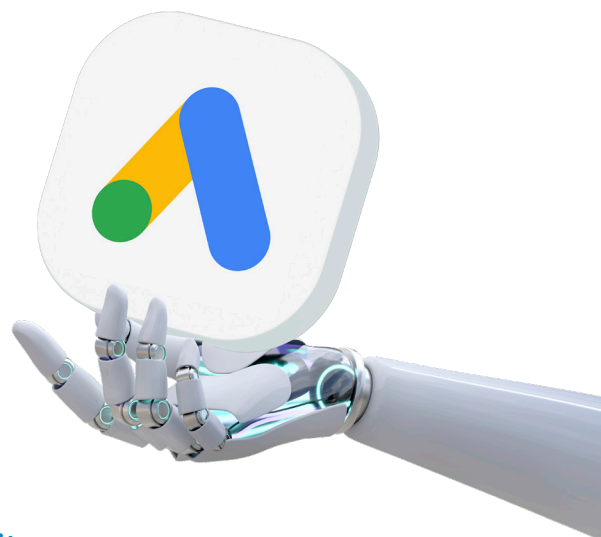


CASE STUDY E-Commerce Data Quality

# Pixum and Giesswein boosted ROAS on Google Ads by 25% by leveraging Synthetic Users



## Challenge

The implementation of cookie banners on websites leads to reduced data collection and activation, as many users decline to consent to tracking.

This results in fewer conversion and behavioral data being captured by marketing teams, which not only impacted analytics and attribution but also decreased the efficiency of advertising campaigns on Google Ads.

Platforms like Google Ads rely on complete and accurate conversion data to ensure precise and effective audience targeting. As such, Google strongly recommends that its clients focus on collecting and sharing the highest quality and quantity of first-party data as a key optimization strategy.

The reduced data quality and quantity posed a significant challenge for marketing efforts.

## Solution

The online photo service Pixum and apparel manufacturer Giesswein found an ideal solution to tackle the challenge of missing user consents in marketing with JENTIS' Synthetic Users. This innovative technology accurately models missing data and creates 'synthetic' users through AI, who behave like real users. The resulting behavioral and conversion data are so precise that they can be shared with advertising platforms like Google Ads and activated effectively.

These optimized campaigns led to increased efficiency and higher revenue potential.

## Functionality

At the core of the technology is an AI algorithm that models artificial users from minimal user data. This is done based on anonymized reach data, which can be collected in compliance with data protection regulations even without user consent, using the JENTIS feature called Essential Mode.

The system models synthetic users from this data and categorizes them into segments or pools based on similar behaviors and characteristics.

After a training phase, the technology enables, for the first time, the collection of IDs (such as the Google Click ID) without user consent and the compliant transmission of this data to platforms like Google Ads.

### About Pixum

Pixum is one of the leading online photo services in Germany and Europe, delighting customers with high-quality branded products.

### About Giesswein

Giesswein aims to develop unique products made from wool. The Austrian company operates a growing e-commerce store.

The system collects conversion IDs and assigns them to the existing user pools. For every conversion of a synthetic user, the system sends a random ID from the corresponding pool back to Google Ads. Since this process is randomized, it ensures that the ID can no longer be traced back to individual users.

**Synthetic Users allow marketing teams to leverage this conversion data in Google Ads for campaign optimization, boosting efficiency and performance.**

## Result

**Pixum and Giesswein** demonstrated the effectiveness of Synthetic Users in an A/B test between two Google Ads campaigns. Over the course of several weeks, the campaigns powered by synthetic user data achieved significantly higher performance compared to the control campaigns, with measurable results seen in just a few days.

The performance boost depends on the consent rate and conversion frequency: the lower the consent rate and the higher the frequency, the greater the optimization potential with Synthetic Users.

### *25% more ROAS*

With Synthetic Users, **Pixum** recorded a **24%** higher Return on Ad Spend (ROAS), leading to a tangible increase in revenue for Pixum's e-commerce business.

**Giesswein** achieved a **25%** higher ROAS in the first weeks of A/B testing with Synthetic Users.

### *28% higher Conversion Rates*

**Giesswein** also observed improved conversion rates on campaigns fueled by Synthetic Users, with increases of **28%**.

### *92% of all conversions activated*

Due to the lack of consent, marketing teams are often unable to capture and activate many conversions. With Synthetic Users, **Giesswein** was able to capture **92%** of all website conversions and use them in Google Ads. This not only led to better ad performance but also provided more accurate analytics and advantages for business intelligence.

**+25%** Return on Ad Spend

**+28%** Conversion Rate

**92%** Conversion-Activation

Pixum and Giesswein successfully transmitted the highest possible data quality and the maximum number of non-personalized conversions to Google Ads, optimizing the bidding algorithm as a result.

**Pixum was able to more effectively target audiences that were previously unreachable due to missing consent. The results highlight the potential of synthetic user data, especially in terms of campaign optimization and ROI.**

The fastest way to better campaign performance.

*How can Synthetic Users boost your marketing?*

*Contact your JENTIS representative to get started today!*