

Boosting electronic4you's performance with privacy-centric measurement



electronic4you
Klagenfurt, Austria • electronic4you.at
Agency: KlickImpuls



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The challenge

As a multi-channel retailer, electronic4you has been optimizing towards contribution margins in order to generate maximum value for their business. This tracking was based on offline conversion import (OCI). Although the contribution margin could be tracked with the help of the OCI, electronic4you was not able to leverage their full potential due to regulatory and technology changes (e.g. browser restrictions regarding third-party cookies).

The approach

To build a foundation for durable measurement and first-party data, electronic4you partnered with agency KlickImpuls. Implementing Consent Mode and Enhanced Conversions on their websites in Germany and Austria respected users' privacy choices while addressing data loss by modeling conversions. KlickImpuls' Ads expertise and technical knowledge helped electronic4you successfully navigate measurement challenges and increase efficiency.

The results

electronic4you successfully navigated privacy regulations and significantly improved campaign performance by leveraging more accurate data. Implementing Consent Mode resulted in a 16.6% overall conversion increase (22.5% in Austria, 10.7% in Germany), with Enhanced Conversions driving an additional 7.72% conversion increase in Austria. This led to an optimized cost-to-revenue ratio, refined campaign targeting, and ultimately a 25% increase in contribution margins.

Partnering with KlickImpuls

electronic4you and KlickImpuls have a long-standing partnership in the field of performance marketing. The focus of their collaboration is the implementation of best-in-class tracking solutions in order to succeed in the highly competitive electronic consumer goods sector.

“Enhancing the campaign measurement paved the way for sharper account optimization decisions, resulting in a remarkable increase in return on investment.”

—Andreas Hofer, Head of SEA, KlickImpuls

25%

Increase in contribution margins

16%

Conversion uplift through Consent Mode

7.7%

Conversion uplift through Enhanced Conversions