

Küchen-Kalle



# The butterfly effect.

The story of why the sessions collapsed in April.

By Saran, Lakisha and Pedro

---

Küchen-Kalle



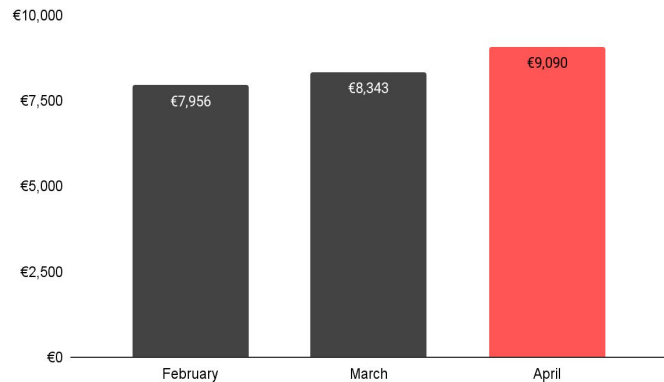
# The butterfly effect.

How to shoot digital natives?.

By Pedro Duarte

---

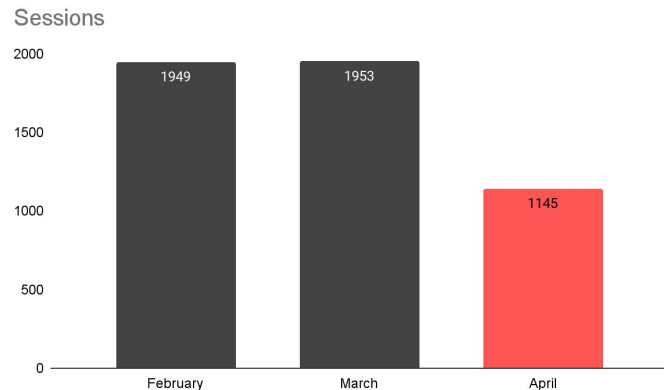
# Interesting observation: We discovered that...



The **transactions** have **increased** in April.

But

on the same period  
the **sessions decreased**.



As a **consequence**, we have **limited information** from our customers.

# One little thing changed everything...

Before 6 April



## We use Cookies

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

**Accept**

After April 6



## We use Cookies

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

**Reject**

**Accept**

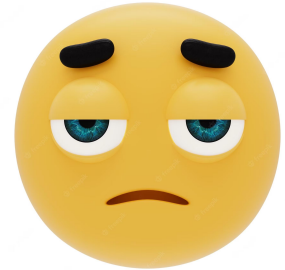
# The result?



The number of individuals who declined the cookies increased by 679 in April.

The people started to reject the cookies.

No tracking anymore...



# The solution: Adjust again the cookie banner



A big green button will make the people allow.

### Diese Website nutzt Cookies

Hier beschreibt ein Beispieltext die Nutzung und die Zwecke von gesetzten Cookies. Indem Sie „Alles akzeptieren“ betätigen, stimmen Sie der Speicherung von Cookies zu.  
[Datenschutzerklärung](#)

Alles ablehnen

Allem zustimmen

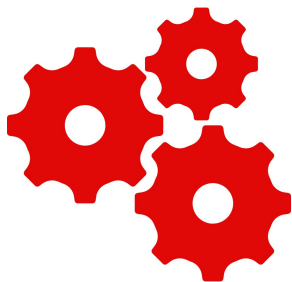
Details anzeigen

technisch nötig	funktional	statistisch	marketing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Suggestions for the future

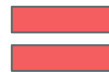
1

Constantly check  
the performance  
of the consent  
banner.



2

Make the necessary  
adjustments in compliance  
with the DPO rules.



3

Increase the number  
of sessions for data  
extraction

