

Case Study

yfood lifts ROAS by 40 points in just 3 weeks with JENTIS



About yfood

Founded in Munich, yfood is market leader in the smart food category in Europe.

The company's liquid meals are currently available in over 30 countries and at 28,000 retail outlets, data-driven decisions power their growth, making high-quality, complete web analytics essential for optimizing media spend, campaign efficiency, and revenue.



Summary

As a digital-first brand across Europe, yfood relies on data to fuel its performance marketing. With stricter privacy regulations, consent barriers, and ad blockers eroding traditional tracking, yfood partnered with JENTIS to implement a first-party data strategy.

By combining server-side tagging, advanced consent management, and AI-assisted customer activation with Synthetic Users, yfood regained control over its tracking and saw measurable performance lifts in just three weeks:

+1.9% tracked conversions, a **5.2% increase in attributed revenue**, and significantly **improved ROAS** across campaigns by more than 5%, among other successes.



The Challenge

In 2023, yfood experienced first-hand how privacy regulations and technical restrictions were undermining online tracking and performance measurement.

According to yfood, even with a consent rate above 85%, they were **only capturing 30–40% of user interactions**, leaving major gaps in attribution and customer journey data.

Browser restrictions like Safari's ITP, Firefox's ETP, and widespread ad blocker use compounded the problem. With Google's third-party cookie deprecation on the horizon, it became clear that the existing client-side setup was no longer sufficient for reliable performance measurement or budget allocation.

The Solution

To address these challenges, yfood overhauled its analytics and tracking stack, ultimately choosing JENTIS over Google Tag Manager.

GTM was dismissed due to operational and legal limitations, including higher resource demands, objections from yfood's data protection officer, and no support for Synthetic Users, a key capability to recover lost tracking data. JENTIS provided a future-proof, privacy-compliant server-side tagging infrastructure.

Crucially, it enabled Synthetic Users to recover lost tracking data in non-consent scenarios, giving yfood a scalable and legally robust setup ready for future technical and regulatory changes.



Choosing JENTIS was like moving from a standard solution to a premium one. With Synthetic Users, we saw that even the best industry practices can be outperformed by next-generation approaches, tracking 40 points more ROAS in only three weeks and achieving 94% data accuracy. It's given us a far stronger foundation for data-driven decision-making, with the added benefit of working alongside a committed European partner.

Andrej Schadrin

Senior Digital Data Analyst





Implementation

The most compelling outcomes emerged from a dedicated experiment conducted between May 3rd and May 25th, 2025. During this period yfood compared Google's Advanced Consent Mode v2 with the JENTIS AI-tracking solution powered by Synthetic Users.

The test delivered a **5.2% uplift in attributed revenue**, while **ROAS rose** notably: brand campaigns increased **from 677.2% to 711.1%** and non-brand campaigns from 92.3% to 98.4%.

Despite the short timeframe, the results underline the effectiveness of Synthetic Users, which not only **recovers lost data** but also give yfood a strategic safeguard against future tightening of data protection rules.

Synthetic Users

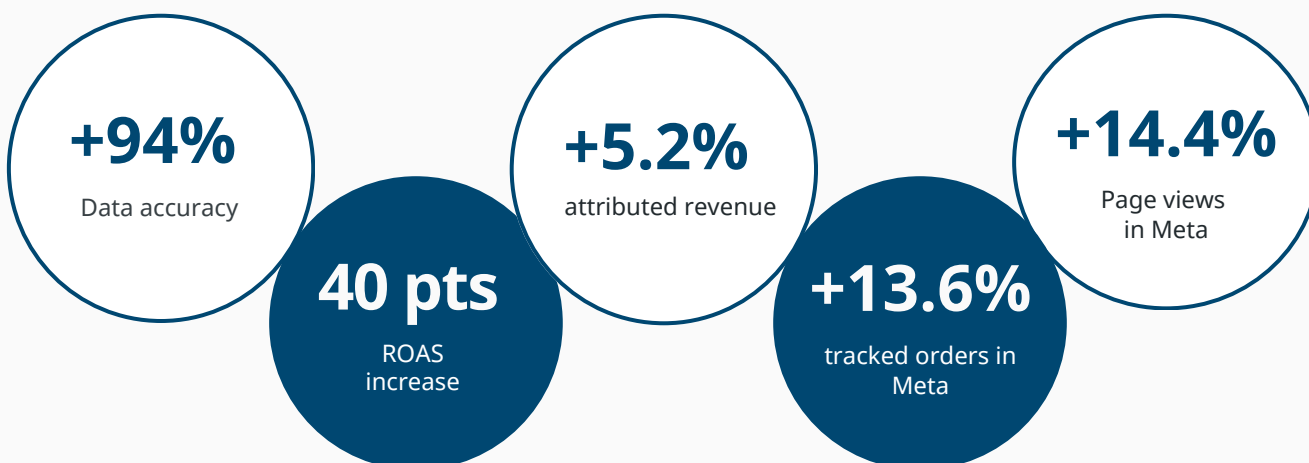
yfood replaced their client-side Google Tag Manager with the JENTIS server-side Tag Manager.

The smooth rollout required minimal developer resources, and JENTIS' native, ready-to-use connectors enabled immediate integration with yfood's marketing and analytics tools including Google Ads, Meta, Shopify, and their consent management solution CookieFirst. Running in Essential Mode, the setup respected user consent while recovering otherwise lost interactions.

To validate improvements, yfood ran parallel tracking: a GA4 test property via JENTIS alongside the original client-side property, and a Meta pixel through JENTIS benchmarked against the AWS-based Conversion API Gateway.

Results and Impact

The parallel tracking test showed a measurable uplift across platforms:





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.

Book a demo today!

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