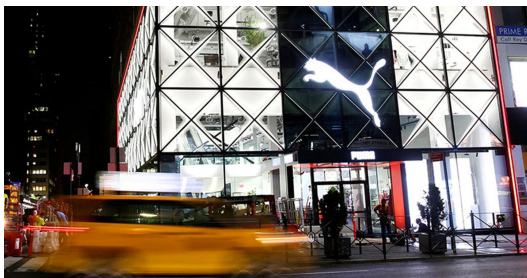




How implementing consent mode helped PUMA boost conversions by up to 20%



Sportswear manufacturer
Herzogenaurach, Germany • puma.com



The Challenge

PUMA had already implemented server-side tagging (SST) via Google Tag Manager (GTM) on a global scale. However, given the increasing emphasis on user privacy, its longer-term goal was to eliminate third party tags from the browser environment and relocate them to a secure server. This would allow the business to gain greater control over data flows to its analytics and advertising systems, improve data quality, and facilitate near real-time assessment of KPIs through SST.

The Approach

PUMA deployed SST on Cloud Run, leveraging autoscaling and a robust multi-region setup – then focused on comparing client-to-server-side web measurement for Google Analytics 4 (GA4). To gain additional user insights and create a privacy-focused analytics setup, advanced consent mode was also implemented. Real-time reports in BigQuery were run, too – allowing reliable data collection, and revealing new insights into site stability and critical interactions.

Partnering with TRKKN: TRKKN's expertise and consultative approach helped PUMA establish a scalable Cloud Run configuration across multiple regions – tailored to meet high-performance standards. The partnership has also empowered the business to sustain and grow its SST infrastructure in the long term.

The Results

With Consent mode PUMA saw an increase in GA4 conversions by 5% in the UK, and an impressive 20% in Japan. PUMA now has a holistic view on conversions, and is able to attribute these to the driving campaign, optimise bids and reallocate budget to enhance performance. Significant KPIs are also now accessible in near real-time on BigQuery. In addition, the SST infrastructure on PUMA's server incorporates IP anonymisation for GA4, and reduces direct requests between a user's device and third-party tools.

“Our server-side tagging project prioritised privacy and boosted GA4 conversions, showcasing our commitment to innovation, improved website stability, and global privacy compliance.”

*Kenan Atalay, Global Web Analytics Product Owner,
PUMA Group*

20%

More GA4
conversions (Japan)*

5%

More GA4
conversions (UK)*

*Results achieved during the campaign period October to December 2023.

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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