

Building a privacy-first data operating layer for the future of e-commerce personalization

How Allegro uses MetaRouter and Google Cloud to transform data into real-time, AI-ready insights

Highlights

- ✓ **30% increase** in usable ad data capture
- ✓ **9.7% lift** in paid media conversions
- ✓ **\$1M+** in ad spend savings



allegro

About Allegro

Headquartered in Central and Eastern Europe, Allegro operates one of the region's largest online marketplaces, connecting millions of buyers with thousands of trusted merchants. The platform delivers a convenient, reliable shopping experience for everything from retail goods to event tickets and price comparisons.

Challenge

With more than 500 million product listings and an ecosystem of over 50 publishing partners, Allegro faced growing data complexity. Hundreds of third-party tags slowed site performance and disconnected insights, making it difficult to unify and act on customer data. Additionally, evolving EU privacy regulations such as GDPR increased the urgency to bring all data under full first-party control.

“Our marketing and analytics stack was fragmented and chaotic in how we passed events to platforms,” recalls Marta Piotrowska, Head of Marketing at Allegro. “That repetitive approach even affected website performance, which is unacceptable in e-commerce.”

Our solution

To regain control of customer data and turn it into a competitive advantage, Allegro deployed MetaRouter in its own Google Cloud environment. Allegro replaced its fragile third-party tags with secure, server-side data pipelines, helping improve site performance, ensure GDPR compliance, and establish complete ownership of customer data under its own policies. Every collected customer signal is now enriched and mapped to a unified profile, creating a single, trusted view of the customer journey.

Through native integrations with BigQuery, Vertex AI, and Gemini, Allegro gained a real-time, AI-ready data stream that fuels advanced personalization and recommendation models. These insights help tailor the shopping experience for millions of users in real time, combining structured analytics with generative intelligence to predict and meet shopper needs dynamically. Deploying MetaRouter through Google Cloud Marketplace also accelerated implementation, reduced time to value, and ensured the scalability needed to power Allegro's growing marketing ecosystem.

Results

With MetaRouter and Google Cloud, Allegro increased usable advertising data by 30%, achieved up to a 9.7% lift in conversions across paid campaigns, and recovered more than \$1 million in annual advertising spend. Marketing teams now work with richer insights and less waste for faster decision-making, while shoppers experience more relevant and responsive journeys across the Allegro platform. Combining MetaRouter's first-party infrastructure with Google Cloud's analytics and AI solutions, Allegro has created a blueprint for how modern retailers can balance privacy, performance, and personalization at scale.

"MetaRouter and Google Cloud give us the ability to run marketing at scale with confidence. We know our data is accurate, privacy-compliant, and activated in real time—helping us deliver better experiences for customers and stronger results for our business."

Marta Piotrowska

Director of Integrated Marketing & Marketing Agents, Allegro

MetaRouter on Google Cloud gives enterprises control over first-party customer data and identity signals—enabling secure, compliant activation and more effective marketing, analytics, and AI.



Take the next step

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