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PRESS RELEASE

First-id revolutionizes retargeting: Jacadi demonstrates its effectiveness against third-party cookies

Paris, 06/03/2025 – A few months ago, **Jacadi** became the first advertiser to integrate the First-id authentication solution via its **CMP Axeptio.** In just a few clicks, the brand was able to identify its consenting users without emails or third-party cookies and retarget them across more than **200 premium French websites**, on all browsers, including Safari and Firefox.
To measure the impact of First-id, Jacadi commissioned its media agency, R-Advertising, to conduct an A/B test. The results are very promising.

A multi-browser identification and a more engaged audience

While third-party cookies limit reach on Safari and Firefox, First-id ensures effective and privacy-friendly targeting. By leveraging a premium network, this technology guarantees:
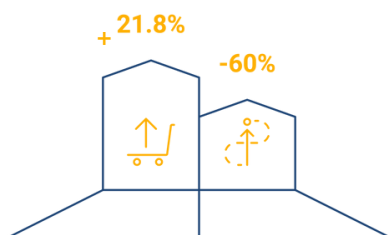
- **Unmatched coverage and high-quality audience**

  - An average basket increase of +21.8%
  - A bounce rate reduced by 60%

- **Superior and exclusive performance**
  - 1.75x more revenue generated with First-id
  - 22% of sales made on Safari (73% of which on mobile)

Compared to traditional retargeting, audiences identified with First-id are of higher quality, making them more expensive (higher CPC) and more niche (lower CTR).

However, these characteristics are offset by a significant improvement in overall performance, leading to an increase in sales volume and a 43% rise in conversion rate (CVR).

An efficient answer to the phase-out of third-party cookies

In response to changes in the advertising market, First-id is on its way to becoming an essential solution for maintaining effective retargeting on the open web.

> *With a higher conversion rate, a more qualified audience, and a direct impact on sales, First-id enables us to identify and recognize otherwise invisible prospects.*

Solène De La Serre - Traffic Manager at Jacadi

> *First-id provides a higher-quality distribution framework and significantly better conversion than third-party pixels. We have successfully optimized CPC over time while maintaining effective reach.*

Erika Clément - Commercial Director at R-Advertising

With these proven results, First-id establishes itself as the strategic lever for brands seeking efficiency and innovation in digital advertising.
To learn more, download the <u>white paper on Axeptio's blog</u> and discover in detail the key insights from this A/B test, as well as the upcoming perspectives and challenges for First-id!

R-Advertising

A digital marketing specialist since 2006, R-Advertising advises and supports its clients in their acquisition, visibility, and database enrichment strategies. With proven expertise and a 360° vision, R-Advertising identifies and recommends the most suitable levers – email marketing, SMS/RCS, programmatic – to achieve objectives such as brand awareness, online or in-store traffic, data collection, and conversion. In a constantly evolving environment, R-Advertising helps its clients adapt to new market dynamics to maximize their performance.

Contact R-Advertising : Erika Clément - eclement@r-advertising.com

Axeptio

Axeptio is a French SaaS CMP solution that helps brands and publishers collect visitor consent in compliance with regulations (GDPR, Law 25, nLPD). With over 60,000 websites equipped, including Jacadi and Century 21, Axeptio provides a respectful and transparent user experience.

Contact Axeptio : Lucie Deniset de Gregorio - lucie.deniset@axeptio.eu

First-id

First-id allows publishers, advertisers, and e-commerce businesses to create their own identifier to leverage their first-party data and optimize their campaigns. Integrated on over 200 premium publishers and connected to 50 platforms, First-id enhances targeting and attribution across 100% of audiences.

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