Customer Overview: How Allegro Optimizes Data Security & Ad Performance with MetaRouter

allegro

Why They Came to Us

As Central Europe's largest e-commerce platform, Allegro serves over 250 million offers daily across Poland and the Czech Republic. Managing millions of event data across multiple platforms became chaotic, leading to redundant tracking, inefficient media spend, and compliance risks.

The Problem

Allegro's marketing data was disorganized and repetitive, reducing ad efficiency and affecting website performance. Meanwhile, tightening privacy regulations meant relying on third-party tracking was no longer viable. Without a structured data infrastructure, Allegro risked poor ad performance, wasted spend, and compliance issues.

Why This Matters

For Allegro, data accuracy directly impacts revenue. Leaky or inaccurate data meant wasted ad spend and irrelevant targeting. Allegro also needed control over what data was shared with vendors, especially those who were also competitors.

"The quality and security of the customer data is essential to our strategy. We needed to make sure that whomever we choose is 100% compliant with industry regulations and has the highest standard while making sure that the customer data is protected.

When we were approached with MetaRouter, we saw that we need to fix our chaotic data infrastructure, and [MetaRouter's] server-side solution aligned seamlessly with our objectives."

Marta Piotrowska
Director of Media, AI, and MarTech
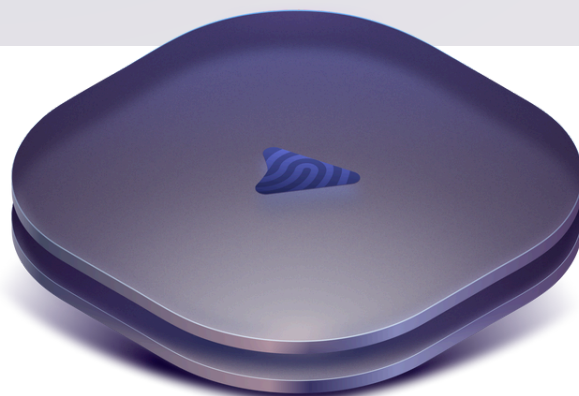
Solution

Most consent systems group permissions into categories like advertising, remarketing, or essential cookies. Allegro, however, allows customers to opt in or out of individual tools (i.e. a customer can consent to Facebook, but decline TikTok) for more granular control.

Implementation

Most consent systems group permissions into categories like advertising, remarketing, or essential cookies.

Key Results

30%

more behavioral event data collected across all platforms (Meta, Google, TikTok, etc.)

9.7%

increase in ROAS from Allegro's Paid Media efforts using data integrated via MetaRouter.

$1M

saved in wasted ad spend

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