly more resistant to ad blockers and tracking preventions compared to traditional client-side tracking. Giesswein expected that both JENTIS and server-side Google Tag Manager—being server-side tracking solutions—would generate and capture similar amounts of data. However, JENTIS demonstrated a significant uplift.

In the test, JENTIS captured **5.4% more users** compared to the server-side Google Tag Manager. Additionally, Giesswein saw an **8.6% increase in revenue** tracked in Google Analytics with server-side tracking by JENTIS. Conversions worth 3 million euros were recorded during the test. The increase in tracked users is particularly noteworthy, attributed to JENTIS's higher resistance to ad blockers. All other measured KPIs showed positive effects in the test.

More conversions tracked in Google Ads

By enabling JENTIS Essential Mode, it became possible for the first time to use Advanced Google Consent Mode more effectively while maintaining full data control. This allowed Giesswein to **increase the number of conversions tracked in Google Ads by 18%** compared to using Server-side Google Tag Manager with Basic Consent Mode.

More Performance with Synergies from JENTIS and Google

With JENTIS, Giesswein not only enhances its own first-party tracking but also boosts the performance of Google products like Google Ads, Google Analytics, and Advanced Consent Mode.

With JENTIS, we now achieve more performance and e-commerce revenue from our Google products while maintaining full data control.

Markus Giesswein
CEO Giesswein Walkwaren AG

The more effective tracking of traffic and conversions via server-side tracking and Consent Mode V2 enables Giesswein to activate more precise data and more conversions on Google Ads, optimizing remarketing campaigns.

Thanks to the reliable managed service and data control from JENTIS, Giesswein can now transform this data quality into revenue and growth.



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The quick and easy way to better marketing performance

With **over 100 tested connectors and integrations**, JENTIS integrates smoothly into businesses' tech setups, including Google Analytics 4, Google Ads, Google Floodlight, Amplitude, Adobe, Meta, LinkedIn, and many more.

As a hybrid solution, JENTIS supports both client-side and server-side tracking.

The transition is seamless, allowing parallel operation while migrating without altering existing data pipelines, **avoiding costly tool changes or retraining.**

Teams can continue to use their existing reports and tools.

Implementation in minutes



Create JENTIS container



Implement JavaScript snippet



Set DNS A Record



Configure connectors

More than 100 platforms and tool integrations



Trusted by



Increase your campaign revenue AND compliance with JENTIS

Explore how JENTIS' state-of-the-art data protection measures, unmatched data quality, and compliance capabilities can empower your business to confidently adapt to evolving regulatory demands globally.

Learn how server-side tracking can improve your business

*Book a demo today:
www.jentis.com/contact*

