JENTIS

Synthetic Users

Increase your ROAS by up to 25% with AI tracking technology by JENTIS

Restore non-consented data compliantly with machine learning

Activate close to 100% of your conversions on ad platforms for increased performance

Address underserved audiences and gain a complete customer view

Want to know more?
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Executive Summary

Current challenge

Ad blockers, browser anti-tracking features, and lack of user consent are causing a noticeable drop in the quality and quantity of data available for marketing.

The stricter regulations of cookie banners by EU data protection authorities are leading to a trend of consent rates below 50%. Combined with other anti-tracking features and ad blockers, this can result in only 30% of correct data being available.

So, how do Marketers enable data-driven marketing in such conditions? How can they guarantee continuous business growth when the customer journey is not completely visible and marketing investments are not correctly attributed?
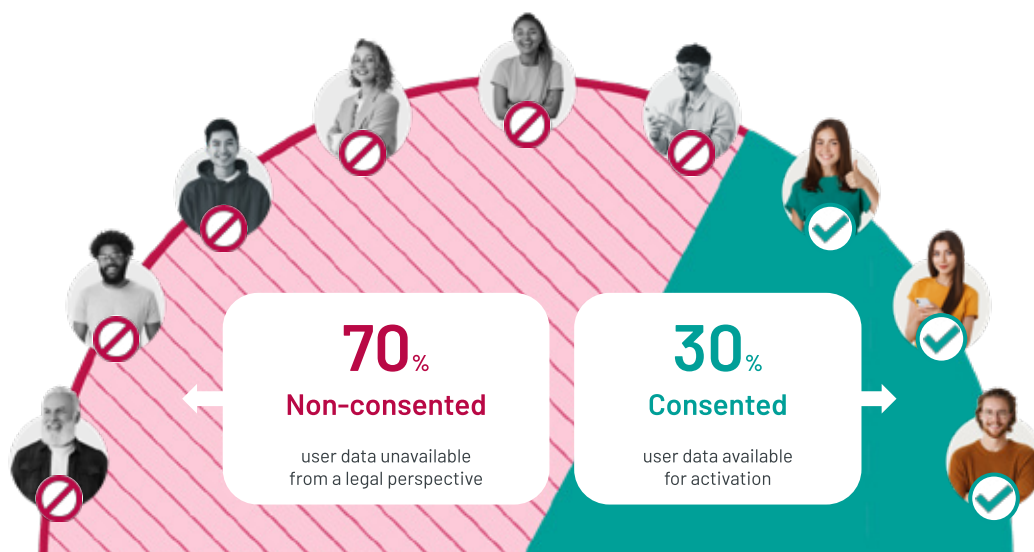
An innovative Solution

Using Machine Learning, JENTIS' new technology, Synthetic Users, can recover up to 100% of the website's data while being completely GDPR-compliant. By combining real data captured with consent and statistical data collected through a compliant proprietary technology, Essential Mode, JENTIS uses a mathematical model to generate the missing data synthetically. Instead of developing entirely new synthetic data, the technology fully uses the real data legally captured and completes the missing information with Machine Learning modeling.

This replaces the previously non-consented data, and both real and synthetic users are provided to the conventional server-side tracking for further processing.

With this feature, clusters of Synthetic Users are created, based on real data, with similar characteristics and who are more likely to perform specific actions. Despite not having any real Personal Identifiable Information, these Synthetic Users are composed of actionable IDs that can be shared with third-party tools, such as Google Ads and Meta.

For the first time, it's possible to activate data of visitors that were "lost" before, allowing Marketers to recover conversions, optimize campaign biddings, and increase their Return on Ad Spend (ROAS).

70%
Non-consented
user data unavailable
from a legal perspective

30%
Consented
user data available
for activation

A new Approach

Synthetic Data is a technology developed in collaboration with leading data protection lawyers, mathematicians, and representative experts of the global measurement community.
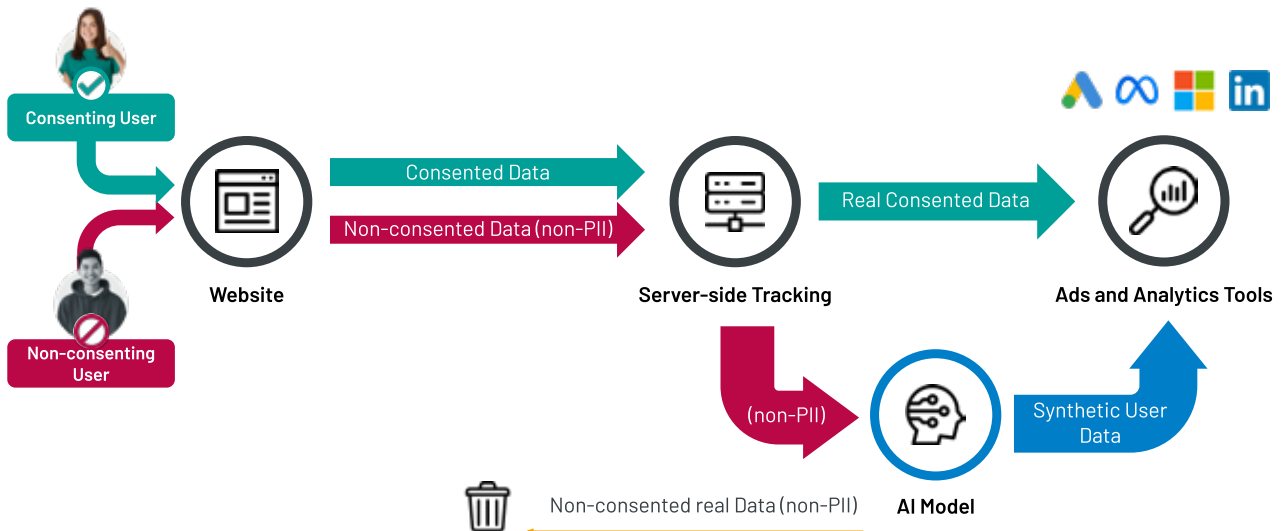
What are Synthetic Users?

The backbone of the new approach is to use data from real users who consent to tracking, along with reduced and limited data of users who give no consent, to generate new equivalent Synthetic Users. The traffic from consenting users is measured as accurately as possible to provide a 100% qualitative basis for subsequent mathematical operations.

1. The captured data of both types of users, with consent and without consent, is combined using the statistical imputation method: the missing data of website visitors who didn't give consent is imputed with the consented data of website visitors, replacing the missing data points.

2. As a result, the newly generated data represents Synthetic Users, which replaces the data of the actual website visitors who didn't consent.

3. Data of website visitors with consent and Synthetic Users' data will be tracked server-side in the downstream processing, uncovering conversions that would be previously lost due to lack of consent.

    Then, 100% of the data can be used in your current Marketing Stack and provided to advertising platforms (e.g. Google Ads, Meta/Facebook Advertising) for bidding optimization and campaign improvement.

How can Synthetic Users have actionable IDs?

For the first time, recovered data from users lost due to lack of consent can be shared and activated in advertisement tools such as Google Ads and Meta. But how is this possible?

In the traditional activation of data, an attempt is made to identify a user in the advertising network so that targeted messages can be delivered to them.

In this process, website operators and advertising network providers exchange a known user ID. In the case of Google, this is, for example, the Google client ID, which is transported, among other things, by a Google click ID or a third-party cookie.

However, these IDs are already considered personal data, so their transfer to an unsafe third country should be handled carefully.

JENTIS combines the Synthetic Users with similar characteristics into a cluster to avoid this risk.

During this process, all IDs are combined into a pool, and the reference to an individual person is dissolved. Thus, clusters of users and a random pool of IDs associated with each cluster are created.

From this moment onwards, no reference to the person or user level exists. Let's look at an example:

Suppose one of the users from Cluster-A converts. A random ID from the associated pool (ID-Pool-A) is used to report to Google that someone from this cluster has converted.

Therefore, the ID used this way represents the group ID since there is no longer any reference to the individual user.

This randomly selected ID is then sent to Google to generate a similar image of the group on their platform. So we communicate: "Someone with this segment's characteristics (Male, 30-40, and maybe interested in golf) just converted".

Is JENTIS Synthetic Users a GDPR-compliant technology?

By applying mathematical models based on real user data for which consent has been given, and on reduced essential user data collected via the JENTIS Essential Mode, JENTIS provides up to 100% of the website's data without using dark patterns to get consent or third-party cookies.

Besides this, as explained in the previous point, personal data is not transferred to third-party tools. Once the Synthetic Users clusters are created, all remaining references to individual identification are discarded.

JENTIS Synthetic Users is a neutral, GDPR-compliant solution for data-driven business.
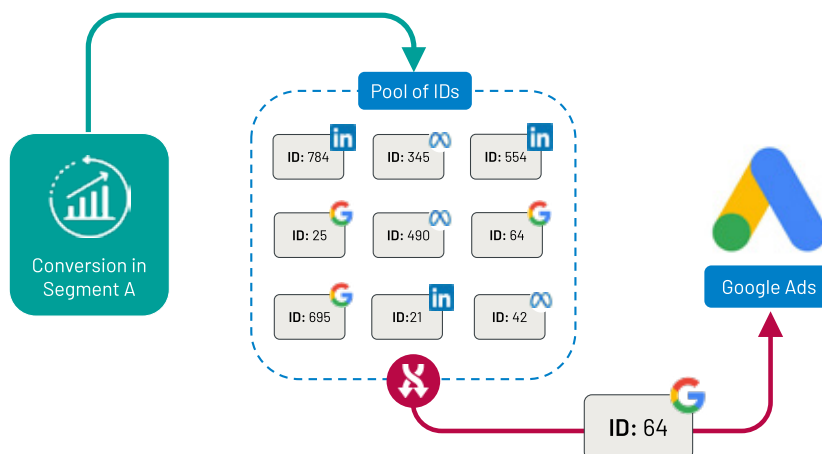
How can JENTIS Synthetic Users support your marketing strategy?

Presented below are two examples of how Synthetic Users can support your marketing strategy. As this technology is continuously evolving, additional use cases can be explored and discussed collaboratively.

More precise Capture of Conversions

JENTIS Synthetic Users can recover up to 100% of your data previously lost due to a lack of consent with intelligent synthetic clusters based on your real users' behaviors.

With a complete customer journey, you regain visibility on how your marketing investments are really performing, have a more accurate attribution, and make more trustworthy data-driven decisions. You can improve your marketing metrics by correctly tracking all your users' conversions, such as Conversion Rates and Return on Ad Spend (ROAS).

Optimization of Performance Marketing Campaigns

For the first time, we can process synthetic data from users who have not consented and, therefore, provide more data and improved data precision to advertising platforms and their algorithms.

By reporting more Conversions to tools such as Google Ads and Meta, you will see significant improvements in the most important metrics of your performance marketing. Attributing more conversions to your campaigns will result in better conversion rates and more revenue correctly attributed to the channel.

You can report increased conversions tracked, an improved Return on Ad Spend (ROAS), and optimize your bidding strategy.

Advantages

- Make up to 100% of your conversions visible, eliminating reporting discrepancies between tools.

- Activate previously lost conversion on ad platforms like Google Ads and, soon, Meta and Linkedin to optimize bidding algorithms in your favor.

- Address previously underserved audiences and significantly boost your conversion rates and ROAS.

JENTIS | pixum | GIESSWEIN

CASE STUDY E-Commerce Data Quality

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!