



Keynote Presentation [E-Commerce] Boosting ROAS with AI Tracking



 JENTIS

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BERLIN



Boosting ROAS with AI Tracking

Best Practice in E-Commerce



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CEO & Founder



Thomas Tauchner

CEO & Founder @ JENTIS

Track better. Convert more.

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 thomas-tauchner.com

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Customer Journey



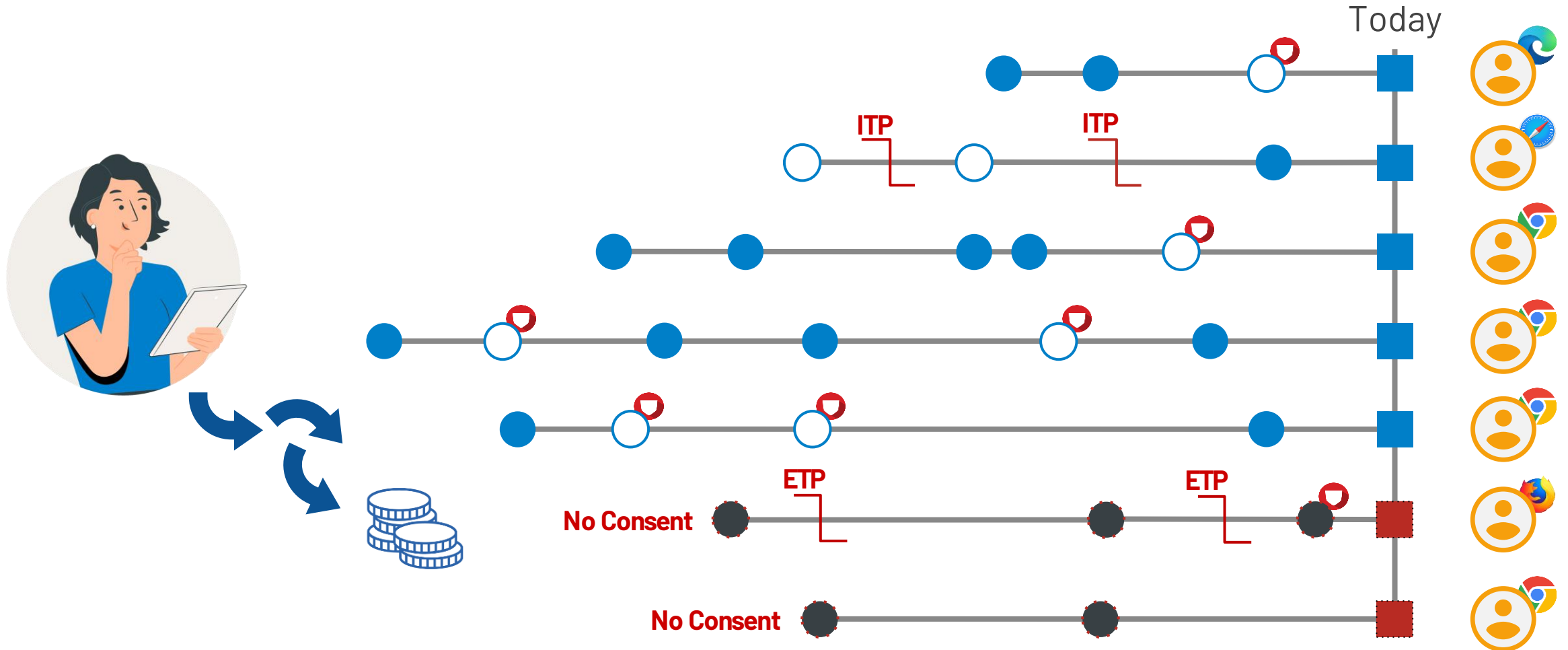
Ad-Blocker



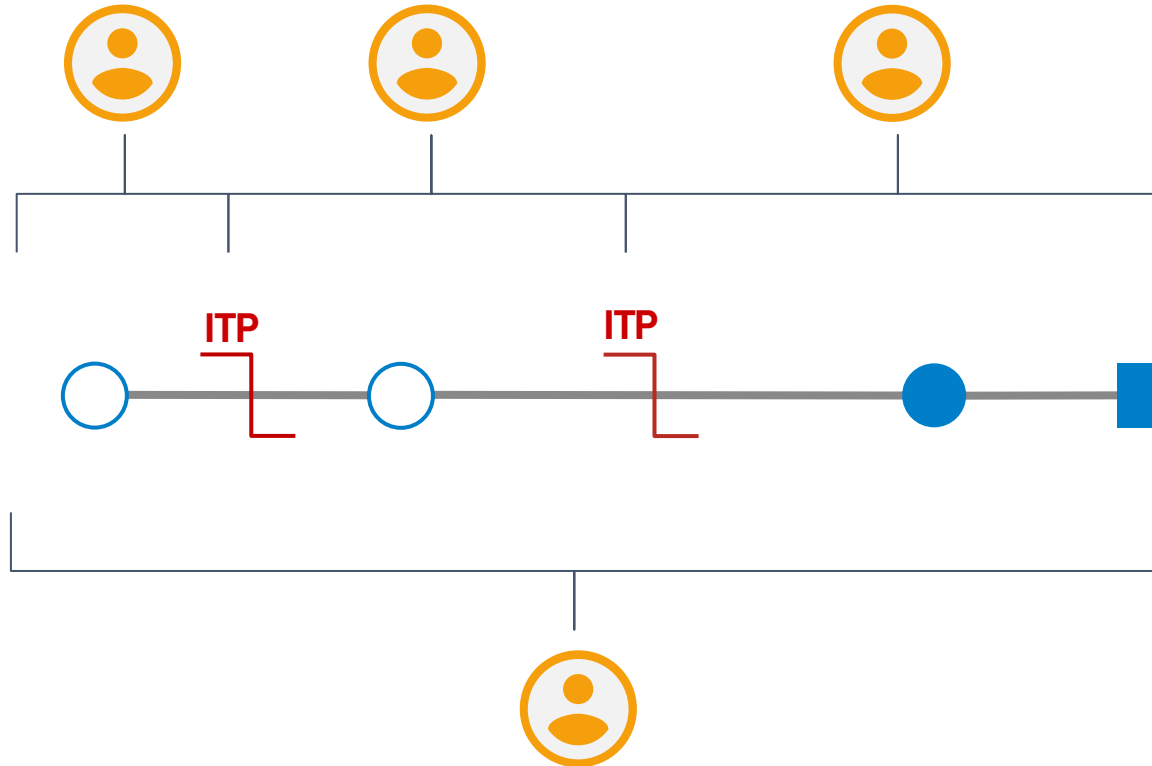
Tracking Preventions



Negative Consent



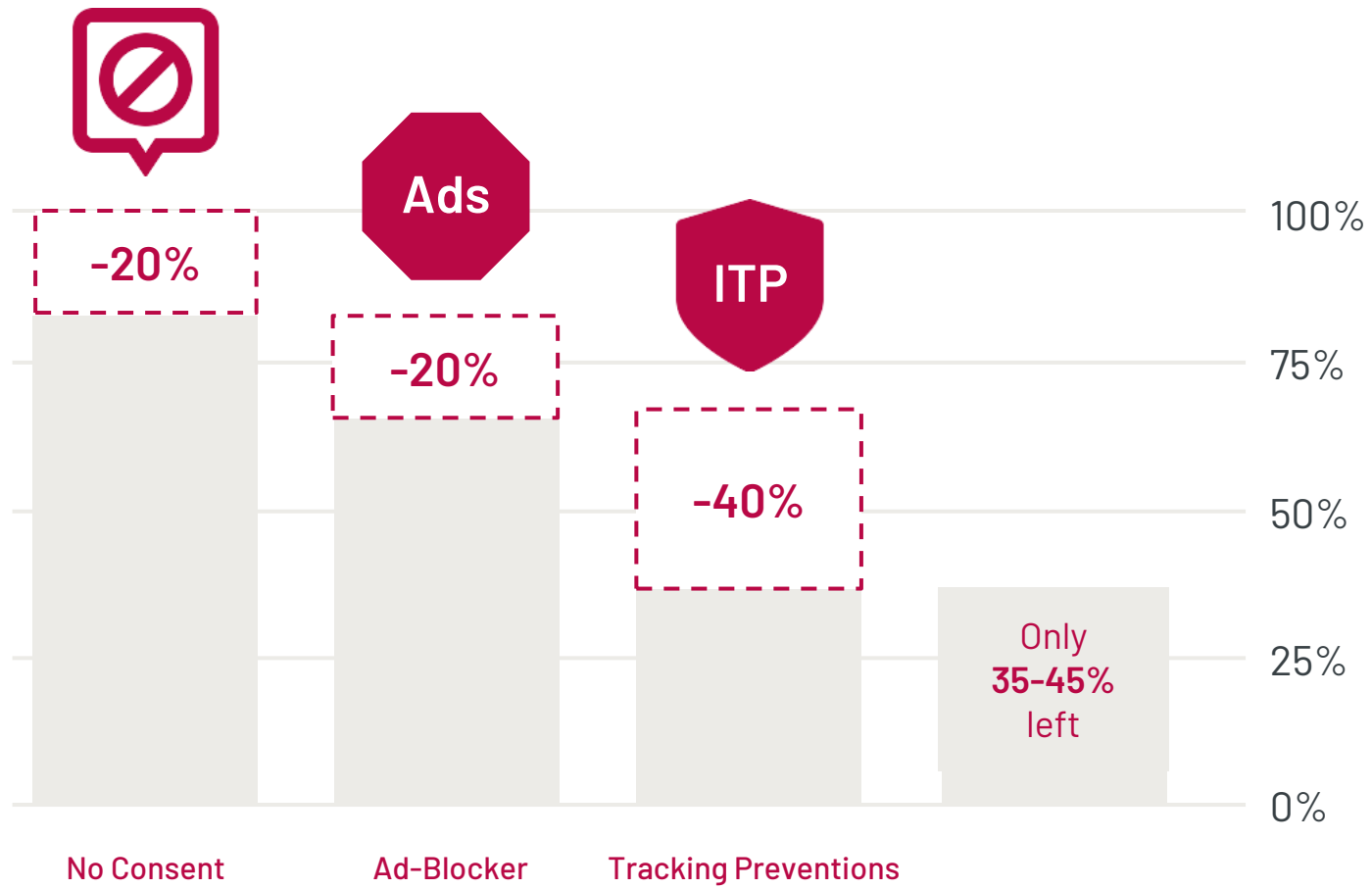
User: **3**
Sessions / User: **1**
Campaign A: **0 EUR**
Conversion Rate: **33%**

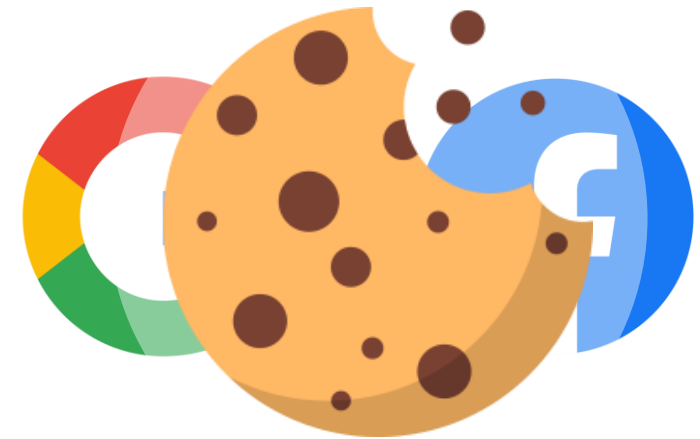
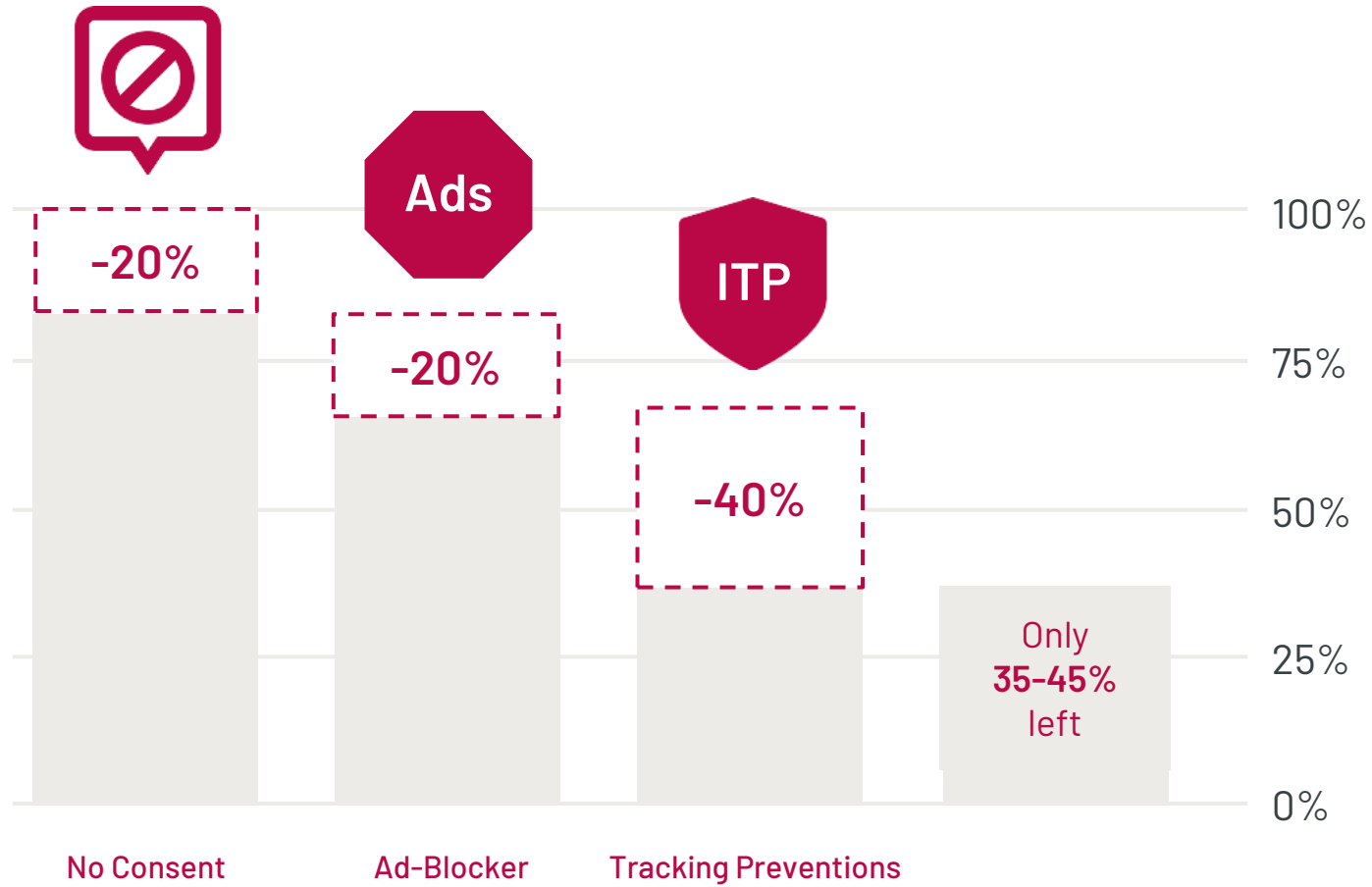


Campaign A

Transaction 95 EUR

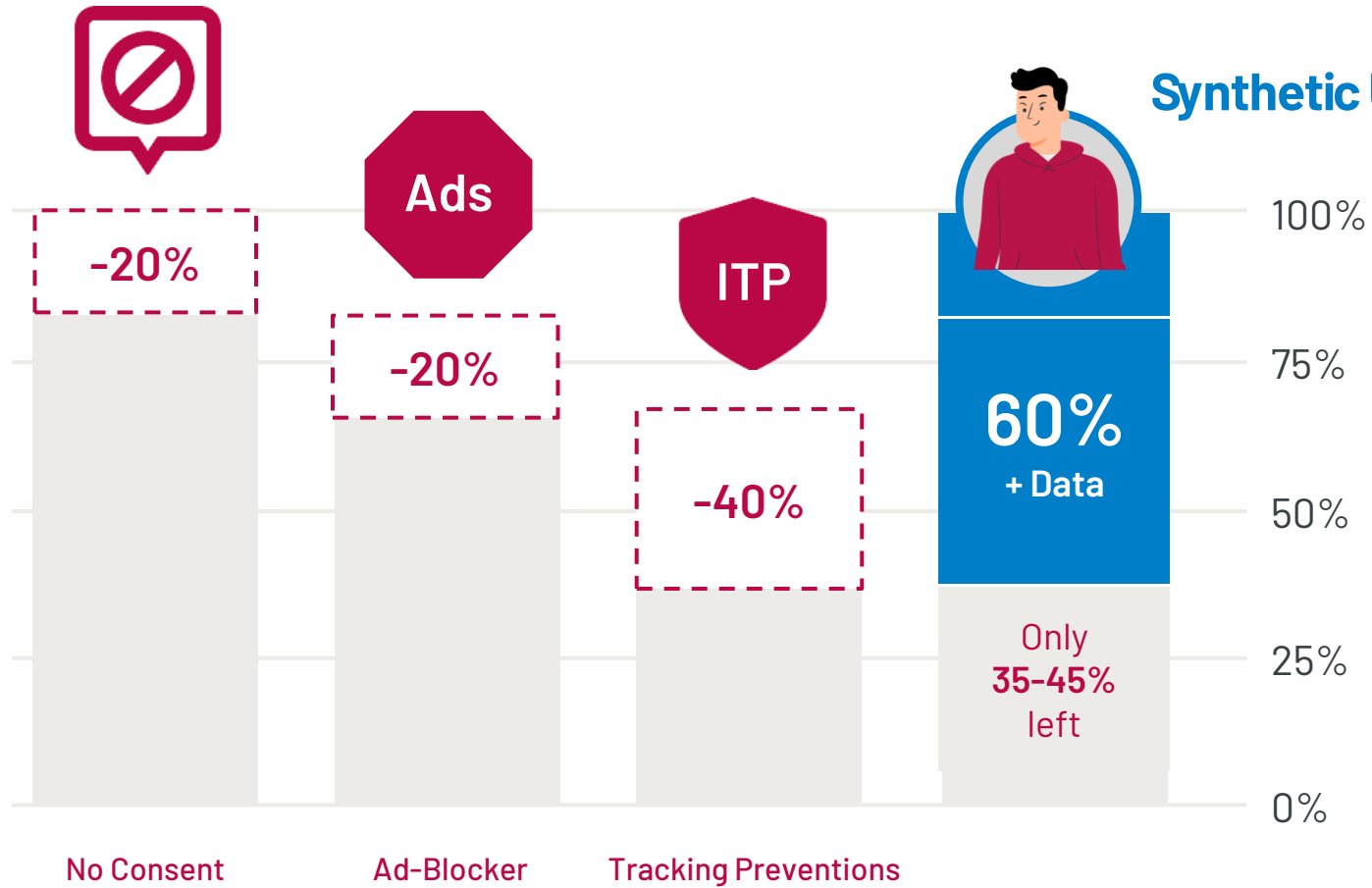
User: **1**
Sessions / User: **3**
Campaign A: **95 EUR**
Conversion Rate: **100%**





~23%

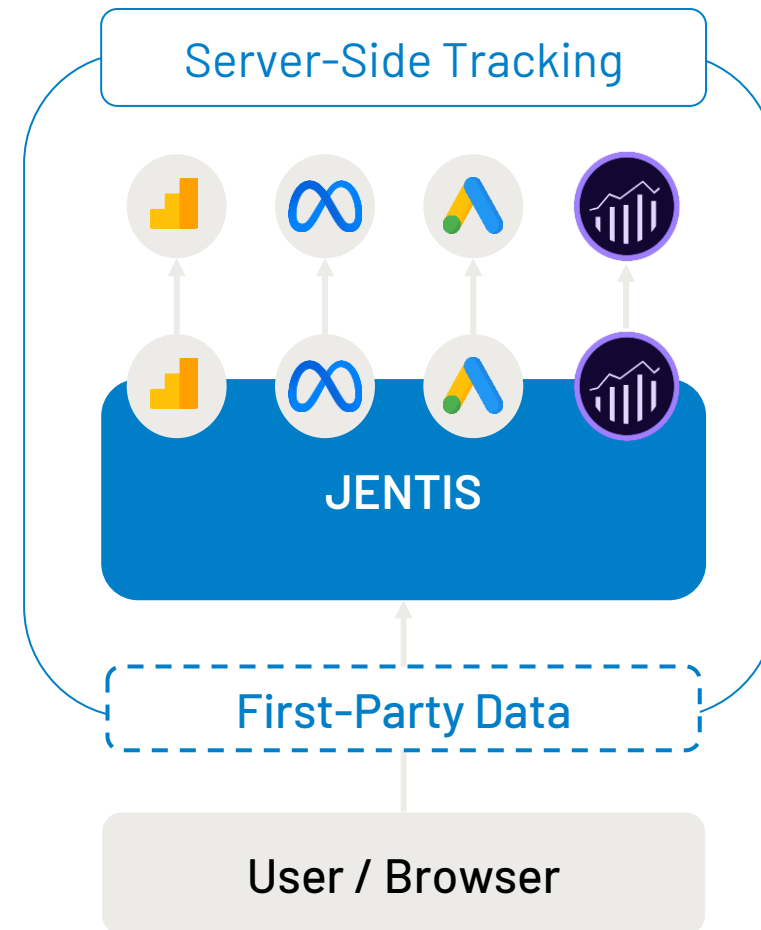
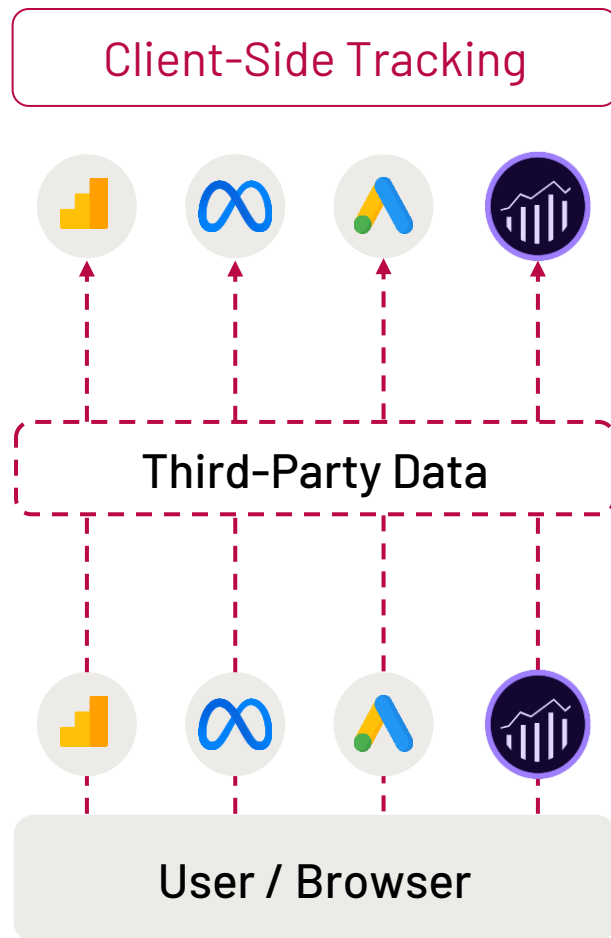
of your traffic supports
Third-Party Cookies



First
Party Data

Server-Side Tracking

Server-side Tracking



Only all browsers are 100%





//

With JENTIS, we have found a partner who supports us optimally and prepares us ideally for all challenges.

//



Marc Rendel
CTO

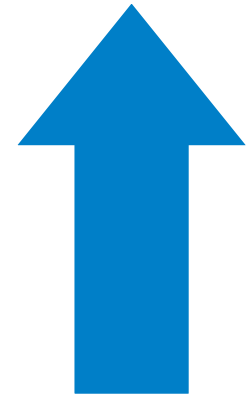


Björn Prickartz
Head of Analytics & Optimization



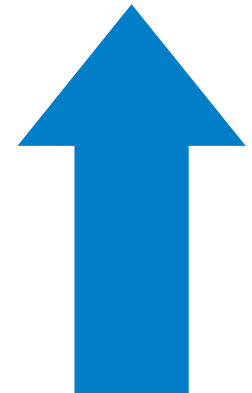
+55%

corrected
Customer Journeys



+176%

Campaign Revenue



Customer Journey



Ad-Blocker

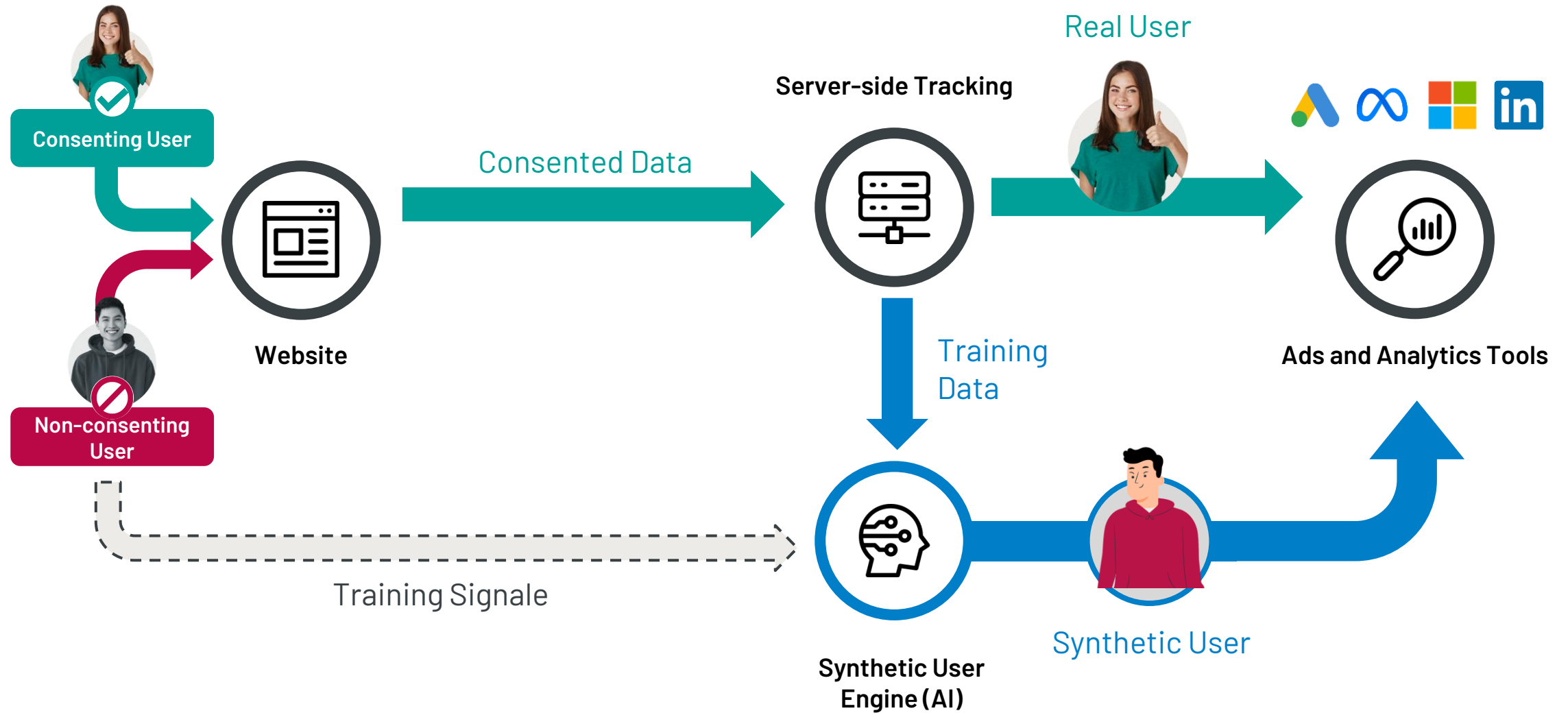


Tracking Preventions

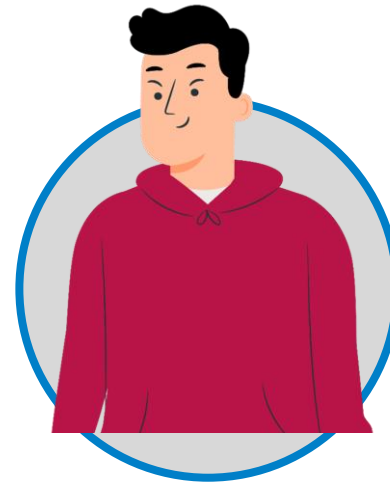
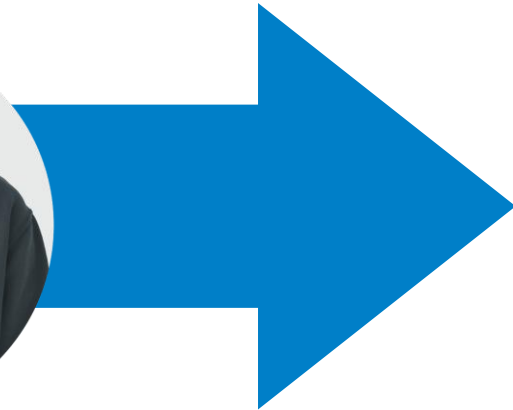


Negative Consent

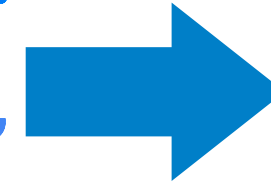
Synthetic Users



Synthetic Users



- in ID: 784
- ∞ ID: 245
- G ID: 091
- ID: 441



91%
Match

Activation
of Synthetic Users



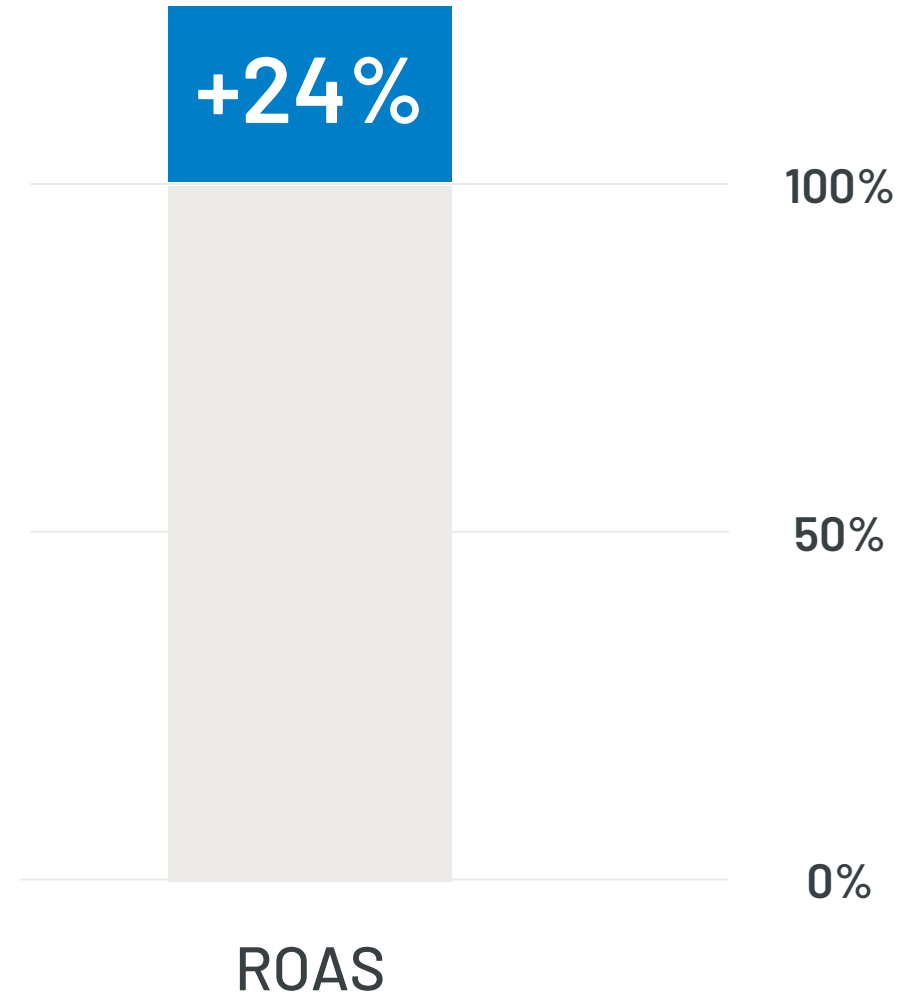
 Company size
Enterprise

 Model
E-Commerce

 Region
Europe

 Use Cases
Marketing
Boost &
DSGVO-
Compliance

24%
Increase
in ROAS



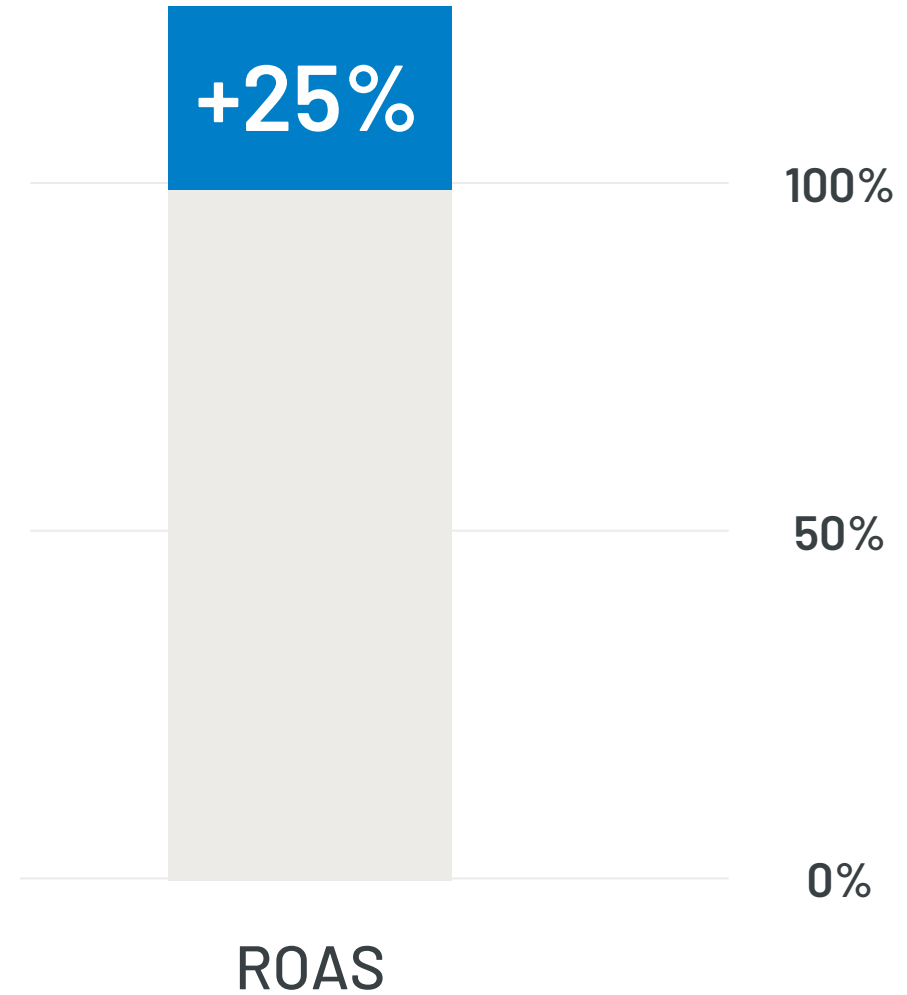


 Industry
D2C

 Region
DACH

 Use Case
Marketing-
Boost

25%
Increase
in ROAS



Is this legal?

Memorandum

JENTIS GmbH

Author

Attorney Tilman Herbrich (CIPP/E)

Date of the document

19.07.2023, v1.1

Project:

Evaluation of the basic concept "Synthetic Users" under data protection law

Executive Summary

From the consideration of the basic concept "Synthetic Users" ¹it follows that companies can use the **JENTIS Data Capture Platform** ("DCP") and the "JENTIS Essential Mode" ²as a fallback solution to configure first-party tracking in such a way that the application of the exception regulations from the requirement for consent for end device access (e.g. § 25 para.2 TTDSG) can be reconciled with supervisory authority positions.

By applying **mathematical procedures** based on user data for which consent has been given and on reduced technically required or strictly necessary user data collected via the JENTIS Essential Mode, JENTIS enables a statistical analysis of up to 100% of the usage behaviour of digital offerings in a reduced scope **without querying for consent**.

Access the full document:





Server Side Tracking



Synthetic User



Trusted by



The Washington Post



LIBRO



WEMPE



Mehr unter: <https://www.jentis.com/referenzen/>

Get the full case studies



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Booth 3

