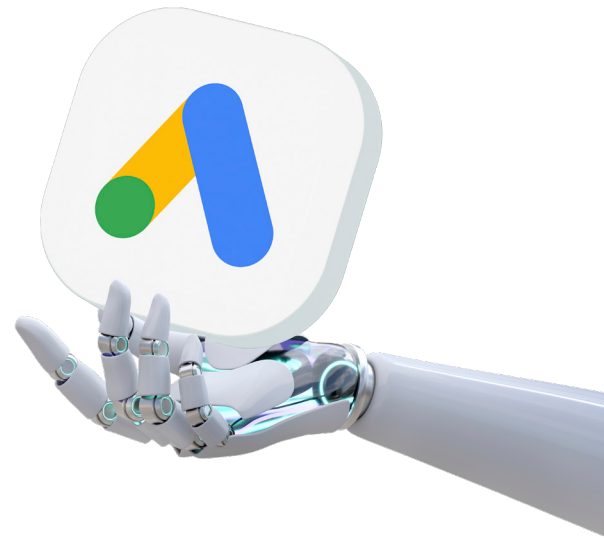


CASE STUDY

E-Commerce

Data Quality

Giesswein's Solution for Consent Opt-Outs: Increase of ROAS by 25% with Synthetic User Data



Challenges

The introduction of cookie banners on Giesswein's websites led to a decline in data collection and activation, as many users opted out of tracking.

As a result, less conversion and behavioral data was captured, affecting not only analytics and attribution but also reducing the effectiveness of advertising campaigns on Google Ads. Platforms like Google Ads depend on comprehensive and accurate conversion data to enable precise audience targeting.

Consequently, Google emphasizes the importance of gathering and sharing high-quality first-party data as a critical optimization strategy. The reduced data quality and quantity presented a major challenge for Giesswein's marketing performance.

Solution

To tackle the challenge of missing user consents, JENTIS' Synthetic Users offered an effective solution for Giesswein. This innovative technology combines real data collected with consent and applies Machine Learning models to replace non-consented, missing information with actionable synthetic data.

The resulting behavioral and conversion data include actionable IDs that can be shared with advertising platforms like Google Ads, all without containing any personally identifiable information (PII).

Results

Giesswein leveraged Synthetic Users to enhance the performance of their Google Ads campaigns.

By integrating synthetic user data, Giesswein saw a noticeable improvement in campaign performance within a short period.

The benefits of Synthetic Users are particularly evident when consent rates are low and conversion frequencies are high, offering significant optimization potential.

The use of Synthetic Users provides substantial advantages: Giesswein changed their consent banner to a role model with no dark pattern design. This affects less data collected and lower consent rate, which in Giesswein's case led to a drop in the consent rate by almost a fifth.

Thanks to synthetic users, they were able to not only keep their ROAS stable but to even increase it by 25%. Giesswein successfully transmitted the highest possible data quality and maximized non-personalized conversions to Google Ads, optimizing the bidding algorithm as a result.

This allowed Giesswein to more effectively target previously unreachable audiences due to missing consent, highlighting the potential of synthetic user data in campaign optimization and improved captured ROAS, leading to real revenue growth in their e-commerce business.

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.

