



# Privacy-centric strategy drives 311% ROAS boost for Bauknecht



Multinational home appliances manufacturer and marketer EMEA - Germany • [bauknecht.eu](https://bauknecht.eu)

Agency Name: GroupM



## The Challenge

Bauknecht, a German brand of Whirlpool, faced challenges in accurately measuring campaigns due to increasing privacy regulations and limitations on third-party cookies. Relying on a third-party tracking provider led to data discrepancies with Google Analytics 4 and hindered a unified view of Bauknecht's performance. Using a different source of truth was time-consuming, and privacy regulations posed challenges to traditional tracking methods.

## The Approach

Bauknecht decided to implement consent mode and Google tag to improve its measurement and user experience, and take advantage of Google's modeling capabilities. After completing the implementation, Bauknecht decided to enrich Google's smart bidding algorithm with first-party data, which improved audience segmentation for effective targeting through Customer Match. Then Bauknecht implemented enhanced conversions to recover lost conversions.

**Partnering with GroupM:** GroupM Germany supported Bauknecht throughout the enhanced conversions and consent mode implementation process.

## The Results

Bauknecht significantly improved its measurement capabilities to achieve durable reporting that was on par with its previous third-party tracking provider. Consent mode played a key role and led to a 28.5% conversion uplift, while enhanced conversions achieved a 5% uplift for Search and YouTube. Combining these two features with the new Google tag deployment and Customer Match led to a remarkable 311% increase in return on ad spend (ROAS).

**“We’re very pleased with the outcome since we were able to improve our business’ results and respect customer data. We’ll continue delivering strong performances, and we couldn’t have done it without Google and GroupM.”**

*Carolina Menta Trupel, Performance Marketing, Whirlpool*

# 28.5%

Conversion uplift thanks to consent mode

# 5%

Increase in Search and YouTube conversions thanks to enhanced conversions

## Primary Marketing Objective

- Awareness & Brand Consideration

## Featured Product Areas

- Measurement: Customer Match
- Google Tag
- Measurement: Consent Mode

groupm Google Ads