axeptio
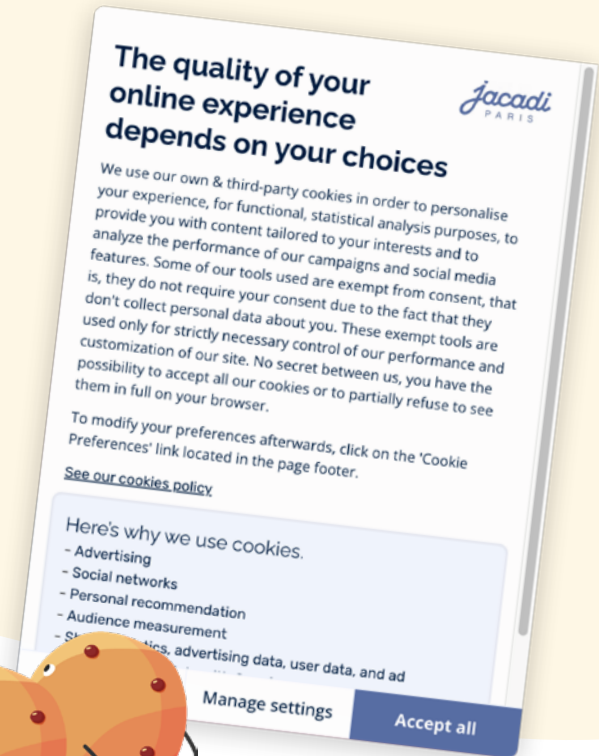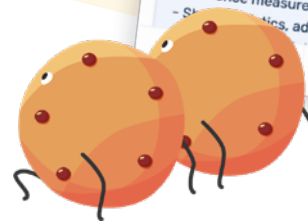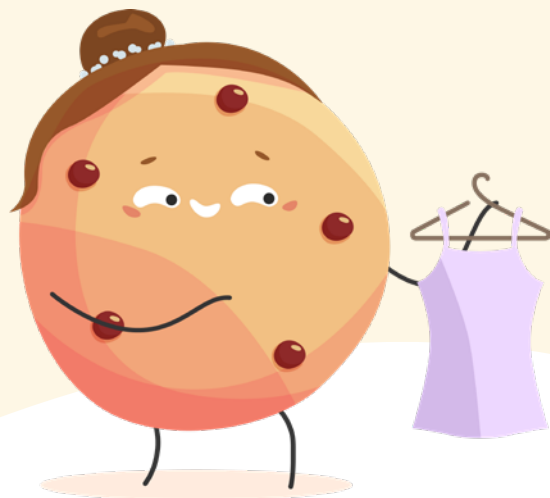
Positive Consent Experience

Targeted Advertising in a Post-Cookie Era

How Jacadi Became the First Brand to Leverage First-id via Axeptio

Introduction

With third-party cookies gradually disappearing and disrupting **traditional acquisition** channels, advertisers are searching for sustainable alternatives to maintain ad relevance and **drive conversions**.

Among these alternatives, **the universal ID** creates new opportunities for targeted advertising, allowing brands to reach qualified audiences without relying on third-party cookies. In this context, **Jacadi**, a leading French children's fashion brand, has decided to test an innovative retargeting approach to demonstrate how these technologies can transform acquisition strategies.

Thanks to the integration of the **First-id** solution through the **Axeptio CMP**[1] and with the support of its media agency **R-advertising**, the French brand has become the **first advertiser** to test a new form of retargeting using First-id to re-engage identified visitors—**with their consent**—across more than 200 premium French sites, regardless of the browser used. The results? More precise targeting, **higher conversion rates**, and a significant drop in bounce rates.

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1   CMP: Consent Management Platform

A Challenging Context for Retailers' Ad Targeting

The children's fashion sector is highly competitive, with brands vying for the attention of parents who are already inundated with information..

The challenge lies in the fragmentation of the consumer journey, which spans physical stores, online retailers, and **second-hand platforms**—now integrated into brand strategies like Jacadi's. This diversity in the consumer journey makes both identification and audience reach more challenging through traditional digital channels.

> *"Key seasons such as the ceremonies, back-to-school, or sales are crucial for our sector. Advertising campaigns, whether for prospecting or retargeting, play an essential role in **capturing leads' attention and generating conversions,**"* explains Solène De La Serre, Traffic Manager at Jacadi.

Historically, third-party cookies enabled advertisers to understand user interests and optimize advertising campaigns. However, their gradual disappearance from major browsers (Safari in 2017, Firefox in 2019, and ongoing on Chrome) and the tightening of data protection regulations (GDPR in the EU, Law 25 in Quebec, nFADP in Switzerland) are forcing advertisers to rethink their **addressability strategies**[2].

In this context, Jacadi needed a solution that could ensure effective targeting while respecting user privacy.

Universal ID, an Alternative to Third-Party Cookies

Faced with these challenges, **universal IDs** emerge as a response to the limitations of third-party cookies. These solutions provide a unique and persistent recognition of users **across different devices and platforms**, on all websites and applications that implement them—after obtaining explicit user consent.
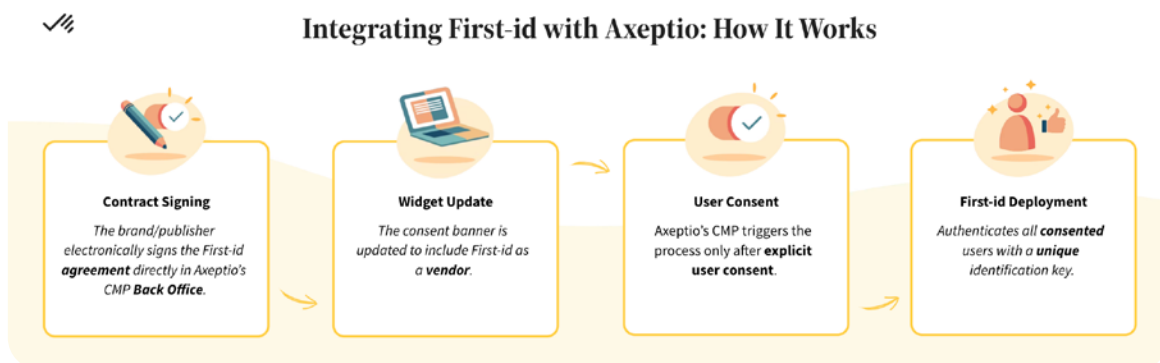
First-id is one of the most widely adopted solution among **major French publishers**[3]. Based on a **first-party** and **deterministic** model, it assigns a unique and secure ID to consenting visitors without relying on third-party cookies or email addresses.

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2   Article "**Audience Leakage: Best Practices for Addressability in 2025**" at "PRESSE & MÉDIAS AU FUTUR 2024" trade show

3   **Cookieless Barometer study** presented on October 9 by NPA Conseil, Médias Square and Reason Why, at the Future of Cookieless morning event. (available in French)

With **Axeptio's CMP,** First-id can be **easily integrated and activated** while remaining compliant with regulatory requirements: after providing their consent via the CMP, users receive a unique and anonymous ID that can be used for retargeting across a broad network of premium websites.

Integrating First-id with Axeptio: How It Works

Contract Signing
The brand/publisher electronically signs the First-id **agreement** directly in Axeptio's CMP **Back Office.**

Widget Update
The consent banner is updated to include First-id as a **vendor.**

User Consent
Axeptio's CMP triggers the process only after **explicit user consent.**

First-id Deployment
Authenticates all **consented** users with a **unique** identification key.

"This approach allows for a better understanding of users' preferences, leading to an optimized and personalized customer journey. It opens up new possibilities for campaign optimization and audience segmentation enhancement," explains Valentine Weydert (First-id).

Next-Generation Targeted Advertising: Jacadi Puts First-id to the Test

To measure First-id's effectiveness, Jacadi, together with its agency R-advertising, deployed an **A/B testing** framework.

"Two display retargeting campaigns were launched: one based on classic pixel-based targeting, the other leveraging First-id IDs to re-engage consenting visitors," explains Erika Clément, Commercial Director at R-Advertising.

The goal of this A/B test was to compare the performance of both approaches in terms of targeting and assess First-id's impact on users who **cannot be tracked via third-party cookies**, particularly on browsers like Safari.

To ensure relevant analysis, both campaigns were conducted over a common two-month period and **used identical content and formats** (120x600, 160x600, 300x250, 300x600, 728x90).
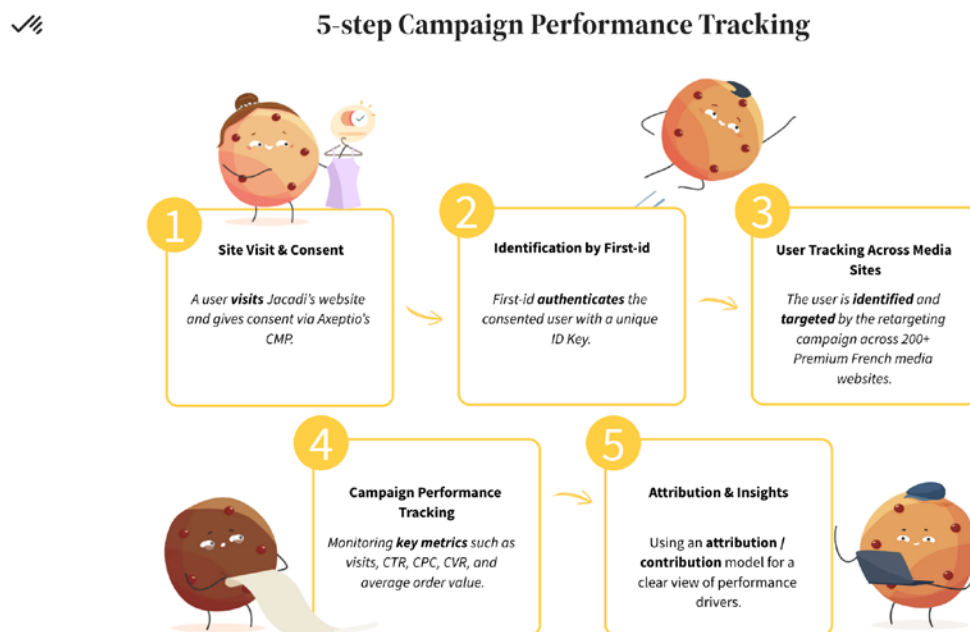
A Successful Test Campaign

Several key indicators were analyzed during this A/B test: conversion rates, the quality of redirected traffic, ad format effectiveness, and audience addressability, particularly in restrictive environments like Safari. Here are the main takeaways from this test campaign.

### 1 - Higher Conversion Rates and Increased Average Order Value

The results revealed a significant difference between the two approaches in terms of conversions. The First-id-based campaign recorded a **+43% increase in conversion rates**, meaning a higher proportion of visitors completed a purchase after being exposed to the ad.

Additionally, the campaign using First-id showed a **21% increase in average order value**. This trend could be partly attributed to the ability of the solution to **reach Safari users**—an environment

often associated with higher purchasing power but traditionally reliant on less precise advertising signals due to **third-party cookie** restrictions. In this test, the universal ID enabled more targeted engagement with these consumers, potentially explaining the increase in purchase value.

2 - A More Qualified Audience and a Significant Drop in Bounce Rates

Behavioral analysis of redirected visitors highlighted another advantage of First-id: a **60% reduction in bounce rates.** This statistic indicates more qualified traffic and better alignment between user expectations and the ad messages displayed.
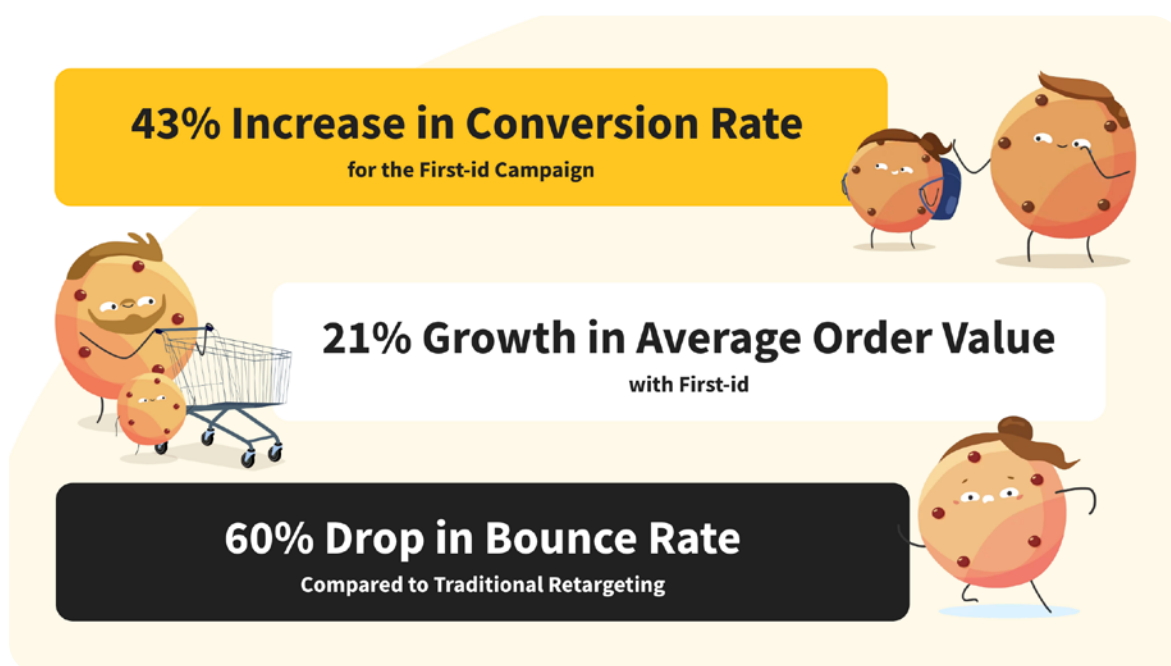
3 - Ad Formats: Similar Trends Across Both Campaigns

To ensure a fair comparison, **the same ad formats** were used in both campaigns. The objective was to assess format performance based on the targeting technology employed.

One key finding: the difference in targeting between First-id and traditional retargeting did not affect the hierarchy of ad format performance. The 300x600 format emerged as the most effective in both cases in terms of CTR[4].

4 - Better Audience Reach on Safari and Mobile

A key objective of this A/B test was to measure First-id's ability to **re-engage audiences typically unreachable via third-party cookie-based strategies**. Safari, which blocks third-party cookies by default, significantly limits retargeting capabilities on this browser.

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4   CTR : Click-through rate, i.e. the number of clicks on advertising content divided by the number of content impressions

Using the universal ID, **22% of sales were generated on Safari**, with 73% of those occurring on mobile. These results confirm that this approach enables advertisers to reach users who would traditionally be inaccessible for retargeting campaigns. As restrictions on third-party cookies expand to all browsers, maintaining effective targeting will be a strategic advantage for advertisers.
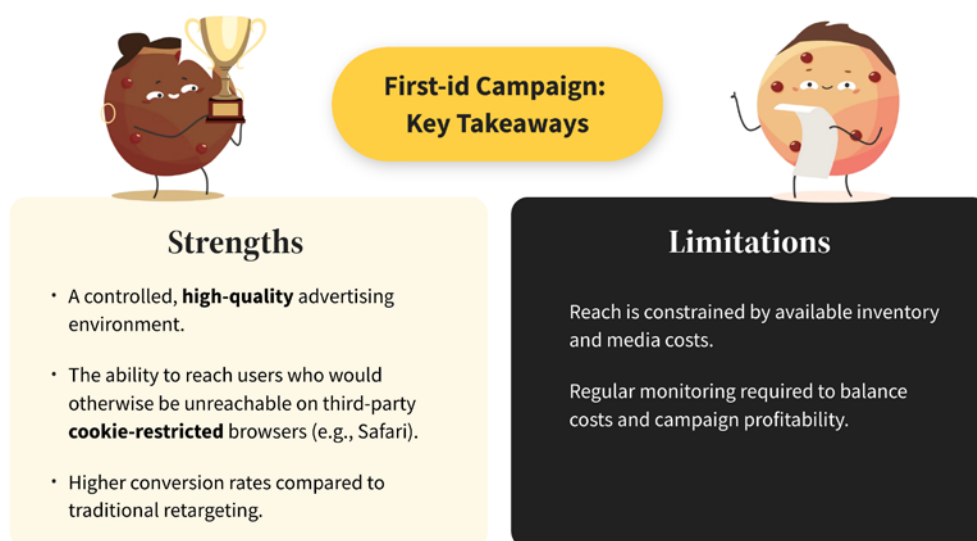
5 - Challenges: Daily Monitoring, Reach, and Cost Efficiency

While the campaign using First-id delivered promising results in conversion and engagement, some areas require optimization. One major hurdle to widespread adoption is **campaign distribution constraints**.

First-id primarily relies on **premium ad inventories**, ensuring high-quality ad placements but **limiting overall campaign reach**. While this approach benefits brand image and engagement, it can hinder **immediate ROI** optimization, especially for advertisers heavily focused on direct profitability.

Another factor to consider is **daily campaign management.** Using a universal ID requires advertisers to adjust their media buying strategies, optimizing **CPCs**[5] and bid management to maintain sufficient exposure while controlling costs. For advertisers looking to leverage this alternative to third-party cookies without sacrificing advertising efficiency, **specific support** may be necessary. This is why **Axeptio**, as an expert in compliance and addressability strategies, can guide advertisers toward the best partners to **maximize First-id campaign profitability**.

> *"This campaign allowed us to test a technology tailored to new advertising targeting challenges and measure its true impact. The initial results are promising and pave the way for new collaboration opportunities,"* concludes Solène De La Serre, Traffic Manager at Jacadi.

First-id Campaign: Key Takeaways

Strengths
- A controlled, **high-quality** advertising environment.
- The ability to reach users who would otherwise be unreachable on third-party **cookie-restricted** browsers (e.g., Safari).
- Higher conversion rates compared to traditional retargeting.

Limitations

Reach is constrained by available inventory and media costs.

Regular monitoring required to balance costs and campaign profitability.

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5   CPC : Cost Per Click

Universal ID: A Sustainable Alternative That Puts Advertisers and Publishers Back in Control

The initial phase of A/B testing confirms the effectiveness of combining **First-id**[6] with advertising campaigns to **maximize audience addressability.**

> *"While third-party cookies remain in use today, their impending depreciation will make Universal ID an essential tool for advertisers—and, by extension, **CMPs** an indispensable ally for acquisition and conversion teams managing website performance,"* explains Guillaume Bodereau, Head of Business Development at Axeptio.

One of the key challenges of this transition lies in advertisers' and publishers' ability to **regain control over their first-party data and leverage it effectively.**

Unlike walled gardens, which are largely unaffected by the demise of third-party cookies, Universal IDs empower advertisers and publishers to reclaim a degree of **sovereignty** over their targeting and media activation strategies. The Jacadi case study illustrates this shift perfectly: by integrating First-id into Axeptio's CMP, the brand has been able to harness its own customer data more effectively, ensuring precise and compliant targeting while expanding its reach to **previously inaccessible environments**, such as Safari.

That said, the **deterministic** approach of the Universal ID used in this campaign does not yet provide the same level of reach as third-party cookies, as its application is currently limited to premium inventory. However, this **limitation is expected to diminish** as the **market matures** and the adoption of these technologies extends to broader, long-tail inventories.

Additionally, the need for daily monitoring to optimize acquisition costs is a reflection of the solution's relative infancy and the gradual adaptation of stakeholders across the value chain.

Over time, these constraints should ease, leaving only the clear benefits demonstrated in this campaign: **improved conversion rates, higher average order values, the ability to effectively engage audiences on platforms like Safari, and a more qualified reach with lower bounce rates.** These advancements could ultimately redefine digital engagement strategies in the post-cookie era.

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6   IAB Cookieless 2024 guide (available in French) : https://www.first-id.fr/panorama-des-solutions-de-ciblage-cookieless/

Beyond Retargeting: An Omnichannel Approach to Identification

While this study focused on a retargeting campaign, First-id—integrated with Axeptio's CMP—extends far beyond this use case. It fits into a broader strategy of omnichannel audience addressability, enabling brands to target both anonymous prospects and known customers for **acquisition (traffic generation or lead qualification)**, brand awareness, conversion, and retention campaigns.

Universal identification unlocks new opportunities in customer journey **measurement** and analytics. Thanks to its **interoperability** with tools like DMPs, it not only refines consumer behavior insights but also enables brands to merge and **structure data** from multiple touchpoints. This functionality is particularly valuable for brands—especially retailers like Jacadi—whose marketing mix spans **on-site** (e.g., push notifications), **off-site** (e.g., display or video ads across the open web and walled gardens), **direct marketing** (e.g., email or phone campaigns), and even **offline channels** (e.g., in-store interactions, out-of-home advertising, or digital out-of-home displays)[7].

By reconciling data across these **digital and physical media**, this approach enhances the understanding of purchasing behavior, anticipates potential **friction points**, and optimizes the entire customer journey.

Finally, this strategy goes beyond acquisition to support **retention** and personalization. Identifying consented visitors paves the way for tailored experiences—whether through **personalized product recommendations** or exclusive offers—strengthening engagement and **brand loyalty**. In an era where customer relationships increasingly depend on trust and relevance, this capability is becoming a critical strategic asset.

Want to explore the potential of universal ID for your digital strategy? Use your CMP as an ally.

Contact an expert

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7   **Anders Hjorth's Master Class** - Alliance du Digital - Dec 2024

About Axeptio

Axeptio is a French SaaS CMP solution that helps brands and publishers collect user consent in compliance with data privacy regulations (GDPR, Law 25, nFADP). Trusted by over 80,000 websites—including Jacadi and FIBA—Axeptio delivers a transparent and user-friendly experience that respects privacy.

Press contact: Lucie Deniset de Gregorio - **lucie.deniset@axeptio.eu**

About First-id

First-id enables publishers, advertisers, and e-commerce businesses to create their own ID, leveraging first-party data to optimize their campaigns. Integrated across 200+ premium publishers and connected to 50 platforms, First-id enhances targeting and attribution across 100% of audiences.

Press contact: David Folgueira - **contact@first-id.fr**

About R-Advertising

A digital marketing specialist since 2006, R-Advertising advises and supports clients in their acquisition, visibility, and database enrichment strategies. With deep expertise and a 360° approach, R-Advertising identifies and recommends the most effective levers—email marketing, SMS/RCS, programmatic—to drive brand awareness, online and in-store traffic, data collection, and conversions. In an ever-evolving landscape, R-Advertising helps clients adapt to market shifts and maximize performance.

Press contact: Erika Clément - **eclement@r-advertising.com**