

Case Study

How to boost your marketing returns with best-in-class data for Google Analytics 4.

With **JENTIS**, it is now possible for the first time to use Google Analytics 4 completely server-side - and benefit from the best data quality on the market today.

Learn how **World4You** implemented the GA4 with JENTIS server-side tracking and now benefits from maximum data quality for successful marketing.

WORLD4YOU[®]
INTERNET SERVICES GMBH



Challenges

- **Declining web data quality** due to adblockers and tracking prevention prevents marketing successes
- **No purely server-side configuration** of Google Analytics 4 possible with Google solutions
- **Regulatory risk** due to the volatile data protection situation with US providers

Solution

- Selection of **JENTIS Data Capture Platform** with advanced server-side tracking
- Implementation of a **purely server-side configuration** of Google Analytics 4
- **Fast and easy migration** of the existing tracking setup to the server side
- **Data protection-compliant set-up** thanks to Privacy by Design approach and EU location and infrastructure

Results

- **Maximum data quality**, unaffected by adblockers and tracking prevention
- **50% longer customer journeys and 25% more tracked revenue** through correct data collection
- **Future-proof compliance** with GDPR also for other marketing and analytics tools

Introduction



World4You is one of the top hosting providers based in Austria, known for its diverse range of services including domains, web hosting packages, email packages, virtual servers and online cloud storage. World4You serves over 125,000 customers and hosts more than 250,000 domains.



JENTIS is the European tech pioneer in server-side tracking. With the innovative technology of its Data Capture Platform, the Austrian company delivers the best possible data quality and data sovereignty with full legal compliance. **Thomas Tauchner** and **Klaus Müller** are the founders and co-CEOs of JENTIS.



WEBkiste is a digital analytics agency specialising in Google Analytics. **Michaela Linhart** has been a Digital Analytics Consultant for almost 10 years and runs one of the leading Google Analytics blogs in DACH: www.analyticskiste.blog.

Matthias Hausdorf is a MarTech Developer and supports companies in the technical implementation of marketing tools as well as server-side tracking solutions.



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Challenges

World4You is a digital e-commerce retailer that offers a wide range of products in its online shop. The in-house marketing team takes a data-driven approach to effective performance marketing campaigns. The quality of the data underpinning these efforts is critical to success.

World4You used client-side Google Analytics for data collection, reporting and analysis.

Users of client-side Google Analytics 4 **face several challenges:**

Diminishing data quality

Adblockers and tracking preventers block tracking and reduce cookie lifetimes to 7 days, leading to poor recognition in marketing tools. Client-side tracking therefore provides little (only 30-40%) and incorrect data. Since customer journeys as well as attribution and the measurement of campaign performance depend on it, efficient advertising budget allocation becomes impossible.

No server-side GA4 configuration from Google

Google does not offer a purely server-side implementation of Google Analytics 4 - not even with the server-side Google Tag Manager. Client-side components are needed.

Data protection risks

Compliance with data protection regulations is the order of the day. The new data protection agreement between the EU and the USA, Data Privacy Framework, should enable the legally compliant use of US tools. However, it will be challenged in court (possible „Schrems III“). The legal uncertainty for companies could remain until a final decision by the CJEU.

„If you want to run effective campaigns, you need tracking with the best possible data quality - otherwise even channel optimisations won't help.

Michaela Linhart, WEBkiste



Solution

The power of Google Analytics 4 with data quality and compliance from JENTIS

To solve the problems, World4You chose the JENTIS Data Capture Platform, implemented by WEBkiste. The JENTIS DCP combines the world's most advanced server-side tracking technology with comprehensive data protection features to ensure not only maximum data quality, but also future-proof compliance.

With JENTIS, companies can use their Google Analytics 4 100% server-side for the first time - something that has not been possible with Google's server-side Google Tag Manager until now. They can now address all four problem areas simultaneously and solve them effectively.



„JENTIS is the first tracking solution that is able to supply Google Analytics 4 with 100% server-side data in a privacy-compliant way.“

Michaela Linhart, WEBkiste

Google Analytics 4 fully server-side for the first time

The JENTIS Data Capture Platform is the world's first tracking solution that enables a purely server-side use of GA4 out-of-the-box. This means that no tags or pixels are sent in the browser or by the client. The data is collected and processed 100% on the server side - saving resources with minimal impact on existing reporting processes and tools. Positive side effect: noticeably accelerated page load times and thus a significant improvement in Google Core Web Vitals values.

Correct data, maximum data quality

The JENTIS DCP uses server-side tracking, which is unaffected by ad-blockers and tracking prevention due to first-party cookies set on the server side. Website operators thus capture accurate data for complete customer journeys and a clear view of their users - the basis for data-driven decisions.

Future-proof data protection

The privacy-by-design architecture of the JENTIS DCP enables comprehensive data protection settings that enable compliance with the GDPR, ePrivacy and much more - for example by anonymising or pseudonymising the data streams to marketing tools such as Google Analytics. This means that these tools can be used in a future-proof, GDPR-compliant manner - no matter what happens.

Complex e-commerce setups? No problem with JENTIS!

- **Fast migration to GA4 in 28 days or less**

Since the migration to GA4 must be completed by 1 July 2023, but data capture in GA4 starts from scratch, a fast migration is required, especially in e-commerce. The most effective and resource-saving way is via the JENTIS DataLayer Bridge. This way, e-commerce codes can remain implemented in the shop and be brought into the GA4 format - without changing datalayer code.

- **Easy e-commerce implementation**

In Google Tag Manager, you have to create events and variables yourself - and also take into account the consent. With JENTIS and its out-of-the-box templates for triggers, tags and variables, you can save yourself the work.

- **Automatic consent handover**

The JENTIS Data Capture Platform provides seamless links to all major consent management platforms - without the hassle of manual configuration.

- **Full service: Server management included**

Unlike Google solutions, you don't have to worry about the infrastructure, server setup and monitoring - JENTIS takes care of all that as a managed service. This is an enormous advantage, especially during peak loads on Black Friday & Co.

„JENTIS offers out-of-the-box solutions that save an incredible amount of effort in the technical setup - especially in e-commerce.“

Matthias Hausdorf, WEBkiste



Direct comparison

JENTIS Data Capture Platform vs. Server-side Google Tag Manager (sGTM)

With the JENTIS Data Capture Platform you can use Google Analytics 4 completely server-side, which is not possible even with Google’s own server-side tag manager. Here you can see a clear comparison of the sGTM and the JENTIS DCP.

sGTM	JENTIS DCP
Hybrid server-side tag management	100% server-side tag management incl. data sovereignty
Manual e-commerce configuration	E-commerce configuration out-of-the-box
Own server management required	Full Managed Service (SaaS)
Manual linking with CMPs	Plug & Play CMP integration (automated Consent transfer)
Integrations and connectors from the community	Tested in-house integrations and connectors
Rudimentary data protection capabilities	Privacy by Design architecture, EU infrastructure
No customer support (except via agencies)	Full Support and customer service

Results

- **Accurate user measurement, fewer multiple counts**

Without server-side tracking, many returning users, e.g. Safari users, are incorrectly counted as new users due to tracking prevention and deleted cookies – and therefore counted multiple times. With server-side tracking from JENTIS, you can recognise these users again, clean up the numbers (25% fewer new users) and get meaningful customer journeys again.

- **50% longer customer journeys**

Siecapture correct – and longer – customer journeys, which enable better attribution, correct conclusions about campaign performance and thus more effective marketing campaigns.

- **25% more revenue tracked**

Unaffected by adblockers, turnover data now appears correctly in the reporting.

- **Clean reports**

JENTIS DCP automatically and correctly passes on promotion and list attribution up to the point of purchase.

- **Future-proof use of Google Analytics 4**

The fully server-side configuration of GA4 allows World4You to use the tool in a future-proof and privacy-compliant way. The sophisticated server-side tracking and data protection features of the JENTIS Data Capture Platform make it possible.



„As an Austrian web hosting provider, data protection is our top priority.

In order to comply with the growing new regulations in this area and to continue to act in a data protection compliant manner, we decided to implement server-side tracking.

In cooperation with JENTIS and WEBkiste, we were able to implement this important step towards data sovereignty.

Cookieless tracking has also enabled us to achieve more data quality at all tracking levels.”

Nina Rechnitzer, World4You

Are you ready to be one step ahead of the competition?

Switch to Google Analytics 4 and implement JENTIS Server-Side-Tracking to benefit from:

- The best data quality for successful marketing and higher sales.
- Future-proof data protection for your marketing tools – no matter what.
- Easy setup and full service – so you can focus on the essentials.

With JENTIS, you get the data you need to achieve your growth goals – and then some.

For example: Complete data capture even without user content using the latest JENTIS-Synthetic Users technology. **Interested?**