



COMMANDERS **ACT**

Optimisation of Collection Strategies

Market Best Practices

The problem



The impact

Changes that lead to
new risks

Quality

87%

Decision-makers
feel penalised by
poor data quality

Performance

50

Increase in
acquisition costs
due to lack of
accuracy

Personalisation

76%

of consumers are
frustrated by a non-
personalised
experience (1)





Less personalisation undermines access to the performance sought by brands

+60%

Increase in conversion
rates thanks to
effective
personalisation
tactics

Website visitor identification rate

3.5 Standard website

10 E-commerce site with customer login

20 Premium site, media with subscription, B2B



Less **identification** limits access to optimised media performance

-50

Lower acquisition costs when targeting becomes more refined

+10%

Increase in revenue from segmented campaigns

+20

Improved ROI when personalisation becomes the norm





Less **data** weakens management decision- making

“Creating doubt is the
worst thing you can do
with data.”

François ROMMEL
Head of Data Performance
Total Energies

“There is nothing more
dangerous than managing
an acquisition budget
without relying on perfect
measurement. We saw this
with the Covid crisis.”

Jérôme YVERNOGÉAU
Head of 360 Customer Activation
IDKIDS Group

42%

Digital managers have already postponed important
decisions due to feelings of discomfort.



Commanders Tag Gateway

New Market Standard: 1st Party

Collect Better



Make your tracking undetectable by browsers and ad blockers to build your Data Asset

Better Exchange



Bypass browsers to share customer data relevant to your use cases

Better activation



Rely on first-party data to better understand and enrich your campaigns



Commanders Tag Gateway

One configuration, four strategic uses

Google Tag Gateway

Serve your gtag.js and gtm.js scripts directly from your domain for maximum accuracy on GA4 and Google Ads.

First-Party Tracking (Server-Side)

Collect and process your events via your own domain before distribution, ensuring clean and compliant data.

First-party hosting of partners

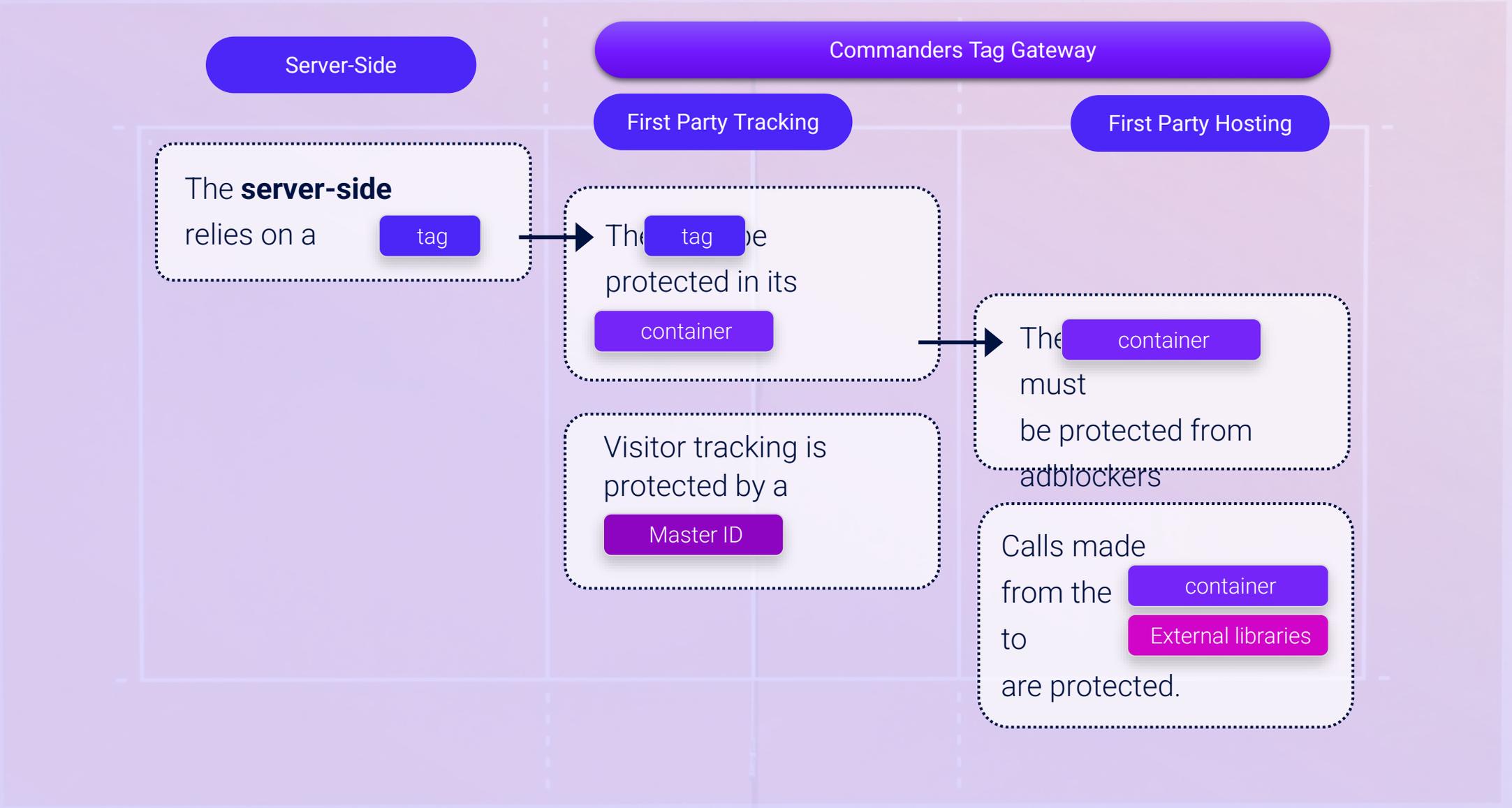
Load third-party scripts (Meta, TikTok, etc.) via obfuscated file names, making them undetectable by adblockers.

Optimised container hosting

Host your tag containers in First-Party to reduce latency and protect your tracking from browser restrictions.

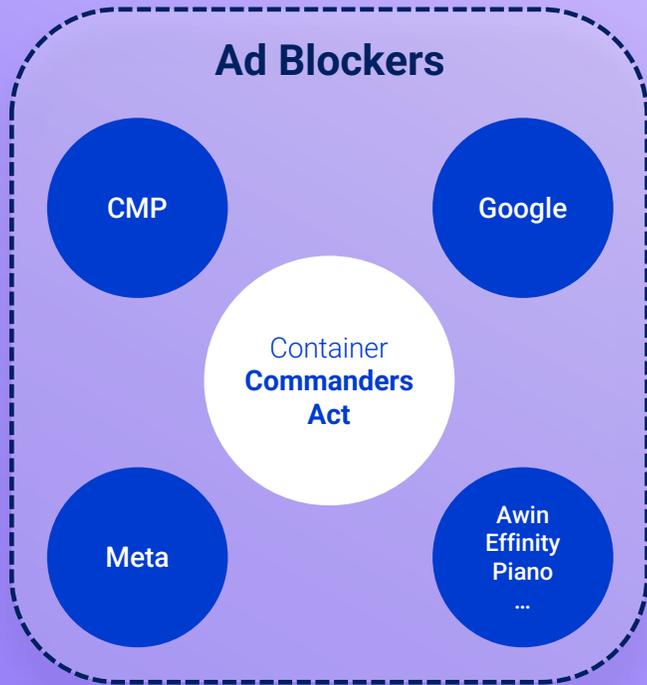


How can you protect your data collection?

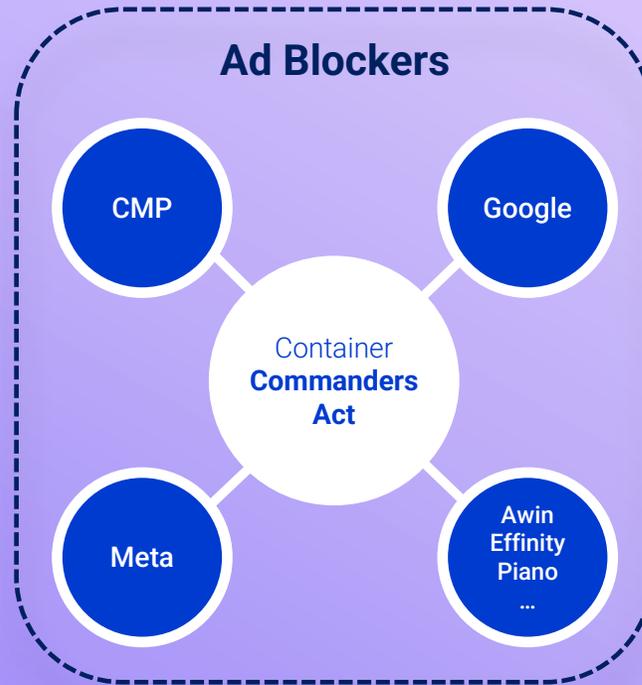


Extend protection to third-party bookshops

Only the container
Commanders Act container is
protected



Strategic libraries are also protected

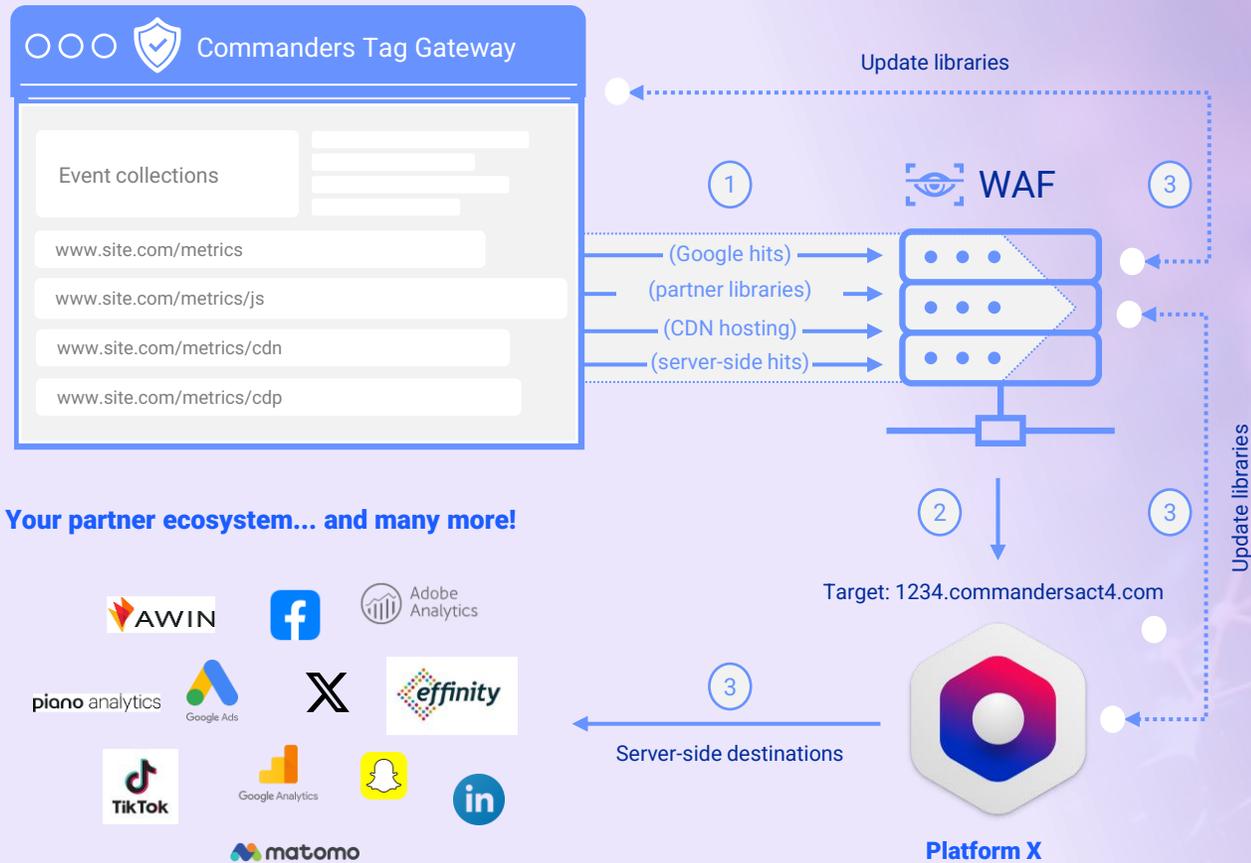


The protection built around our container now extends to
the libraries you want

Most useful use cases

- **CMP:** Protecting the execution of your CMP
- **Analytics:** Ensuring comprehensive data collection (GA, Piano, etc.)
- **Advertising partners:** Increase the performance and coverage of your advertising devices
- **A/B Testing and Personalisation:** Enable better execution of your testing and personalisation tactics (even on the client side)

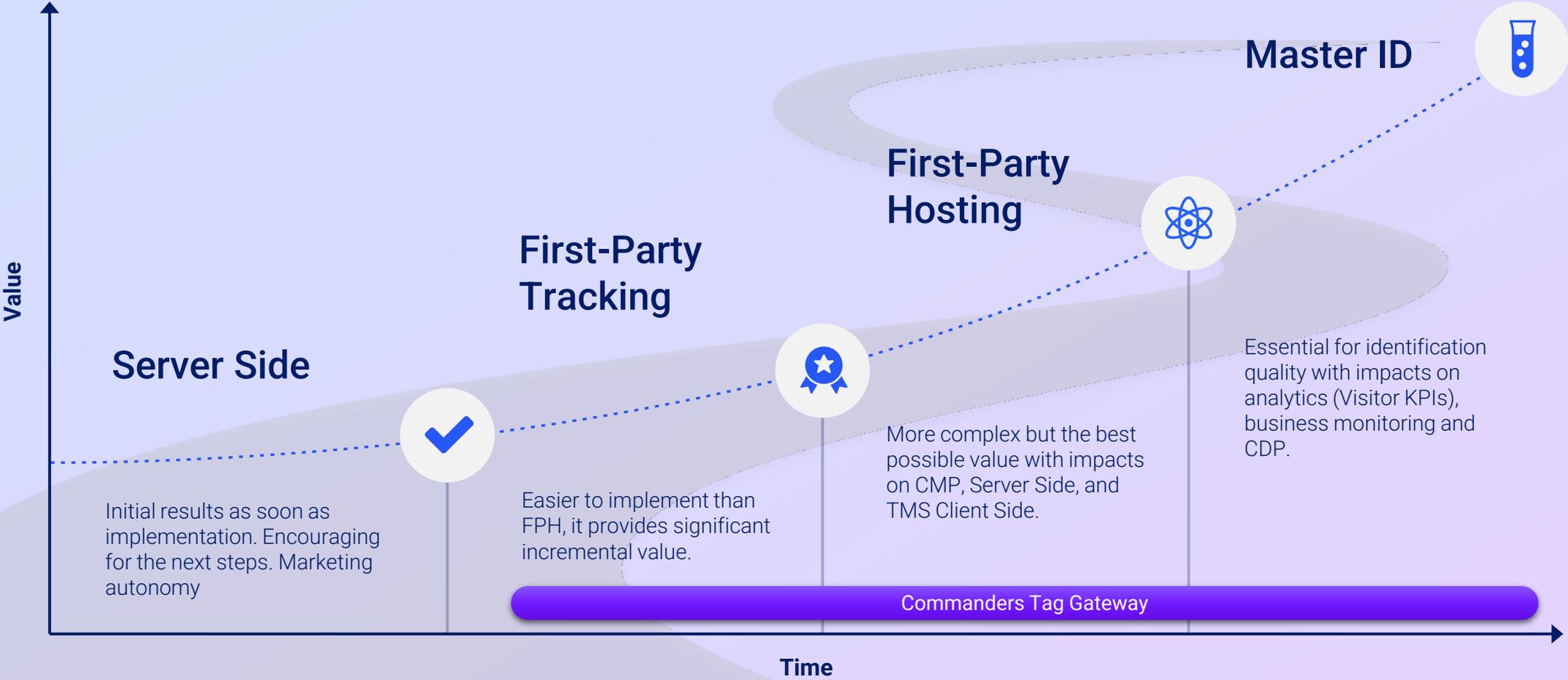
A diagram to help you understand



CommandersTag Gateway

- 1 Collection optimisation:**
 - First-party container hosting.
 - First-party tag tracking.
 - Adblocker bypass.
 - Google Tag Gateway.
 - Minification of partner scripts.
- 2 Server-side transfer & data processing.**
- 3 Server-side activation & partner library updates.**

Where to start?



First Party: Convergent feedback

- Ad-blocker bypass
- Bypassing browser restrictions (Safari ITP, Firefox ETP)
- Monitoring the impact of the end of third-party cookies
- Better measurement of campaign performance (attribution, ROAS)

+ DATA COLLECTED

+30%

CAMPAIGN
PERFORMANCE

+20%

PAGE ACCELERATION
(& SEO)

+35%

ROI & ROAS
IMPACT

+10

Thank you