



# giffgaff boosts conversions by 31% with enhanced conversions

Mobile network provider and telecommunications company  
EMEA - United Kingdom • [giffgaff.com](https://giffgaff.com)

Agency Names: MG, OMD, & TRKKN



the mobile  
network  
run by you

## The Challenge

Due to evolving privacy expectations and increasing limitations around online measurement solutions, giffgaff was struggling with inaccurate campaign conversion figures and it couldn't fully measure the effectiveness of its advertising campaigns. The company was looking for solutions to continue improving its Search Ads 360 (SA360) campaigns and activations.

## The Approach

giffgaff implemented enhanced conversions to strengthen its approach to measurement. Giffgaff supplemented existing conversion tags with hashed first-party data, which allowed it to maximize its ability to attribute conversions back to a specific ad. This allowed giffgaff to recover conversions that otherwise wouldn't have been measured due to the degradation of third-party identifiers.

**Partnering with MGOMD, & TRKKN:** MGOMD, and TRKKN played a critical role in helping giffgaff plan, launch, and execute the enhanced conversions implementation.

## The Results

As a result of using enhanced conversions, giffgaff saw a 31% uplift in conversions. In the months post-implementation, giffgaff recorded a 5% increase in orders and a 4% uplift in SIM activations. Based on the impressive results, enhanced conversions will allow giffgaff to maintain measurement accuracy and continue optimizing towards its business outcomes in a privacy-preserving way.

# 31%

Conversions uplift attributed to enhanced conversions

# 5%

Increase in orders and activations

## Primary Marketing Objective

- [Grow Online Sales](#)

## Featured Product Area

- [Measurement: Enhanced Conversions](#)