



Sparkassen Finanzgruppe achieves 57% conversions boost with GA4 and Smart Bidding



Financial institution
EMEA - Germany • sparkasse.de

Agency Name: TRKKN



The Challenge

Sparkassen Finanzgruppe, a leading German financial institution, aimed to balance user privacy with the need to understand customer behavior for effective marketing. Deutscher Sparkassen - und Giroverband (DSGV), which is the umbrella organization of Sparkassen Finanzgruppe, faced the challenge of consolidating data from over 400 independent institutions. This hindered its ability to gain a comprehensive view and drive product campaigns on a national level while maintaining the high level of trust customers place in Sparkassen Finanzgruppe.

The Approach

To address this challenge, DSGVO applied Google Analytics 4 (GA4) on a national level to improve its conversion bidding capabilities. By integrating GA4 with its marketing campaigns, DSGVO was able to optimize bids and target its main national product campaigns. This allowed DSGVO's marketing efforts to respect user privacy needs and remain effective.

Partnering with TRKKN: TRKKN helped plan and launch the GA4 rollout. Its expertise allowed Sparkassen Finanzgruppe to effectively make the most of GA4's capabilities while prioritizing user privacy.

The Results

After implementing GA4 and Google AI, Sparkassen Finanzgruppe achieved a 57% average increase in conversions and a 36% lower cost per conversion.

“We expected an improvement with data-driven optimization, but these successful results have exceeded all expectations.”

Marc Scheller, Senior Consultant - Online Media, Sparkassen Finanzgruppe

57%

Increase in conversions

36%

Decrease in the cost per conversion

Primary Marketing Objective(s)

- Generate Leads

Featured Product Area(s)

- Measurement: Google Analytics 4
- Consent Mode

TRKKN

Google