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**PRESS RELEASE**

**Publication date:**  
Paris, September 23, 2025

## Rock en Seine boosts ROAS by +52% thanks to First-id on Meta CAPI

Klox, a media agency specialized in retail and entertainment, Rock en Seine, a leading player in cultural events, and First-id, a French deterministic identification solution, announce an unprecedented partnership leveraging Meta CAPI activation.

This collaboration aims to address a structural challenge in the market: the loss of reach and visibility caused by the phasing out of third-party cookies, while opening up new perspectives for performance and measurement for advertisers.

### A TECHNOLOGICAL INNOVATION SERVING ADDRESSABILITY

Built on First-id's deterministic authentication and the powerful reach of Meta Ads, the deployed solution enabled:

- 1 The activation of 100% of consented internet** users without relying on PII data (email, phone).
- 2 The restoration of retargeting reach** on Safari and iOS, traditionally inaccessible environments.
- 3 The improvement of Meta's Quality Score,** ensuring better matching and a mechanical reduction in CPA.
- 4 The reinforcement of post-view measurement,** previously fragmented and unreliable, for a clear reading of advertising effectiveness.

As part of the communication campaign for the 2025 edition of Rock en Seine, Klox implemented an A/B testing retargeting strategy: one audience based on third-party cookies and another relying entirely on First-id through Meta CAPI.

## THE RESULTS ARE CONCLUSIVE



CPA : **-22 %**

ROAS : **+52 %**

Average basket value : **+19 %**

Meta Quality Score : **+1,2 points**



*We see this approach as a highly relevant solution to the data challenges of a festival like Rock en Seine: delivering performance, ensuring GDPR compliance, and offering simplicity of activation.*

**Lilas Schintowski,**

Account Manager Culture & Loisirs, Klox

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*This methodology will be replicable for all our retail & entertainment clients facing similar challenges*

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**Louis Divay**

Head of Media, Klox



## UN ENJEU COMPÉTITIF POUR LE RETAIL ET L'ENTERTAINMENT:



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*In a highly competitive context, building brand presence while maintaining measurable and sustainable advertising performance is a major strategic challenge and a key competitiveness driver.*

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**Éléonore Jouis,**

Head of Communications, Rock en Seine Festival

With this activation, Rock en Seine demonstrates how technological innovation can transform **first-party data into a true driver of growth and exclusivity.**

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*First-id demonstrates here that the use of non-PII first-party data can give advertisers back control of their reach and measurement, within a privacy-first framework interoperable with the market's main tools.*

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**Valentine Weydert**

Development Director, First-id



## ABOUT

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### **Klox**

Founded in 2017 in Paris, Klox is a performance-oriented marketing agency made up of more than 40 experts. With a strong entertainment DNA from the start, the agency has supported many major players in music, culture, and sport (Rock en Seine, Paris Opera, French Athletics Federation...). Today, it also works with brands across all industries to help them achieve their business goals. Its 360° approach combines consulting, digital & offline campaigns, social media, content creation, and special activations, with strong expertise in retail data to qualify and engage audiences in a precise and effective way.

### **Rock en Seine**

For over 20 years, Rock en Seine has become one of the major summer events in France and a must-attend festival in Europe. It is the last big musical gathering before the school year in France, bringing together music lovers and industry professionals alike. Over 5 days, the festival showcases the best of the international pop-rock/hip-hop/electro scene, from legendary headliners to the most exciting new talents.

### **First-id**

Founded in 2022, First-id is a French start-up with the ambition of giving brands - media owners and advertisers alike - back control of their first-party data from creation to activation. With its unique model of deterministic authentication of internet users and prospects, First-id supports its partners on their data (identification and reconciliation) and media (targeting and measurement) challenges thanks to a solution fully interoperable with the leading MarTech and AdTech tools in the European market.