JENTIS

JENTIS x Pixum Case Study

How Pixum corrected customer journeys and increased new revenue by 176% with JENTIS

Challenges

- **Tracking prevention** features in Safari, Firefox, and Edge browsers caused inaccuracies in web data analytics and misleading insights

- **The use of ad blockers** led to significant data loss by interrupting tracking processes

- **Increasing regulatory demands** made the implementation of robust data protection measures essential.

Solution

- **Selected JENTIS server-side tag manager** for comprehensive deployment of both server-side and client-side tags.

- **Utilized JENTIS' proven data protection technology** to ensure rapid and flexible compliance

- Further, **JENTIS** provides **compliant traffic measurement without requiring consent**.

About Pixum

Pixum is a leading online photo service in Europe known for exceptional customer service and a inspiring shopping experience.

Results

Corrected customer journeys

+55%

Pixum successfully identified returning users on their website, accurately attributing sessions to them that were previously falsly attributed to new users.

More conversions tracked

+29%

By countering ad blockers and deploying JENTIS Essential Mode, Pixum achieved a 11.4% increase in visible conversions and recorded 17.8% more conversions.

Increased revenue

+176%

Pixum was able to increase its new customer revenue by 176%.