



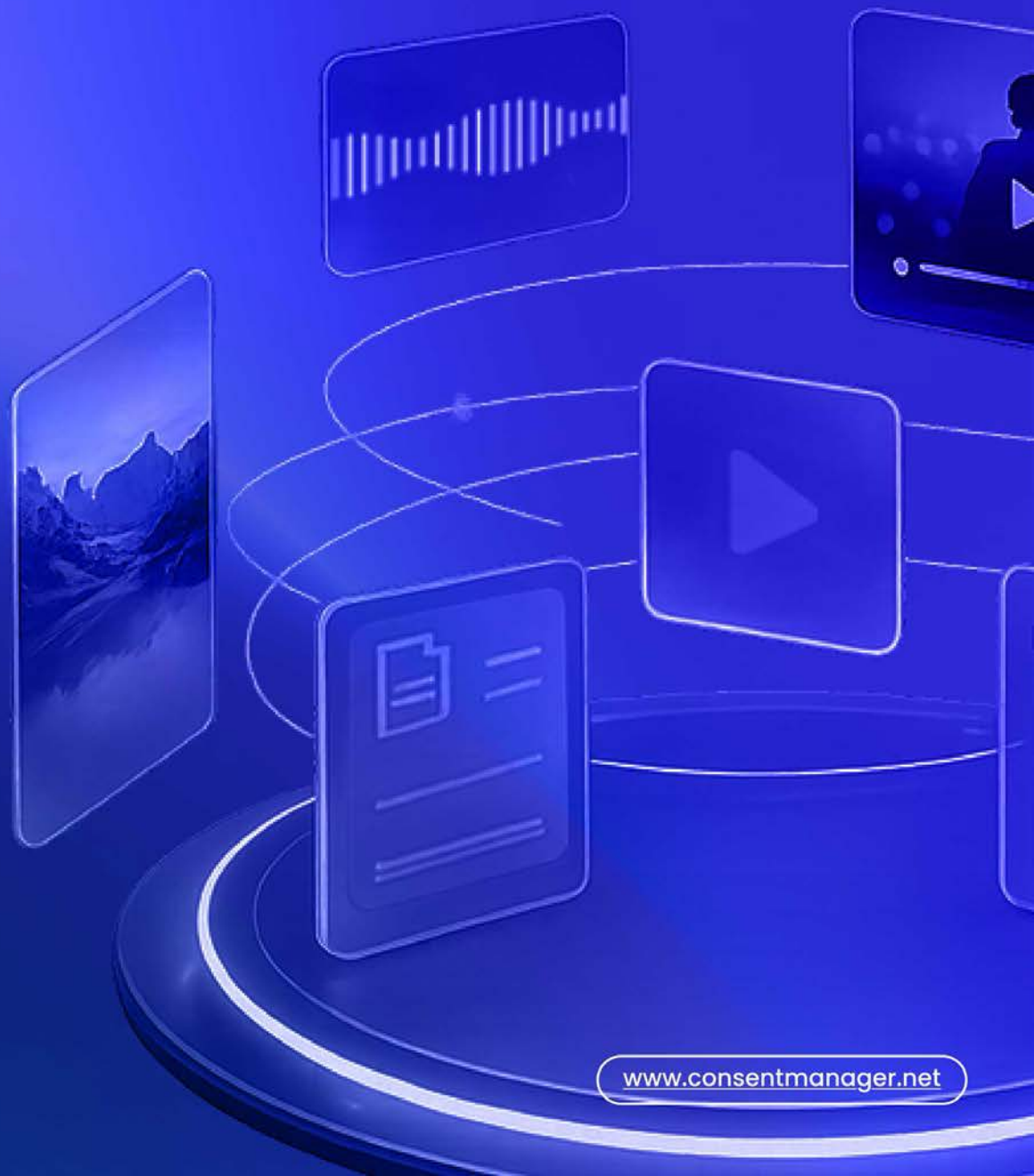
CASE STUDY



How Smarketer Optimized Content And Media Spending

A case study in consent-driven performance marketing

www.consentmanager.net



From data gaps to smarter decisions

Smarketer is one of Germany's leading Google specialist agencies. Without reliable consent signals across their client base, first-party data was incomplete, making it impossible to track true user engagement or allocate media budgets with confidence. They implemented consentmanager by iubenda to fix consent at the source, giving every client cleaner data, better engagement insights, and smarter media spending decisions.

About Smarketer

Smarketer is a Google-certified performance marketing agency based in Berlin, working with over 1,000 clients across e-commerce, B2B, and retail. As a Google specialist, accurate consent data and clean analytics signals are foundational to the work they do for every client.

Industry	Digital Marketing Agency
Country	Germany
Scale	Large client portfolio across e-commerce, B2B, and retail
Use case	First-party data quality, consent-driven engagement tracking, media spend optimization

Stats

↑ first-party data quality

cleaner consent signals for smarter content and media decisions

Four hours

saved per account on consent configuration and management

One dashboard

to manage all client consent accounts and reporting in one place

"Managing consent across a large client portfolio used to be a constant headache. With consentmanager, we handle it from one place, and the impact on data quality across our accounts has been clear."

Daniel Tschirschwitz

Head of Performance Tracking & IT, SmarterKeter

"Since implementing consentmanager across our client accounts, the data flowing into Google Ads is cleaner and more complete. Our clients can finally see what's driving real engagement."

Daniel Tschirschwitz

Head of Performance Tracking & IT, SmarterKeter



We turn
ideas into
impact.

Marketing Agency



The problem

True engagement was invisible.

Without complete consent signals, client-side data was incomplete, making it impossible to see which content and campaigns were driving real user behavior.

First-party data was incomplete.

Consent gaps across client accounts left significant portions of user activity untracked, weakening attribution and bidding models.

Media budgets were misallocated.

Poor consent coverage meant audience signals feeding into Google Ads were unreliable, leading to inefficient targeting and wasted spend.

Content performance was hard to measure.

Without accurate engagement data, it was difficult to tell what was working and where to invest next.

The solution

First-party data at the source

Proper consent collection across all client accounts means **every user interaction is tracked with permission**, building a reliable foundation of first-party data.

True engagement visibility

With complete consent signals in place, clients can track **real user behavior across the full journey**, from first touch to conversion, without blind spots.

Smarter media spending

Cleaner audience signals flowing into **Google Ads and Google Analytics** mean bidding models work with accurate data, reducing wasted spend and improving campaign efficiency.

Google Consent Mode v2 is built into every client setup natively, filling data gaps with modeled signals when users decline, so no engagement goes unmeasured.

Accurate engagement data surfaces which content performs and which doesn't, giving teams **evidence to back content decisions** rather than guesswork.

Better attribution shows which channels and campaigns are driving real results, giving clients the confidence to **shift budget toward what works**.

consentmanager's **partner account structure** lets Smarter deploy and manage consistent consent configurations across the portfolio from one dashboard.

Client-level consent reporting makes it easy to spot gaps and act quickly, keeping **data quality high** across the entire portfolio.

Higher consent rates expand the addressable audience, giving Smarter's clients **more users to reach** with their media investment.



Book a call with our team ▶

to see how consentmanager by iubenda can turn compliance into a competitive advantage.

Discover how our platform makes managing compliance at scale easy.

www.consentmanager.net

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