

How Playmobil achieves over 97% data accuracy and higher marketing efficiency with server-side tracking



About Playmobil

The Horst Brandstätter Group, with approximately 2,800 employees worldwide, includes 33 companies such as Playmobil and LECHUZA.

The company sells globally through retailers while increasingly focusing on e-commerce and direct-to-consumer channels to adapt to changing consumer preferences driven by digitalization.



Summary

Playmobil faced major data inconsistencies between its e-commerce system and analytics tools, making it difficult to measure orders accurately and optimize marketing, especially during peak sales periods like Black Friday and Christmas.

To solve this, Playmobil implemented JENTIS' server-side tracking with Piwik PRO, using Essential Mode and the Raw Data Tool to capture anonymized, compliant data and reconcile discrepancies across systems.

As a result, Playmobil achieved over 97% data accuracy, significantly improved marketing efficiency, and gained clearer insights into customer journeys and conversions.



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)



The Challenge

Playmobil's growing e-commerce business faced major data inconsistencies between its online store and analytics tools, resulting in mismatched order and conversion figures. With up to 70% of annual revenue generated in the fourth quarter, this lack of accuracy threatened efficient budget allocation during peak seasons like Black Friday and Christmas.

At the same time, evolving privacy regulations and technical limitations from ad blockers made data-driven marketing increasingly difficult. The complex buyer dynamic, where parents purchase for children, further complicated audience segmentation across international markets.

To overcome these challenges, Playmobil needed a comprehensive, privacy-compliant solution to improve data integration, analytics, and utilization.

The Solution

Playmobil implemented JENTIS server-side tracking to improve data accuracy and maintain consistent measurement unaffected by ad blockers or browser restrictions. The solution provided full control over data flows and ensured privacy-compliant activation across platforms like Google Ads and Meta.

Working with Adesso and using the certified connector with Piwik PRO, Playmobil gained real-time access to accurate website data and precise tracking of customer journeys.

Through JENTIS Essential Mode, Playmobil captured nearly all conversions, legally and pseudonymized, even without user consent.

By reconciling data between Salesforce and Piwik PRO using JENTIS' Raw Data Tool, Playmobil eliminated discrepancies and achieved consistent order tracking, leading to significantly higher data quality and improved marketing efficiency.



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)





Implementation process

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.

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

Results and impact

With JENTIS server-side tracking in place, Playmobil achieved over 97% alignment between e-commerce and analytics systems, eliminating discrepancies and improving data accuracy across the board. The integration with Piwik PRO enabled visibility into customer journeys and order data that had previously been missing.

This new data quality strengthened decision-making, particularly during high-volume periods like Black Friday and Christmas, where precise insights are crucial for budget allocation and performance optimization.

By providing a reliable, compliant data foundation, JENTIS empowered Playmobil to run more targeted, efficient campaigns that improved marketing outcomes and reduced advertising costs.



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



The sure 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.

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Implementation in minutes



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