

## CASE STUDY

## 41% more sessions with Google Consent Mode activated



”

*"The effort put in by the Digitl team to implement and configure Google Consent Mode and Server Side Tracking has paid off, as now we are able to track even more accurate than before and activate this data for our main marketing channels."*

**Mirko Mandic** | Circle Lead E-Commerce

<https://blackroll.com> | [www.digitl.net](https://www.digitl.net)

### The Challenge

Blackroll AG is a leading brand in the fitness and recovery industry, with their products used in everyday life as well as in professional sports. Their products are designed to help people improve their flexibility, mobility, and overall well-being. The client wanted to apply Google Consent Mode as they knew that they have a lot of users not giving consent, especially for Desktop devices.

### The Approach

After conducting an audit to identify any existing tracking errors, the Digitl team devised a clear plan. In just a few weeks, successfully configured GA4 to run via the Server Side GTM and also activated the Google Consent Mode, enabling Blackroll to leverage the modeling capabilities of GA4.

### Partnering with DiGiTL

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. Professionalism and quality are in the foreground so that customers get an optimal technical infrastructure for their digital business.

### The Results

Digitl implemented Google Consent Mode in GTM and enabled it for all web tracking purposes. The model required three weeks of data collection and training to collect the necessary data. After those three weeks, the modelled data was included in Google Analytics reports.

Four weeks later, the results showed an impressive 41% increase in sessions and a 19% increase in transactions compared to the previously observed GA4 data. All main KPIs experienced significant improvement for both mobile and desktop traffic.

**+41%**

In terms of GA4  
Blended  
**Sessions** vs GA4  
Observed.

**+32%**

In terms GA4  
**Mobile Sessions** vs GA4  
Observed.

**+67%**

In terms of GA4  
**Desktop Blended Sessions** vs GA4  
Observed.

**+18%**

in case of GA4  
**Transactions**

**+16%**

in case of GA4  
**Mobile Transactions**

**+23%**

in case of GA4  
**Desktop Transactions**

### Integrations used



May/2023 | ©Image: Blackroll AG | ©Content: Digitl