




Master the tracking jungle

The leading

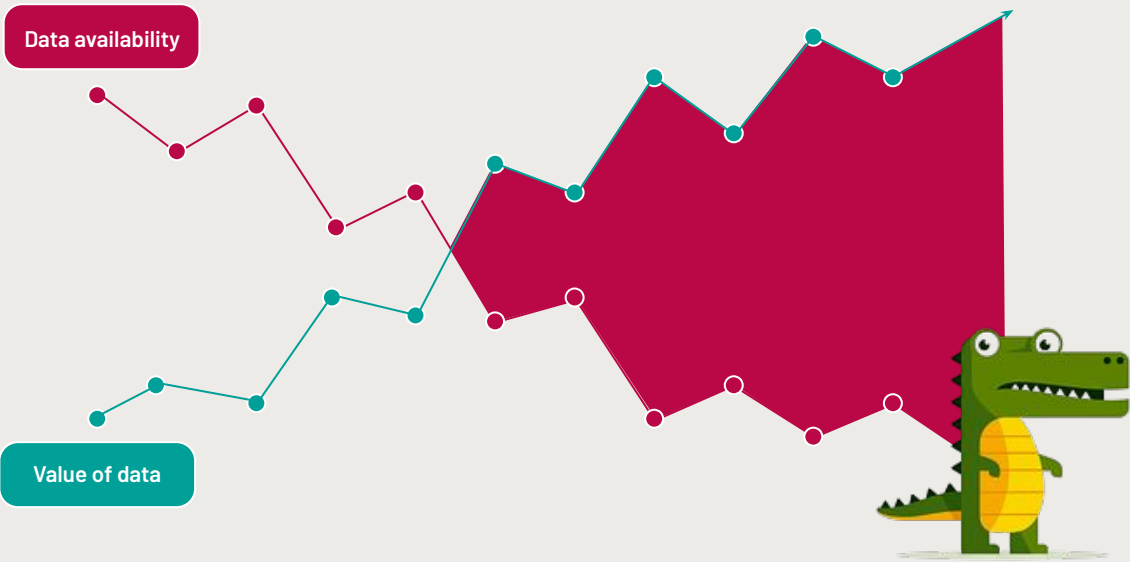
Data Capture Platform

We empower businesses around the world by developing new technologies to capture the true value of their data while respecting the visitors.



The problem

Do you trust your data?

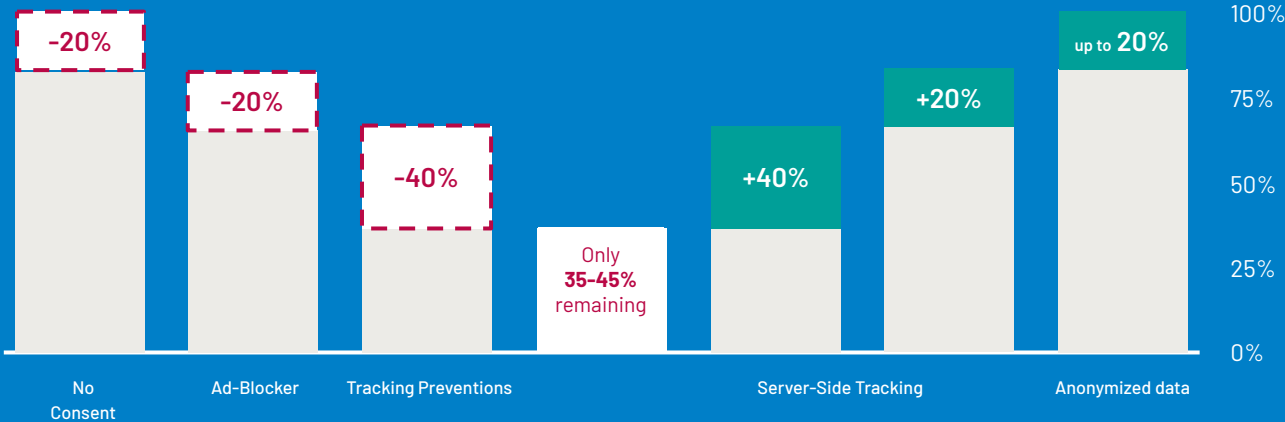


With ad blockers and tracking prevention, only 30-40% of correct user data is captured, leading to incomplete customer journeys, inaccurate attribution, and inefficient ad spending.

Client-side tracking essentially lacks control over your website data. Data collection depends on external providers, preventing you from enforcing which data is collected and shared.

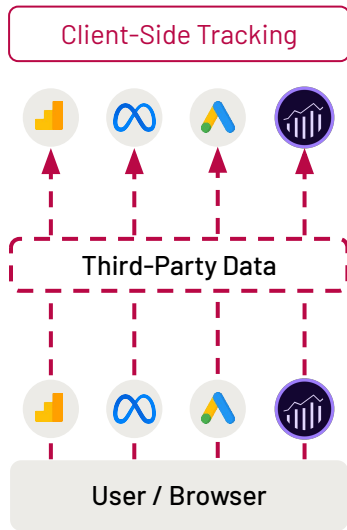
Web data quality is critical for digital marketing, guiding decisions on campaign strategies for specific target groups across various channels. However, when data quality drops, campaign efficiency and marketing success also diminish.

Marketing and analytics teams require high-quality data to sustainably grow your business. It's time to act!

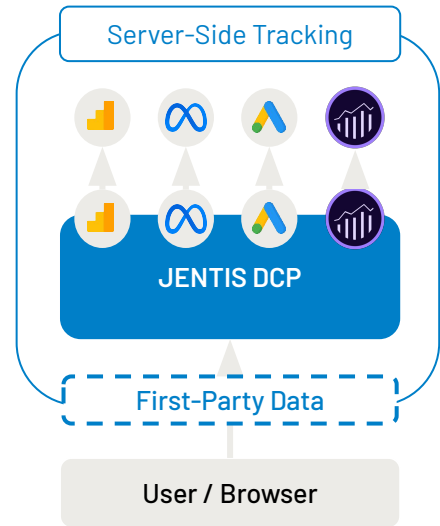


The solution







Server-side Tracking



In conventional client-side tracking, we use the user's browser to capture and send data using third-party pixels (e.g., Google, Meta).



With the new server-side tracking technology, only one pixel is triggered in the frontend; all other actions and the connection to third-party pixels occur on JENTIS's server.

- | | | | |
|--|---|---|--|
|  | Lack of data control
High privacy risk |  | 100% Dataquality
Track unaffected by adblockers and tracking preventions |
|  | Poor data quality
Adblockers and tracking preventers hinder data collection |  | 100% GDPR & ePrivacy
Full data control and raw data |
|  | Full Loaded Website
Caused slow pagespeed |  | 1st party data
Gain data independence for future-proof first-party data strategies |



JENTIS developed a new technology to enable server-side tracking—TWIN Technology. This means that the user is simulated a second time on the server. We use this twin to capture the user with better quality on the server than we could have in the frontend.

Server-side Tracking

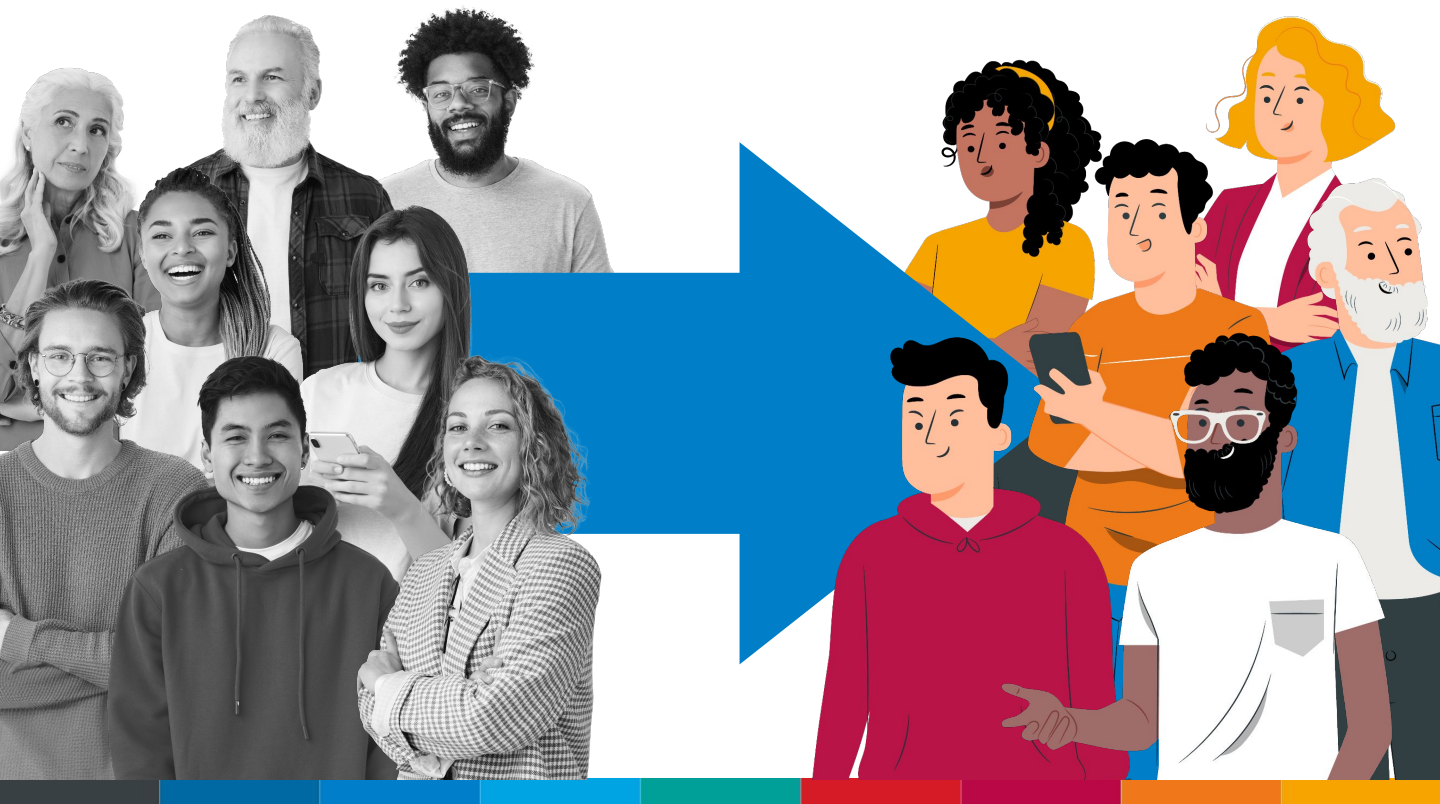
Track users effectively and understand your customers.

Server-side tracking provides a robust framework for collecting, managing, and utilizing first-party data. It enhances data accuracy, security, and privacy, while also improving performance and resilience against changes in the digital ecosystem. This makes it an essential component of a modern data strategy, enabling you to make more informed decisions and deliver better user experiences.

In addition, first-party data also plays an essential role in personalization. With high-quality data, companies can create personalized messaging and offers that are proven to increase customer engagement and loyalty.

Capture first-party data with the most advanced tag management system. Connect all your digital data sources. Deliver industry-leading data quality to your tools and platforms, increasing the performance of your entire tech stack.

JENTIS offers the complete package for advanced web tracking, easily adaptable to global markets and regulatory environments. It features high-performance hosting, proprietary connectors, an easy-to-use tag manager, and robust privacy controls. This comprehensive package is designed to enhance data quality and ensure compliance with worldwide data protection regulations, providing revolutionary tools at your fingertips.



Case Study

+55%
Corrected data

+176%
More revenue



// We are happy to have found a partner in JENTIS that supports us in all these issues and prepares us in the best possible way for the future.

//

Get your copy
of the case study



Marc Rendel
CTO



Björn Prickartz
Head of Analytics & Conversion



[jentis.com/en/article/
blog-case-study-adtriba-2/](https://jentis.com/en/article/blog-case-study-adtriba-2/)

Connectors

Tools & CMPs

 Google Analytics 4

 Google Ads

 Meta

 Amplitude

 hotjar

 adform

 HubSpot

 LinkedIn

 PIWIK PRO

 CRITEO

 AWIN

 Pinterest

 Microsoft Advertising

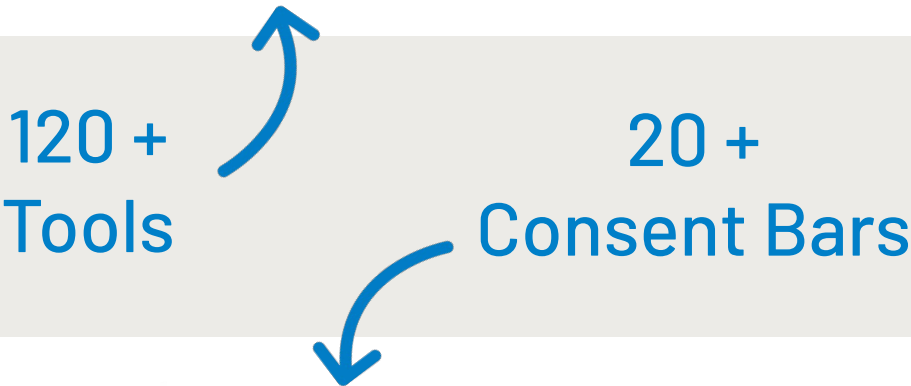
 matomo






 YouTube

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 DIDOMI

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✓ 60+ JENTs ✓ Engineering started at 2016 ✓ Founded in 2020