

# Keynote | **[End of 3rd Party Cookies]** Transforming Challenges into Opportunities: Strategies for the Post Third-Party Cookies Era



 **JENTIS**

**THOMAS TAUCHNER**

Co-Founder & CEO

Jentis



# JENTIS

simply better data

# Speaker



**Thomas Tauchner**  
Co-Founder & CEO at JENTIS

# Meet JENTIS

This is who we are



2020

Founding year

45

Team size

Nationalities

18

Vienna & Munich

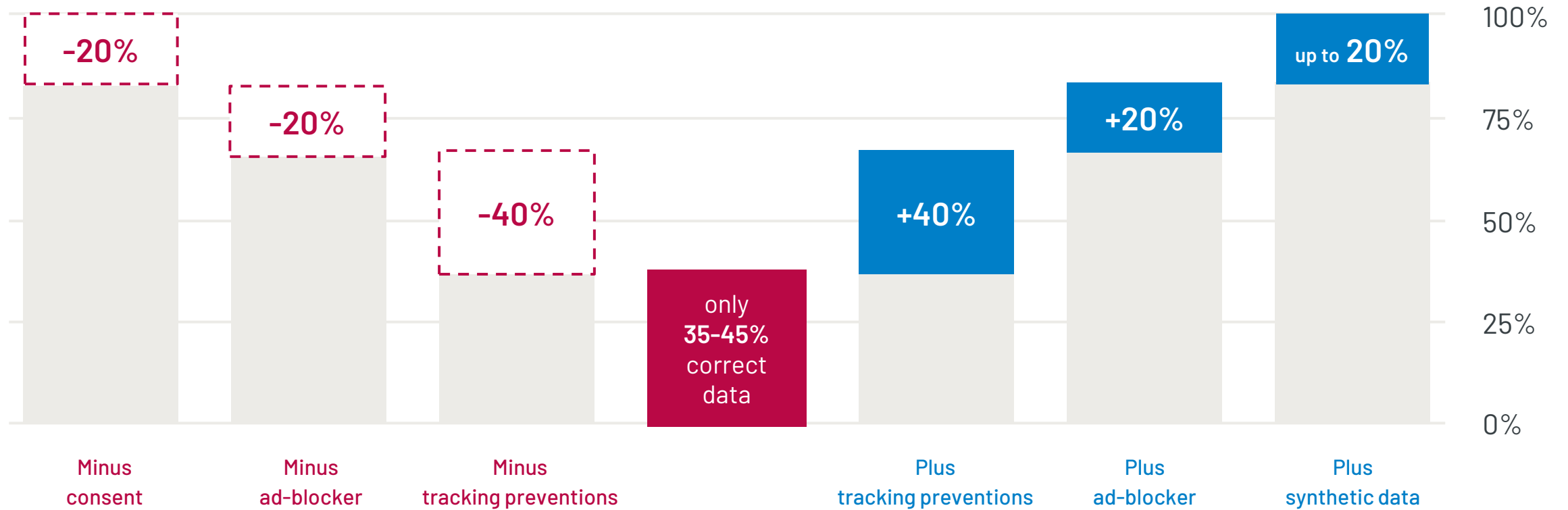
Offices

Patents pending

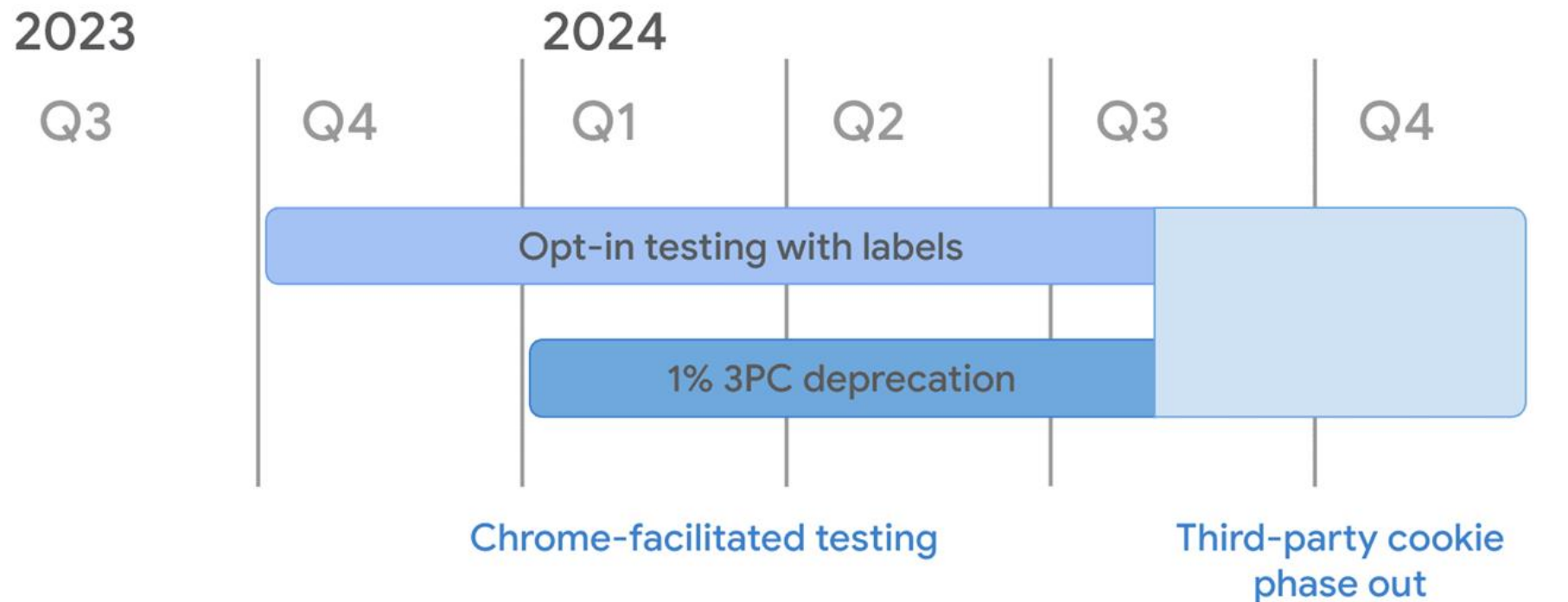
Innovative deep  
tech

## Reference clients





# End of Third-Party Cookies





6

1st party strategy

5

Create Information

4

Data Enrichment

3

Centralized user (IDs)

2

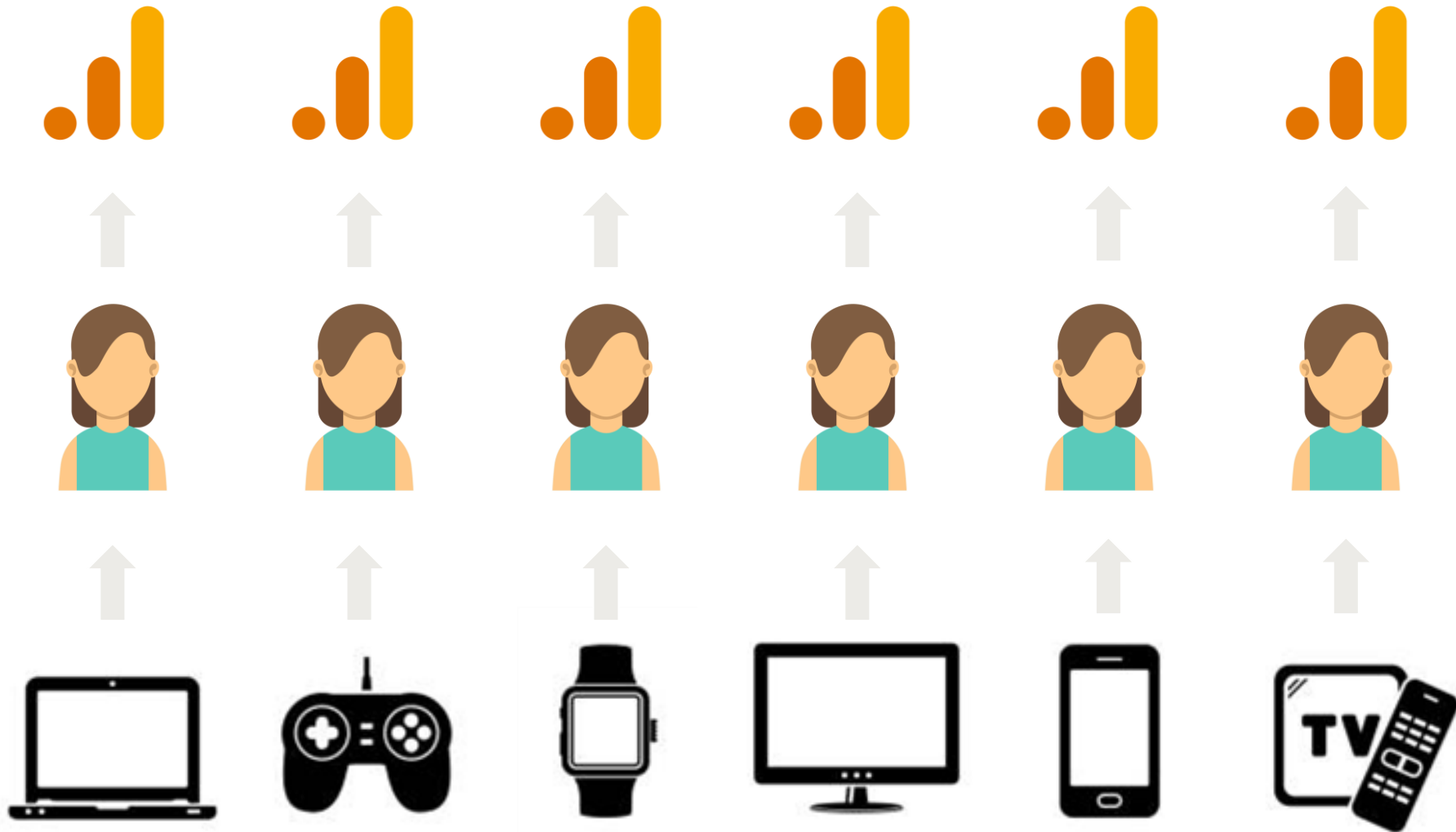
Comparable

1

All sources

1

# Track all sources





2

# Comparable data



3

# Centralized user



**Server-Side Tracking**



3

# Centralized user + IDs

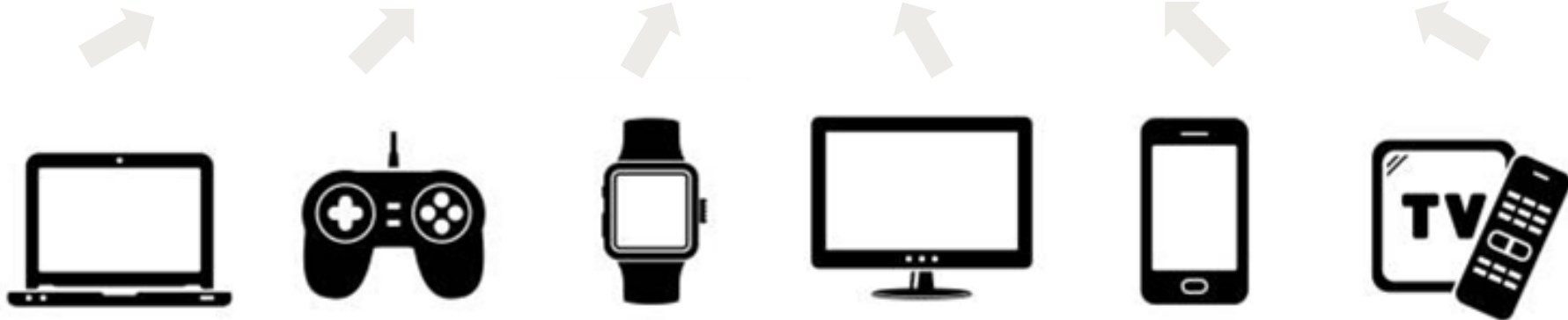


Centralized user IDs:

ID: 421	ID: 57
ID: 72	ID: 976



## Server-Side Tracking



4

# Data Enrichment I

Static properties



Server-Side Tracking



4

# Data Enrichment II

External Data

Static properties

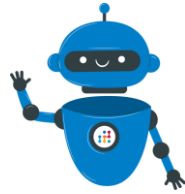


Server-Side Tracking



5

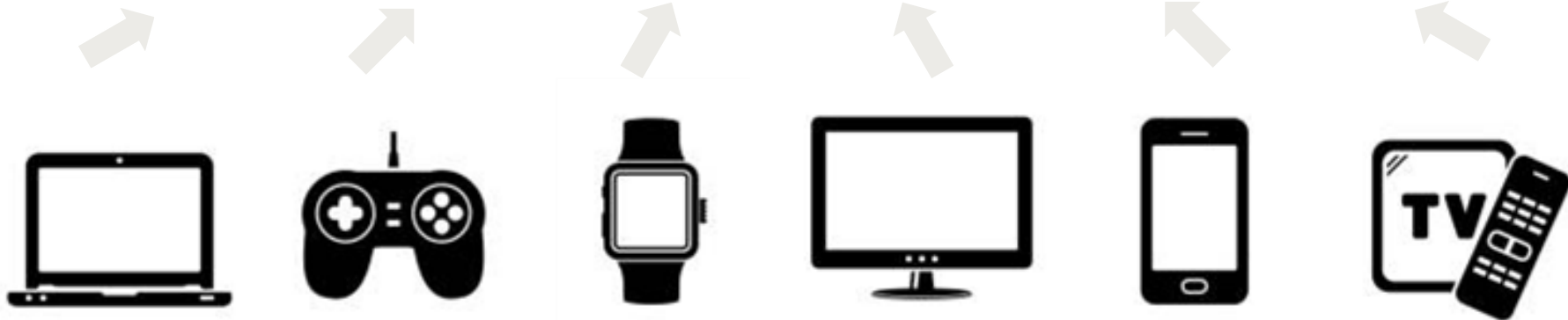
Create information

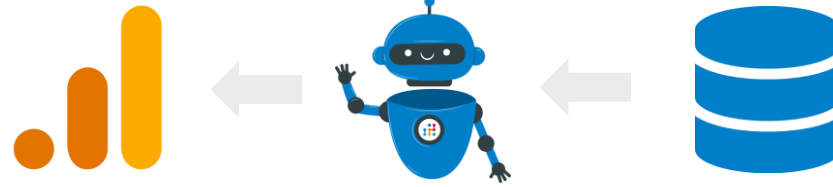


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Server-Side Tracking



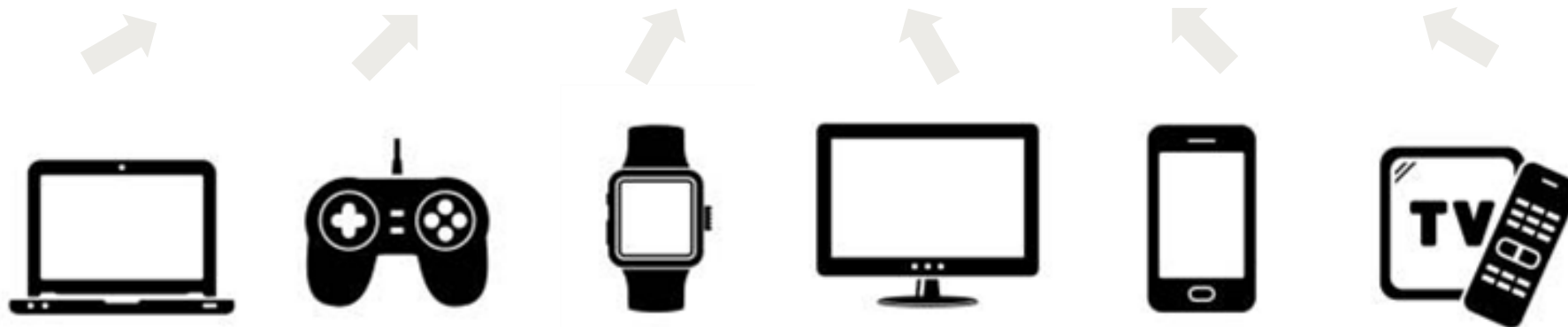


Data Enrichment

Static Properties



Server-Side Tracking



6

# Walled gardens





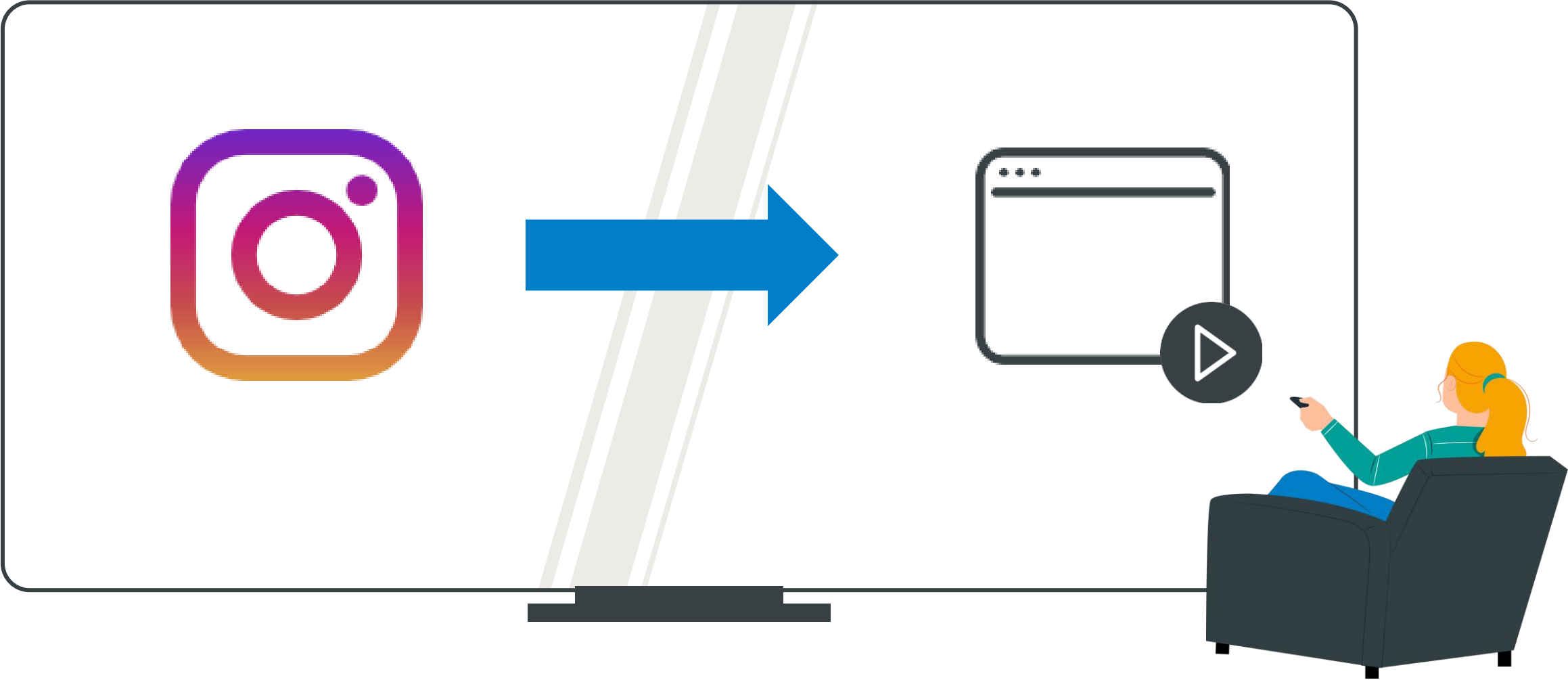
6

# Your own garden



8

# First-Party Strategy





6

1st party strategy

5

Create Information

4

Data Enrichment

3

Centralized user (IDs)

2

Comparable

1

All sources



// We are happy to have found a partner in *JENTIS* that supports us in all these issues and prepares us in the best possible way for the future. //



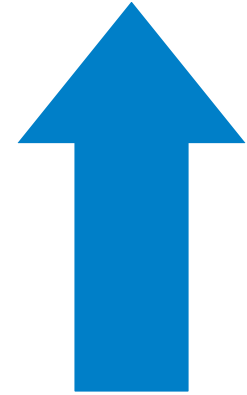
Marc Rendel  
CTO



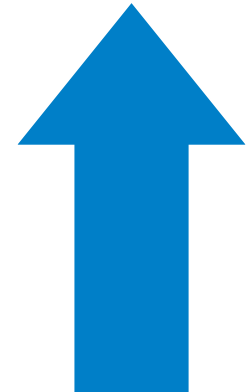
Björn Prickartz  
Head of Analytics & Conversion



+55%  
Corrected data



+176%  
More revenue



[Link to public case study](#)

# Any questions?

Contact us!



or visit us and  
say hello at  
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