

Playmobil grows revenue, and achieves a 28.8% ROAS uplift in Google Ads with JENTIS Synthetic Users



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

When cookie banners were introduced on Playmobil's websites, many users opted out of tracking. As a result, fewer conversion and behavioral signals were collected, which limited analytics and attribution and reduced the effectiveness of Google Ads campaigns.

By implementing JENTIS AI-based customer activation, Synthetic Users, Playmobil was able to compliantly replace missing user data and activate it in Google Ads.

With Synthetic Users, Playmobil reported **additional revenue**, 50% of which directly from Google Ads. Furthermore, **conversion value rose by 28.8%** and tracked **conversions increased by 29.6%**. Synthetic Users proved to be a key driver in expanding Playmobil's online business.



The Challenge

Previously, Playmobil encountered data inconsistencies between the e-commerce system and other analytics tools and systems in use, which were solved with JENTIS server-side tagging.

However, the implementation of cookie banners on Playmobil's websites further led to reduced data collection and activation, as many users declined to consent to tracking.

This meant that fewer conversions were available to Google Ads algorithms, which in turn led to a sharp drop in campaign performance.

Beyond advertising, missing behavioral signals also limited analytics and attribution, creating a significant challenge for Playmobil's marketing efforts.

The Solution

To address the challenge of missing user consents and data discrepancies, Playmobil implemented JENTIS Synthetic Users.

This technology combines real consented data with machine learning models to accurately replace non-consented, missing information with actionable synthetic data.

The synthetic behavioral and conversion data can be securely and compliantly shared with platforms like Google Ads for campaign optimization, while containing no personally identifiable information (PII).

This allowed Playmobil to close critical data gaps, ensure compliance with data protection requirements, and activate far more reliable conversion signals for its marketing activities.



With JENTIS, we finally see the full picture of our shop conversions, even from users who previously disappeared in data gaps. Activating these conversions in Google Ads lifted our ROAS by 29%, and increased reported revenue. This advance in data quality has become a pillar of our digital marketing and a growth driver.

Yashar Nategh
SVP Global CX & E-Commerce





Results and Impact

By implementing Synthetic Users, Playmobil was able to overcome data inconsistencies and make previously missing conversion signals available.

Across all channels, a reporting uplift was achieved with an increase in revenue from users who had not been tracked due to missing consent. The **Return on Ad Spend improved with a gain of 28.8%** in conversion value in Google Ads, and a **29.6% uplift in conversions**. Also, additional revenue was reported, 50% of which directly from Google Ads.

These results show how Synthetic Users helped Playmobil stabilize its data foundation, recover missing signals, and turn them into measurable revenue growth, all while remaining compliant with data protection requirements.

+28.8%

ROAS increase

+29.6%

conversion
uplift





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.

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

Power up your entire tech stack with plug-and-play connectors.



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.

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