

How Pixum increased its Campaign Performance by 176%



Challenges

Tracking prevention features in the browsers Safari, Firefox, and Edge led to inaccuracies in web data analysis, poor ad performance and misleading insights. The use of ad blockers caused further data loss by disrupting tracking processes.

Increasing regulatory requirements made the implementation of robust privacy measures essential.

About Pixum

Pixum is one of the leading online photo services in Germany and Europe. In addition to the best customer service and an easy, inspiring shopping experience, the online photo service helps its customers to preserve, share and enjoy their most beautiful photo moments.



Company size
Enterprise

Industry
E-Commerce

Region
Europe

Use Cases
Marketing
Boost &
GDPR
Compliance

Solution

At the beginning of the project, Pixum set two clear goals:

1. **Improve data quality in marketing tools**
2. **Establish a future-proof and robust data setup in compliance with GDPR requirements**

To achieve this, Pixum implemented the server-side tag manager from JENTIS. The aim was to evaluate data quality and compare client-side data collection with the data collected server-side by JENTIS.

Pixum also utilized the proven privacy technology from JENTIS to ensure quick and secure compliance. With **Essential Mode**, JENTIS offers **privacy-compliant reach measurement without the need for consent**.

This way, up to 99% of website conversions can be captured for analytics applications.

Results

55% of customer journeys corrected



Pixum successfully identified returning users on their website, accurately attributing sessions to them that were previously falsely attributed to new users.

29,2% more conversions tracked



By countering ad blockers and deploying JENTIS Essential Mode, Pixum achieved a 11.4% increase in visible conversions and recorded 17.8% more conversions.

176% increased campaign revenue



Pixum was able to increase its new customer revenue by 176% in campaigns running on JENTIS server-side data versus campaigns fed with data from traditional client-side tracking.

From the very beginning it was important to us to work with a partner who is willing to cooperate with us - with JENTIS we have found exactly that. I am very much looking forward to the future cooperation and results.

Björn Prickartz
Head of Digital Analytics & Optimization

