

CASE STUDY

Vileda tracks 42% more shop purchases and doubles add-to-cart events



About Vileda

Vileda, founded in 1948 and part of the German Freudenberg Group, is one of the world's leading brands for cleaning solutions used in households and professional settings.

With a presence in over 35 countries, Vileda is known for its innovative and durable products, including mops, cloths, and e-cleaning products.

Vileda serves millions of customers globally and contributes significantly to Freudenberg's Household Products division, which generated over €1 billion in sales revenue in recent years.

Vileda combines decades of expertise with a focus on sustainability and user-centric product design.

Executive Summary

Vileda faced a growing issue with declining data quality across both their analytics tools and performance marketing platforms. Incomplete and inconsistent tracking made it increasingly difficult to trust the data used for campaign evaluation and strategic decisions.

One of the most pressing challenges was the misalignment between website analytics and actual order data, which created uncertainty in reporting and budget allocation.

With data trust under pressure and tracking preventions causing visibility gaps, Vileda needed a solution that could restore accuracy, ensure consistency between analytics and backend data, and re-enable effective marketing performance measurement.

Vision and Mission

Vileda's vision is to help create a cleaner, more sustainable world through practical, high-quality cleaning tools. Its mission: simplify everyday household tasks through reliable, user-friendly solutions backed by innovation and experience.

Digitally, Vileda aims to offer personalized user experiences while maintaining full compliance with data privacy laws. That means putting first-party data at the center of its marketing strategy to gain more accurate insights, improve performance, and drive long-term brand growth – without sacrificing user trust.

Challenge

Vileda faced a growing issue with declining data quality across both their analytics tools and performance marketing platforms. Incomplete and inconsistent tracking made it increasingly difficult to trust the data used for campaign evaluation and strategic decisions.

This became especially critical as Vileda aims to grow its direct-to-consumer (DTC) business via their webshop. To drive more revenue through this channel, having reliable first-party data and full visibility into the digital customer journey was essential.

One of the most pressing challenges was the misalignment between website analytics and actual order data, which created uncertainty in reporting and budget allocation.

With tracking preventions causing visibility gaps, Vileda needed a solution that could restore accuracy, ensure consistency between analytics and backend data, and re-enable effective marketing performance measurement, with the ultimate goal of strengthening their DTC strategy.

I would recommend JENTIS to all brands looking for ways to boost performance on marketing channels like Meta and Google Ads. With JENTIS, we were able to track 42% more purchases and nearly double the number of add-to-cart events – a major success that enables us to optimise our marketing campaigns more effectively. Additionally, we were able to future-proof our tracking setup for the long term with JENTIS as a strong European partner.



Nadine Bleck

Regional E-Commerce Manager EMEA

Solution

To resolve these issues, Vileda decided to make a change in how they track data, trusting JENTIS to implement a server-side tracking setup.

The begin of the rollout of JENTIS included the Essential Mode, which ensures complete traffic measurement to analyze user interactions, even from non-consenting visitors fully compliantly.

By shifting data capture to the server side and utilizing first-party cookies, JENTIS allowed Vileda to bypass ad blockers and browser limitations, guaranteeing reliable and privacy-compliant tracking.

Additionally, Meta's Server-Side API was integrated to feed high-quality conversion data back into advertising platforms, optimizing their performance and return on ad spend.

+89%

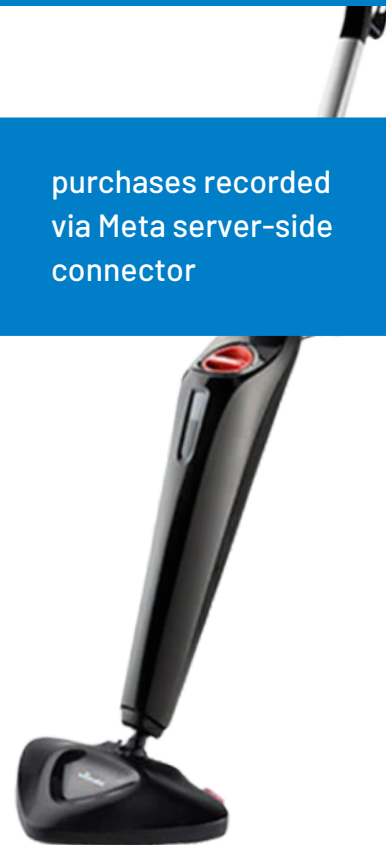
page views
measured in Google
Analytics

+42%

purchases
recorded in Google
Analytics

+13%

purchases recorded
via Meta server-side
connector



Results and Impact

The impact of implementing JENTIS server-side tracking was both immediate and measurable. Vileda saw an 89% increase in captured pageviews and a 50% increase in reported users through GA4 when using the JENTIS setup, along with a 42% uplift in recorded purchases.

Meta campaigns also saw improved performance, with initiate checkout events increasing by 12.6%. Additionally, the new setup captured 13% more purchases compared to their previous client-side Meta Pixel tracking setup.

One of the most striking improvements came from e-commerce tracking: after the implementation, add-to-cart events nearly doubled when comparing the first and second half of 2024.

Conclusion

By switching to server-side tracking with JENTIS, Vileda resolved a key challenge in its digital setup: the gap between analytics data and actual business outcomes.

The increase in captured pageviews, users, and purchases — along with nearly double the tracked add-to-cart events — revealed how much relevant user data had been lost with the previous setup.

Better data quality also improved campaign measurability and attribution, helping platforms like Meta and Google perform more effectively.

Ultimately, server-side tracking has enabled Vileda to make smarter decisions, optimise marketing spend, and align analytics with real business performance.



Grow your marketing ROI with JENTIS

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.

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

120+ platforms and tool integrations



Trusted by



Boost your profitability with better data.

JENTIS' unmatched data quality and compliance capabilities empower your business to increase marketing returns and confidently adapt to evolving regulatory standards.

Book a demo today!

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