

Case Study

How Pixum increased its Campaign Performance by 176%



Summary

Server-side tracking - the future of data collection

Tracking Preventions, Ad-blockers and legal changes complicate the data collection for Online Marketing. With this realization and affected by first ramifications, Pixum started to look for a solution at the beginning of 2021. Björn Prickartz, Head of Analytics & Optimization, quickly identified **server-side tracking as a perfect fit**.

Due to the GDPR and the ePrivacy directive Pixum assessed various European solutions. With JENTIS they found an innovative partner, who focuses on **data quality and protection** with an advanced and mature technology.

Together they developed a first party data strategy, which increased the number of collected conversions up to **29.2%** (11.4% with the same consent setting plus up to 17.8% with the JENTIS Privacy Mode) and positioned the business ideally for the compliance with the GDPR and the ePrivacy directive.

Additionally, the improved data quality was put to the test in Pixum's attribution tool of choice Adtriba. Because JENTIS corrected 55% of customer journeys, **single session purchases decreased by more than 20%** compared to the original data collection method.

Now, Pixum uses the JENTIS technology and tool connections to align media budgets, conduct exact analyses again and leverage **data privacy for their competitive advantage**.

+29,2%

Data Uplift

Comprised of
+11,4% (Equal consent) and
+17,8% (Essential Mode)

+55%

Accurate cookies through first-party implementation

Attribution: Single Session Purchases

Correction of -20% to 2.6%
New budgeting

About Pixum

Pixum is one of the leading online photo services in Germany and Europe. In addition to the best customer service and an easy, inspiring shopping experience, the online photo service helps its customers to preserve, share and enjoy their most beautiful photo moments.



 **Company size**
Enterprise

 **Industry**
E-Commerce

 **Region**
Europe

 **Use Cases**
Marketing
Boost &
GDPR
Compliance

Introduction

PIXUM | Adtriba | JENTIS



Björn Prickartz
Head of Digital Analytics & Optimization

Pixum is one of the leading online photo services in Germany and Europe. In addition to the best customer service and an easy, inspiring shopping experience, Pixum delights its customers with high-quality products such as the Pixum photo book, the Pixum wall art or the Pixum calendar. This way, the online photo service helps its customers to preserve, share and enjoy their most beautiful photo moments.



Thomas Tauchner
Founder & CEO JENTIS

JENTIS is the European tech pioneer in server-side tracking. The Austrian scale-up enables clients through an innovative data collection approach and technology with the best data quality and compliance. Through countless connectors in the tag management system, JENTIS data is automatically forwarded to the MarTech Stack for better performance and results.



Sarah Richter
Chief Client Officer

With Adtriba, marketing managers know how their marketing channels perform, which campaigns work and how they can be optimised tactically and strategically. Adtriba addresses and solves issues such as 3rd party cookie blocking, tracking regulations due to GDPR, but also overestimation of results by large advertising platforms. Adtriba enables companies from a wide range of industries to independently and correctly evaluate the results of their online and offline marketing activities and thus use their marketing budget optimally.

Challenges

The industry faces long-term problems

In 2020, Pixum really started to see the impact of various changes in online marketing. The introduction of tracking preventions and ad-blockers decreased their data quality steadily over time. With the EU-wide implementation of the

Our industry is going through many changes at the same time right now.

Various tracking preventions and new regulations are severely affecting the traditional method of data collection.

We are happy to have found a partner in JENTIS that supports us in all these issues and prepares us in the best possible way for the future.

Björn Prickartz

GDPR, another critical consideration was added to the mix. The result? Data divergences of more than 20% between Pixum's web analytics, channel evaluation and internal business intelligence tools.

Björn wanted to find a solution to remedy this situation as soon as possible. He came across server-side tracking, which he identified quickly as an ideal technology: complete data of the best quality can be collected. With an EU-solution hosted on EU-servers, the GDPR could be addressed reliably and sustainably as well.

As the leading European provider of server-side tracking, JENTIS caught the attention of Pixum really quickly.

The Viennese business convinced Björn with an innovative but mature technology and a very collaborative and transparent discussion about their partnership.

The JENTIS Project

Easy implementation and step-by-step migration

At the beginning of the project a clear goal was defined: to improve the data quality in the most important analytics and marketing tools as well as take a significant step forward in collecting and processing GDPR-compliant data.

For this purpose, the JENTIS basic setup was deployed across all Austrian and German domains. With Google Analytics, the data quality was to be evaluated through a comparison of the client-side original account (A) and the server-side JENTIS account (B).

To collect data under the same consent settings, the consent manager plug-in for Usercentrics was selected in the JENTIS tag manager to easily bridge between the two technologies. This way, also the JENTIS Privacy Mode could be tested. For the second phase of the project, JENTIS developed an integration with the attribution tool Adtriba.

Through many iterations, the data quality was maximized. Every conversion was analyzed in both accounts and compared to the internal business intelligence tool.

A big focus during the project was on analyzing the data quality in detail.

We looked at every conversion in both accounts and compared them with our BI tool.

With JENTIS, we can already measure more than 90% of the actual conversions and have identified further potential to improve our data quality.

Björn Prickartz

Data Uplift with Consent

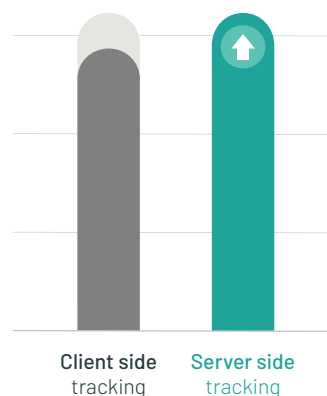
Collect more and better data with the same consent

A detailed analysis of the data was made to evaluate the actual data uplift at the same data density through the same consent settings.

With JENTIS, 11.4% more conversions were made visible in Google Analytics.

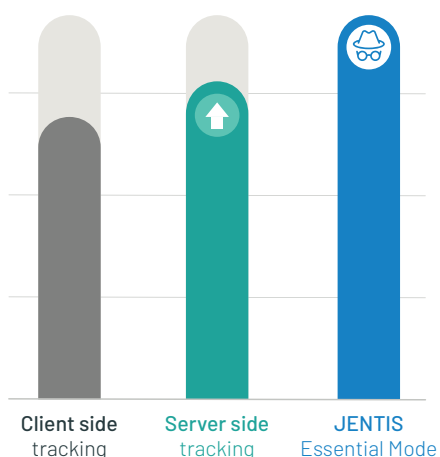
+11,4%

more Conversions



+17,8%

additional Data Uplift with JENTIS Essential Mode



Data Uplift with JENTIS Essential Mode

Collect pseudonymised data through fallback mechanisms

During the project, the JENTIS Essential Mode was finalized based on Spirit Legal's legal memorandum.

This feature enables companies to pass on defined pseudonymised data to 3rd party tools through a fallback mechanism in the event of negative consent.

In the case of Pixum, this way, up to 17.8% more conversions could be made visible through the JENTIS Essential Mode in addition to the 11.4% data uplift with the same Consent settings.

This was determined by an aggregated analysis of the consent rate.

Data Quality: First-party Implementation

Restore data from Safari, Firefox & Edge for increased marketing returns

In addition to the data quantity, the tracking preventions of Safari, Firefox and Edge also influence the data quality. That's because they specifically combat third but also first party cookies set via JavaScript, which falsifies a lot of data as a result.

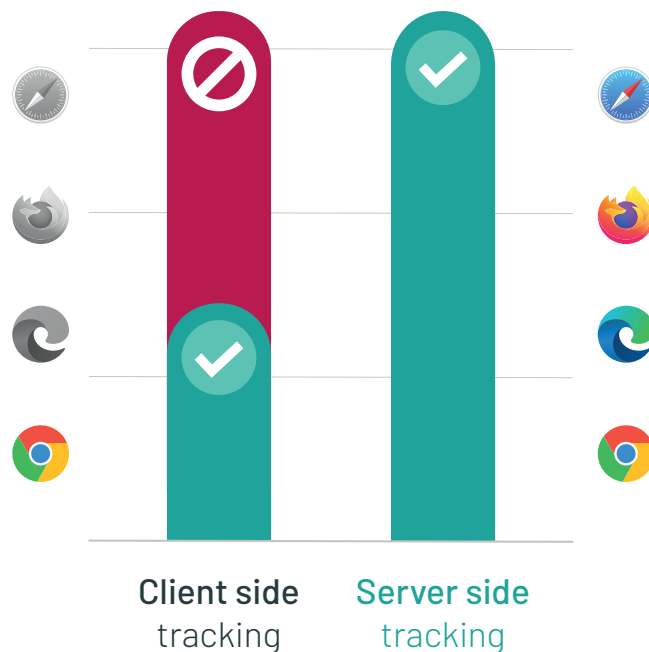
In attribution, these technological developments mean that no source can be assigned to the conversions in the sessions concerned.

In the case of Pixum, 55% of the traffic that arrived in the marketing and analytics tools was influenced by the aforementioned tracking preventions.

With JENTIS, this development can be counteracted, which greatly benefits online marketing and attribution.

[See the results on the next page.](#)

+55%
corrected customer journeys



Attribution with JENTIS Data

How Pixum improves attribution with Adtriba

Once Pixum was able to evaluate the actual data accuracy of JENTIS versus traditional tracking, a second phase began in order to connect other tools to the JENTIS system. The results in Pixum's attribution tool Adtriba were eagerly awaited, as any changes have a major impact on campaign planning.

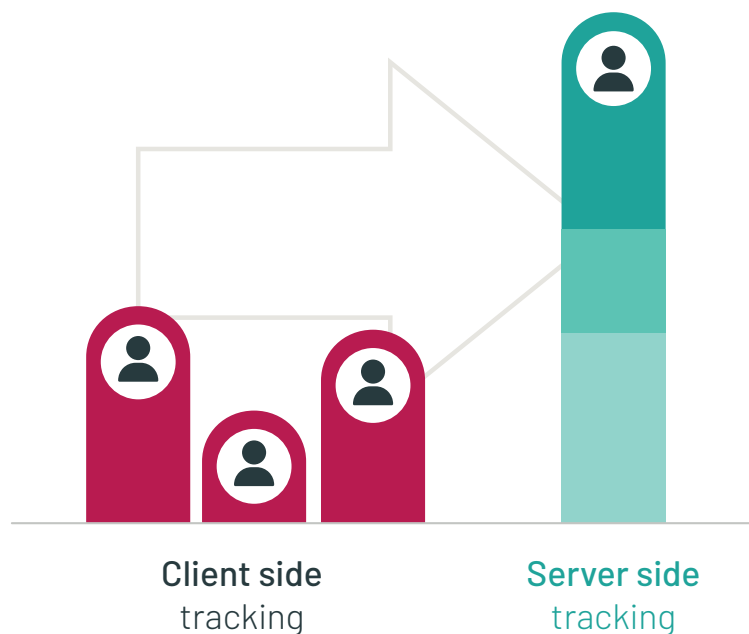
After several weeks, Pixum was able to draw its first conclusions. One key learning was particularly interesting: „single session“ purchases in certain campaign types dropped from originally over 20% to only 2.6%.

Pixum thus realized that in this campaign type, customers hardly ever bought directly after the first contact point. Instead, the customer journey was much longer and more complex and consisted of at least 2 or more contact points in over 97% of cases.

Overall, the more accurate JENTIS data also started to change the ROAS metrics of different channels, which is why Pixum was able to allocate budgets more efficiently in its marketing channels.

Corrected

Single Session Purchases



Performance Increase with adapted Campaigns

How Pixum increased new customer sales by 176% with the insights & data gained.

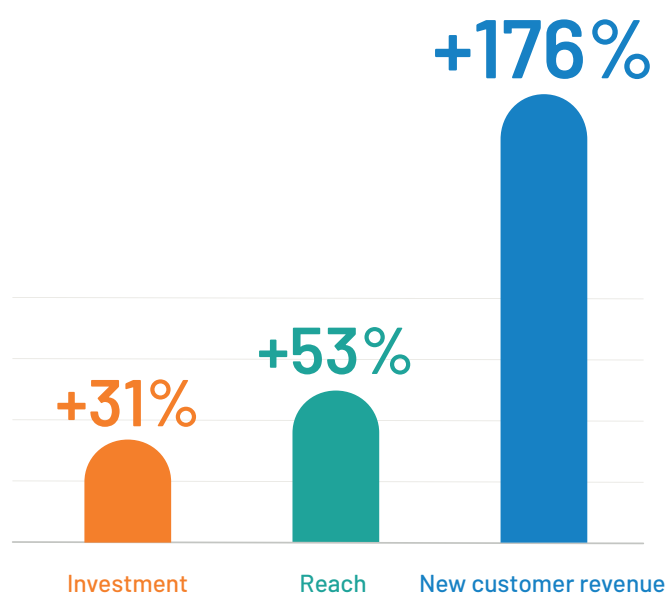
Equipped with the new insights into the actual customer journeys of customers and the server-side installation of the relevant online marketing tools, the next step was implementation.

The result speaks for itself. Overall, new customer sales increased by 176% compared to the previous year.

An Advent calendar campaign was planned and three task areas optimized:

1. Modular journeys were set up to pick up customers in the best possible way and show relevant products at the right time.
2. In Adtriba, the actual success of all channels was monitored in real time in order to optimize the budget payout.
3. The additional conversion data was used in the advertising systems to define better target groups and display more relevant ads.

Campaign Performance *compared to the previous year*



A Future-proof Collaboration

Innovative and ahead of its time

Now, Pixum is in the process of migrating all existing cookie-based systems to the JENTIS solution across all countries - positioning itself for the future with a new data quality. All partners and tools should be served as quickly as possible from JENTIS and benefit from correct and uniform data.

Based on the newly gained knowledge and the first corrections in the Adtriba tool, Pixum is adapting the budgets for its media mix. They are focusing especially on the preliminary channels, as Pixum was able to spot a lot of potential there. The first positive effects on ROAS and cost per order have already been achieved.

At the same time, Pixum wants to use the momentum of the industry and make data protection a central part of their MarTech stack and incorporate customer requirements.

For this purpose, the JENTIS Essential Mode will be tested even more intensively as various application possibilities will be analyzed in detail.

From the very beginning it was important to us to work with a partner who is willing to talk and cooperate with us - with JENTIS we have found exactly that.



I am very much looking forward to the future cooperation and results.

Björn Prickartz

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

