



# L'Oréal achieves 20% boost in measured conversions with consent mode

L'ORÉAL  
GROUPE

Cosmetics company  
EMEA - Germany • [loreal.com/de](https://loreal.com/de)

Partner Name: TRKKN



## The Challenge

L'Oréal leads the European cosmetics market with direct-to-consumer (DTC) and non-DTC brands, such as SkinCeuticals and L'Oréal Paris. The cosmetics company aims to prioritize user choices while navigating industry-wide regulatory and platform changes. Therefore, L'Oréal's greatest challenge became finding a balance between evolving customer privacy demands and maintaining accurate conversion measurement.

## The Approach

L'Oréal prioritized customer privacy by implementing consent mode. Alongside Google tag, consent mode automatically adjusts how tags behave based on the level of consent a user has provided. Therefore, Google's AI capabilities allowed L'Oréal to model conversion gaps based on users' consent choices and address potential data loss while respecting user choices.

**Partnering with TRKKN:** TRKKN provided expert guidance and consulting services to L'Oréal during the consent mode rollout.

## The Results

L'Oréal facilitated the seamless implementation of consent mode among multiple brands in the DACH region. The deployment has led to a 20% increase in measured conversions for SkinCeuticals and a 17% improvement in measured conversions for L'Oréal Paris, offering both enhanced privacy control and business benefits.

“Consent mode bridged the gap between user privacy and marketing effectiveness. It empowered us to respect user choices while maintaining the insights we need to succeed in a cookieless future.”

*Franziska Eickhoff, Chief Data and Analytics Officer - DACH, L'Oréal*

20%

Increase in measured conversions for the SkinCeuticals brand

17%

Increase in measured conversions for L'Oréal Paris

## Primary Marketing Objective

- Multi-MO

## Featured Product Area

- Measurement: Consent Mode

TRKKN  Google Ads