

Higher revenue and 36% lower cost per conversion with JENTIS



Challenge

aqua blue uses performance marketing as its main channel for acquiring new customers on its own website, primarily through Performance Max (PMAX) and search ad campaigns on Google Ads. The company utilized Google Tag Manager in combination with Google Analytics for tracking.

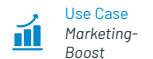
To achieve sustainable business growth through performance marketing, more precise website and conversion tracking became necessary to optimize the Google Ads campaigns.

The previous client-side tracking was not up to the challenges. Ad blockers and anti-tracking measures in browsers, such as Apple's ITP in Safari, led to a significant deterioration in data quality. Too few conversions on the website could be accurately captured and attributed to the campaigns.

However, advertising platforms require as complete conversion data as possible to algorithmically target and efficiently deliver advertising materials. aqua blue identified server-side tracking as the key lever for optimizing campaign performance.

About aqua blue®

aqua blue is a Germany-based manufacturer of descaling systems for household use. The company aims to make sustainable water treatment solutions accessible to a broad audience.



Solution

In server-side tracking, individual tools such as Google Analytics are no longer responsible for tracking; instead, the Tag Manager itself takes over, forwarding the captured data to tools and platforms. Here, the choice fell on the solution from JENTIS. The powerful server-side tracking of the JENTIS Tag Manager is largely resistant to ad blockers and anti-tracking measures and therefore captures more accurate data than conventional tracking.

JENTIS enabled aqua blue to accurately capture website conversions and transmit them to both Google Analytics and advertising platforms like Google Ads for campaign optimization. Particularly, algorithmically driven campaign formats like Google Ads PMAX rely on complete conversion data for precise targeting.

Furthermore, JENTIS's persistent first-party cookie also identifies returning visitors as such, thus avoiding multiple counts. The corrected data provides a clear, complete view of customer journeys for more targeted customer engagement and more efficient budget allocation.

With server-side tracking from JENTIS, we were able to significantly increase the ROAS of our Google Ads campaigns – for us, the solution is a real game changer and a revenue factor.

Thomas Löhnert
CEO, Löhnert GmbH (aqua blue)

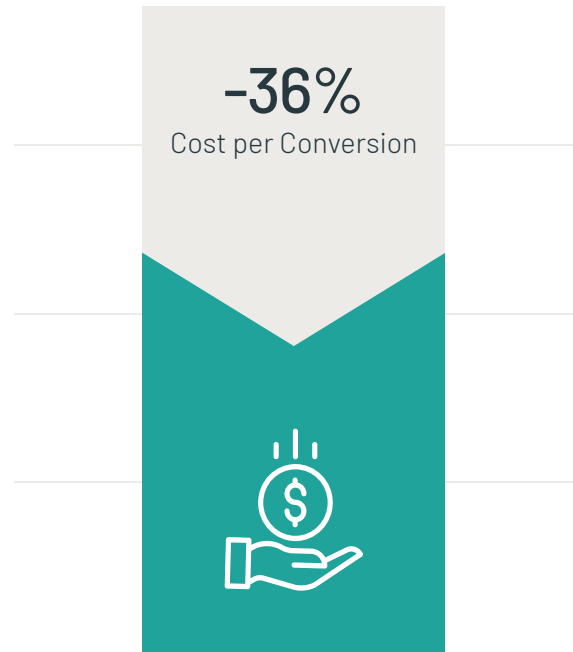
Results: Lower costs, higher ROI

Due to the improved data quality, aqua blue was able to significantly enhance the performance of Google Ads. Compared to Google Tag Manager, aqua blue recorded a lower Cost per Conversion across all campaign types with JENTIS.

This effect was particularly noticeable in the algorithmically driven PMAX campaigns on a month-to-month comparison. For these campaigns, complete conversion data is of utmost importance. Here, aqua blue achieved a **36% lower Cost per Conversion** with JENTIS, resulting in a higher Return on Investment (ROI). Over all campaign types, Cost per Conversion was reduced by 29.3%.

In line with the performance improvement in Google Ads, there was an increase in the number of orders received and sales. For aqua blue, switching the tag management system to JENTIS meant not just more precise tracking, but an increase in revenue and Return on Investment.

With the switch to first-party data, aqua blue can also rely on future-proof tracking that is quick and easy to adapt to changing conditions and regulations.



The easiest way to better campaign performance.

Erfahren Sie, wie die hochmodernen Datenschutzmaßnahmen, die unübertroffene Datenqualität und die Compliance-Fähigkeiten von JENTIS Ihr Unternehmen in die Lage versetzen, sich selbstbewusst an die sich weltweit verändernden gesetzlichen Anforderungen anzupassen.

Learn how JENTIS can help you increase your ROAS.

*Book a free consultation today:
www.jentis.com/contact*