Real-time Profit Bidding: How the BAUR Group is Revolutionizing Data Quality through Server-Side Tagging and Google Cloud

BAUR

The BAUR Group (a member of the Otto Group) is a leading German e-commerce company that operates the online retailer baur.de, specializing in fashion, shoes, and furniture.

EMEA - Germany • www.baur.de

Agency Name: Digitl in partnership with Google



The Challenge

For years, BAUR managed its Google Bid Management based on proprietary sales data using manual conversion uploads. This process involved calculating return rates, profit margins, attribution factors, and new customer premiums, which were then transmitted to Google with a 24-hour time lag. This latency proved to be a bottleneck in a dynamic bidding environment. The strategic levers within Google Ads, particularly targeted steering toward New Customer Acquisition (NCA) and High-Value customers (CLV optimization), were also technically inefficient to implement.

The Approach

To eliminate this latency and maximize data quality, BAUR—in cooperation with Google and the agency Digitl—implemented a real-time architecture based on the Google Cloud. The core element is a Firestore database that the Server GTM communicates with directly. As soon as a transaction occurs, the product data is transmitted to the cloud in real time. There, the complex calculation of the actual profit value and net revenue (taking return forecasts into account) is performed on-the-fly. This enriched value data is immediately fed back to the Google Ads Tag and fired. In parallel, the customer status (new vs. existing) is validated via the data layer.

The Results

The shift from batch processing (uploads) to real-time transmission has yielded significant success: the measured data base has improved massively. An increase in recorded conversion volume of over 100% compared to the previous upload method.

> "We have successively rolled out this technology to all Google Ads campaigns over the course of Q1 2026. Simultaneously, implementation has taken place across the other 9 online shops of the BAUR Group in Austria and Switzerland."
>
> *Knut Barth, Head of Online Marketing*

>100%
Increase in recorded conversion value

From 24h
to
0h
Data Latency

Primary Objective(s)

- Elimination of data latency and automation of the bidding process by transitioning from a manual, delayed data import system to a real-time integration.

Featured Product Area(s)

- Google Analytics, Google Ads
- Server GTM (for web and app)
- Google Cloud, Cloud Run Functions, Cloud Scheduler
- APIs to address Firestore and BigQuery databases

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