JENTIS

2025

AI-powered Tracking Compared

JENTIS Synthetic Users
vs Google Consent Mode

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Paradigm Shift

The AI revolution has reached web and app tracking

In response to growing public awareness and concerns about personal data misuse and breaches, privacy regulations like GDPR have raised the bar for data processing practices. Stricter data collection rules mean that advertisers and ad platforms, such as Google Ads and Meta, often have access to less accurate and reduced amounts of data. This limitation affects algorithmic efficiency, weakens targeting capabilities, and impacts overall campaign performance.

To navigate these challenges, businesses are exploring innovative methods to balance compliance with marketing effectiveness. One such approach involves the use of advanced technologies like Synthetic Users, which offer privacy-compliant ways to generate actionable datasets. These solutions aim to address the data limitations posed by modern privacy regulations, allowing for improved targeting and analytics without compromising user privacy.

Challenges in Tracking

Low consent rates lead to poor conversion data and ad performance

When consent is not given for ads or analytics cookies, marketers face significant challenges that hinder campaign effectiveness and data-driven decision-making.

A major issue is the loss of user data, which limits insights into behavior, preferences, and demographics. Without cookies, audience segmentation becomes less precise, making targeted marketing difficult and reducing campaign impact. Ad targeting suffers, as platforms like Google Ads and Meta Ads rely on cookie-based data for optimization. Without it, ads are shown to broader, less relevant audiences, increasing costs and reducing effectiveness.

The absence of analytics cookies disrupts performance measurement by preventing accurate tracking of conversions and engagement. This forces marketers to make decisions with limited visibility, leading to inefficient resource allocation. Attribution also becomes unclear, making it difficult to assess which channels and tactics drive success, which can misdirect budgets.

Retargeting is rendered ineffective, as past interactions cannot be tracked to re-engage potential customers. Personalization efforts also decline, resulting in generic marketing that fails to capture user interest, lowering engagement and user experience. Additionally, ad platform algorithms struggle without sufficient data, reducing the efficiency of ad spend and overall campaign performance.

Do you know how many conversions you're losing each day?
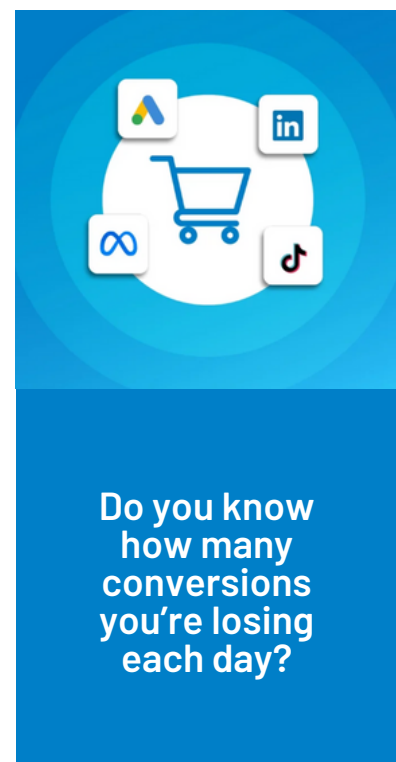
Leveraging AI

Untraceable user data for high-performance marketing

To address the challenges posed by restricted data availability due to a lack of consent for ads and analytics cookies, innovative solutions have emerged that aim to balance privacy compliance with effective marketing practices.

These solutions seek to bridge the gap between regulatory requirements and marketers' need for actionable data, providing alternatives to traditional cookie-based tracking methods.

Google Consent Mode offers a framework for handling non-consented data by using aggregate signals and modeled insights to bridge the gaps in tracking and attribution.

Meanwhile, JENTIS unique technology can replace these missing users with Synthetic Users, replicating real user behavior and enabling complete activation of data in every platform.

This whitepaper examines these two approaches, comparing their functionality and use cases to provide marketers with insights into how they can overcome the challenges of privacy-centric data restrictions and make informed decisions about their data strategies.

JENTIS Synthetic Users

Replacing missing conversion data with actionable modelled user

The technology behind the Synthetic Users involves utilizing first-party real data from available users and limited data from incomplete users to generate new, statistically equivalent Synthetic Users.

The resulting data set—comprising both original and Synthetic Users—can be integrated into existing marketing technology environments, including customer data platforms, analytics systems, and other tools used in data-driven processes.

This extended data set can also be applied within advertising platforms such as Google Ads and Meta/Facebook. The inclusion of Synthetic Users supports more accurate audience representations, which can inform bidding strategies and campaign settings based on a more complete dataset.

91% Conformity

Activation Of a Synthetic User
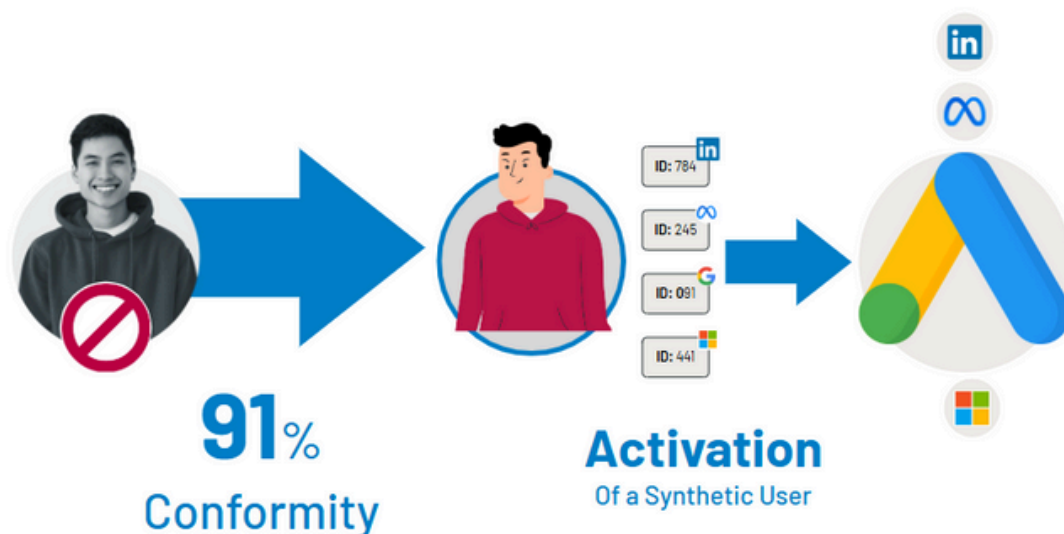
Google Consent Mode v2

Modelled conversion tracking for the Google ecosystem

Google Consent Mode helps businesses comply with GDPR while maintaining analytics and marketing insights. It enhances user privacy, optimizes data use, and offers flexible consent management.

A key feature is its ability to adjust Google tags in real-time based on user consent. When integrated with a Consent Management Platform, it instantly applies user preferences—allowing analytics tags to function while restricting advertising tags if consent is denied.

An important enhancement is conversion modeling, which fills data gaps when users decline consent for ads or analytics cookies. Without cookies, direct tracking is limited, making it harder to link ad engagements to conversions.

To address this, Google uses URL passthrough, sending a single-point signal (e.g., a visit or click) without enabling session analysis. However, this method remains subject to GDPR and ePrivacy rules, as data access extends beyond cookies and requires consent.

Conversion modeling relies on machine learning algorithms trained on data from users who have provided consent. These models analyze behavioral patterns to estimate conversions for unconsented users, considering variables such as time, location, and user demographics.

To ensure accuracy, these models are trained and validated using historical data, enabling them to adapt to changes in user behavior or market conditions. The result is a set of modeled conversions that provide marketers with a more comprehensive view of campaign performance.

Impact on Campaign modeling

Modeled conversions integrate into Google Ads reports and bidding tools with the same granularity as observed conversions, optimizing campaigns. However, unconsented user conversion rates are typically 2–5 times lower, varying by industry and conversion type. While Google's approach is limited by consent restrictions, JENTIS fully leverages all relevant data signals within compliance, ensuring a more comprehensive and legally sound foundation.

Comparative Analysis

JENTIS Synthetic Users vs.
Google Consent Mode v2

	Google Consent Mode v2	JENTIS Synthetic Users
Data Recovery and Activation	Google Consent Mode adjusts tags in real time based on user consent. AI-powered modeling estimates missing conversions and optimizes advertising platforms.	JENTIS enables the activation of 100% of website data by replacing missing users with highly accurate synthetic users, based on real user behavior. It enables the complete activation of advertising IDs (e.g. gclick) in all platforms.
Applicability and Requirements	Conversion modeling lacks full data transparency, leaving advertisers uncertain about Google's input selection and processing.	Synthetic Users is created using mathematical operations on first-party data, ensuring full auditability and marketer control.
Compliance and Privacy	Google Consent Mode offers compliance through consent management and anonymized modeling – companies rely on Google's data protection.	JENTIS Synthetic Users is GDPR-compliant, developed with data protection experts and enables the data activation in all third-party tools.
Impact on Marketing	Through conversion modeling and integration with Google Ads, Consent Mode optimizes campaigns — but with lower data accuracy and limited flexibility outside the Google ecosystem.	Synthetic Users generate versatile datasets for activation across multiple platforms. This enables marketers to optimize campaigns, reach untapped audiences, and improve ROAS with more precise data.

Use Cases and Applications

Scenarios where JENTIS Synthetic Users is advantageous

The following use cases illustrate how JENTIS Synthetic Users addresses complexities in different scenarios.

01 — Replace lost data

JENTIS replaces users you are not able to activate by generating synthetic first-party data, based on real users behavior.

02 — Boost Marketing Performance across all platforms

Synthetic Users platform agnostics improve bid strategies and campaign effectiveness by feeding richer data into numerous ad network algorithms.

03 — GDPR-Compliance

A privacy-first approach with no reliance on third-party cookies, no transfer of personal data, and strict compliance with data protection regulations.

04 — Ethical Data Usage

Use synthetic data for campaign optimization securely and legally, ensuring performance improvement while upholding user privacy and trust.

Use Cases and Applications

Scenarios where Google Consent Mode v2 is beneficial

The following use cases illustrate how Google Consent Mode v2 addresses complexities in different scenarios.

01 —— Seamless integration with Google Ads and Analytics

Adjusts tag behavior based on consent, allowing anonymized data to feed into Google tools for actionable insights.

02 —— Conversion tracking without consent

Modeled conversions provide insight into ad performance even for non-consenting users, reducing data loss

03 —— Maximizing anonymized data

Anonymized pings enable trend analysis and performance monitoring without collecting any personal data.

04 —— Improving user experience

Reduces the impact of consent banners by allowing basic data collection for non-consenting users, preserving insights.

Conclusion

This table provides a clear comparison between JENTIS Synthetic Users and Google Consent Mode across key aspects such as data recovery, transparency, applicability, compliance, and marketing impact.

	JENTIS Synthetic Uses	Google Consent Mode
Impact on Marketing	High-quality, actionable data across all main advertising platforms incl. Google Analytics, Meta, LinkedIn, and more	Restricted to Google's ecosystem
Data Recovery	100% data recovery Based on real user behavior	Estimate lost data, leading to inaccuracies and inconsistent recovery rates
Transparency and Trust	Full control over data	Limited insight into how Google estimates conversions
Applicability and Requirements	Works with both small and large data sets	Requires a large amount of consented data for reliable results, limiting effectiveness for smaller sites or low-consent environments
Compliance and Privacy	Strict GDPR compliance by using synthetic data for high accuracy without transferring personal data	Operates within Google's closed ecosystem, limiting business control and requiring trust in Google's data handling
Guaranteed Model Building	Model can be built for all customers	No guaranteed modelling due to minimum requirements

Future Outlook

What to expect in the future of MarTech

The future of data privacy and marketing technologies is increasingly driven by advancements in artificial intelligence. As regulations grow stricter and user expectations for privacy rise, AI will play a pivotal role in enabling privacy-compliant data utilization.

Machine learning models capable of generating anonymized and statistically equivalent datasets will redefine how businesses analyze user behavior without compromising privacy.

Companies that prioritize AI-driven, privacy-first technologies today will be at the forefront of this transformation, building trust while maintaining a competitive edge in the digital landscape.

The quickest way to better marketing performance

With over 120 tested connectors and integrations, JENTIS integrates smoothly into businesses' tech setups, including Google Analytics 4, Google Ads, Google Floodlight, Amplitude, Adobe, Meta, LinkedIn, and many more.

As a hybrid solution, JENTIS supports both client-side and server-side tracking.

The transition is seamless, allowing parallel operation while migrating without altering existing data pipelines, avoiding costly tool changes or retraining.

Teams can continue to use their existing reports and tools.

Implementation in minutes

Create JENTIS container

Implement JavaScript snippet

Set DNS A Record

Configure connectors

More than 120 platforms and tool integrations

Trusted by

The fastest way to better campaign performance.

Explore how JENTIS' state-of-the-art data protection measures, unmatched data quality, and compliance capabilities can empower your business to confi dently adapt to evolving regulatory demands globally

Learn how server-side tracking can improve your business.

Book a demo today:
jentis.com/contact