International Post Corporation

Farewell to third-party cookies: Austrian Post relies on European tracking solution with JENTIS and adverserve

15-09-2025

Austrian Post uses the pioneering tracking technology of the Viennese technology company JENTIS, which already supports numerous leading brands in the field of web tracking, for its online services. JENTIS offers server-side tracking, a technology that relies on first-party data and no longer relies on third-party cookies. The implementation was carried out in close cooperation with the full-service agency adverserve, a wholly-owned subsidiary of Austrian Post.

Manuela Bruck, Head of Corporate Communications & Customer Relations, Austrian Post: "With server-side tracking, we are preparing Austrian Post for the departure from third-party cookies, improving our data quality, and at the same time ensuring greater control. After user consent, the data is first forwarded to a European web server, where it can be pseudonymized and anonymized. Marketing and analytics tools in third countries are then granted access. This increases our control over user data while simultaneously improving our services."

The JENTIS solution follows the principles of Privacy by Design. This approach integrates data protection into the development of products, processes, and systems from the outset. By using server-side tracking, Austrian Post can significantly improve the efficiency of its web analytics and marketing efforts.

Unlike conventional client-side solutions, the new setup enables more precise data collection while simultaneously meeting all current data protection requirements. Server-side tracking

aligns Austrian Post's online services more closely with data protection, as well as more precise tracking, better target group segmentation, and more reliable allocation of advertising campaigns. This allows advertising expenditures to be used even more effectively. The excellent data quality also ensures long-term, sustainable growth in recognized users and the remarketing audience.

Sabine Auer-German, Managing Director, adverserve GmbH: "Server-side tracking is a milestone for data protection-compliant marketing. Together with Austrian Post and JENTIS, we were able to implement a solution

that is both technologically and regulatory-proof."

The technology implementation was carried out by adverserve, whose technology and media expertise contributed significantly to the successful implementation. With their 25 years of experience in data-driven marketing and data protection solutions, adverserve ensured a seamless and GDPR-compliant integration.

Source: Österreichische Post AG

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