JENTIS | **playmobil**

CASE STUDY `E-Commerce` `Data Accuracy`

How Playmobil achieves over 97% Data Accuracy and higher Marketing Efficiency with Server-side Tracking

Executive Summary

Toy manufacturer Playmobil chose JENTIS as its server-side tracking solution to better understand customer behavior on its website and optimize marketing activities.

This case study highlights how the synergy between JENTIS' hybrid tag management and Piwik PRO's analytics solution led to a significant improvement in data consistency and analysis, creating multiple advantages for Playmobil's marketing efforts.

Vision and Mission

Playmobil's mission and vision are closely tied to the classic role-playing concept that has influenced children across generations.

Playmobil is pursuing a long-term strategy to significantly increase digital sales while harmonizing physical and digital retail for a seamless, unified customer experience.

Customer Feedback

„With JENTIS, we are now able to track over 97% of our orders.

This success allows us to better understand customer journeys and target audiences more effectively."

Yashar Nategh
SVP Global CX & E-Commerce,
Horst Brandstätter Group (Playmobil)

About Playmobil

playmobil

The Horst Brandstätter Group, a global player with approximately 3,200 employees worldwide, comprises 33 companies, including the well-known brands PLAYMOBIL and LECHUZA.

PLAYMOBIL, a brand of the Geobra Brandstätter Foundation, is a German toy industry company known since its founding in 1974 for its high-quality 7.5 cm figures, animals, and extensive accessories.

These products form the basis of an award-winning toy that fosters children's imagination and creativity. The company emphasizes quality, safety, and sustainability in production, distributing its products through a network of retailers as well as its own online store.

With the increasing importance of e-commerce and direct-to-consumer (D2C) sales, PLAYMOBIL is adapting to changing consumer buying habits driven by advancing digitalization.

The company is internationally present and is also engaged in social projects.

Quick Overview

Industry
Toys

Region
Global

Use Cases
Marketing, Privacy

Challenge: Inconsistent Measurement

In the early 2000s, Playmobil launched its first online store. Over the past two decades, Playmobil has made substantial progress in e-commerce, including a major relaunch last year where the old shop structure and code base were extensively revamped.

Playmobil encountered data inconsistencies between the e-commerce system and other analytics tools and systems in use. Conversion and order numbers measured through web tracking showed significant discrepancies compared to actual orders.

The need for improved e-commerce tracking and analysis capabilities was increasingly urgent, as 60-70% of annual revenue is generated in the fourth quarter.

Seasonal peaks, such as Black Friday and Christmas, require precise and efficient marketing efforts that must be supported by an optimized data infrastructure to allocate budgets effectively and strategically.

Furthermore, new requirements from marketing tools and data privacy could no longer be met. This made effective, data-driven online marketing much more challenging for Playmobil. Addressing these challenges required a comprehensive solution to enhance data integration, analytics capabilities, and data utilization.

The complexity that toy buyers and users are often not the same person (parents vs. children) complicates audience segmentation.

Additionally, Playmobil must comply with varying data privacy regulations in different markets, such as the EU and the USA.

Solution: JENTIS Server-Side Tracking

Playmobil chose to implement the JENTIS server-side tag manager to ensure improved data collection, unaffected by ad blockers and tracking preventions (e.g., in Apple Safari).

JENTIS offers server-side tracking along with extensive functionalities that enable full data control and privacy-compliant forwarding to a wide range of marketing tools and platforms. Playmobil leveraged the extensive experience of implementation agency Adesso during this process.

The connector, developed and certified in collaboration with Piwik PRO, ensures that Piwik PRO Analytics gains real-time access to far more accurate website data.

This enables JENTIS to precisely track customer journeys and purchase processes on Playmobil's website, facilitating improved customer targeting on the website and ad platforms like Google Ads and Meta Ads.

The use of Piwik PRO and JENTIS resulted in nearly identical data in e-commerce orders. JENTIS' powerful Raw Data Tool was used to export raw data and match it with data from other systems.

A key part of this process was the reconciliation of order numbers recorded in Salesforce with data captured by JENTIS in Piwik PRO.

This reconciliation enabled the identification and correction of discrepancies and errors, leading to higher data consistency.

The importance of high data quality—complete and unaltered—was especially evident in this process, as it significantly enhanced marketing efficiency.

adesso

Adesso is a unique hybrid between a creative agency, consultancy, and IT service provider, offering a comprehensive approach to addressing challenges in digital transformation.

Together with our partners, we support projects in an agile, data-driven manner with a passion for delivering the perfect digital experience.

Understanding customer journeys and digital interactions was crucial to optimizing Playmobil's marketing strategies.

With the activation of JENTIS Essential Mode, Playmobil was able to capture nearly all conversions on its website for the first time. Essential Mode enables first-party data to be collected anonymously and legally, even without user consent.

This is achieved by anonymizing data so that only necessary and technically required information is processed, thereby preventing data loss. Essential Mode provides session and conversion data that would otherwise not have been captured due to a lack of consent.

"Thanks to JENTIS' precise data integration, Playmobil can make better data-driven decisions and continuously improve the customer journey.

The successful implementation of JENTIS marks a milestone in the company's digital transformation."

Manuel Trykar
Team Lead Marketing Analytics, Adesso

Implementation Process Overview

The implementation of new tools followed the highest data protection standards. A list of data that could be used without user consent was created, and JENTIS Essential Mode was configured to efficiently capture this data.

The anonymization feature allowed for privacy-compliant handling of consent-dependent data. The JENTIS Raw Data Tool, Salesforce Commerce Cloud, and Piwik PRO reconciliations ensure data quality.

The entire process was continuously optimized to enhance the efficiency and accuracy of data capture.

Results and Impact

Ongoing improvements in the tracking setup led to data alignment of over 97% between the systems. This significantly reduced discrepancies and increased efficiency in data handling and reporting. The combination of Piwik PRO and JENTIS enabled better tracking of orders, customer interactions, and customer journeys that were not visible before the implementation.

These improvements supported informed decision-making based on more accurate and comprehensive data. This new data quality allowed Playmobil to better respond to seasonal peaks like Black Friday and Christmas.

The optimized data infrastructure ensures that marketing activities during this critical phase of the year can be conducted in a targeted and efficient manner.

In the next step, these measures can be applied to further interactions along the customer journey to continue improving data

quality, providing the marketing team with more opportunities for effective, data-driven campaigns.

This ultimately results in better outcomes in terms of more tracked traffic, interactions, and orders, while also reducing advertising costs as networks better understand the target audience and deliver ads more accurately.

> *"Data privacy compliance in tracking and tag management is especially important to us.*
>
> *Finding the right partner to meet our high standards was crucial, and with JENTIS, we achieved exactly that."*
>
> **Yashar Nategh**
> *SVP Global CX & E-Commerce, Horst Brandstätter Group (Playmobil)*

Conclusion

This case study demonstrates how the implementation of modern analytics solutions at Playmobil significantly improved data quality and processing efficiency.

Thanks to the integration of JENTIS and Piwik PRO, Playmobil achieved over 97% data alignment, which not only optimized the accuracy of recorded orders but also laid the foundation for informed, data-based decision-making.

This precise data collection allowed Playmobil to strategically steer marketing strategies and align campaigns more effectively, proving especially crucial during seasonal peaks like Black Friday and Christmas.

The quick and easy way to better marketing performance

With **over 120 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 120 platforms and tool integrations

Google Analytics · Google Ads · Meta · X · reddit · Microsoft Advertising · Outbrain · Pinterest · LinkedIn

Amplitude · YouTube · Adobe · Snapchat · TikTok · CRITEO · hotjar · etracker® · P/A ECONDA

Trusted by

The Washington Post · XXXLutz · playmobil · SOCIETE GENERALE · WEMPE · KTM

Santander · RONAL · GIESSWEIN · LOBERON COMING HOME · MARCCAIN · IONOS

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