

## Usercentrics introduces new Third-Party Integration Partner Program

Munich, February 17, 2021 - Munich-based tech company Usercentrics launches its new Third-Party Integration Partner Program. The target group for these partnerships are agencies, which are a mainstay for market access and customer support at Usercentrics.

As a program partner, Usercentrics grants qualified agencies the right to independently develop plug-in solutions certified by Usercentrics. Examples include plug-ins for content management systems and platforms such as WordPress, which can be quickly and easily integrated into the backend by the website operator.

The advantages are manifold: Since agency partners, in most cases, access a partner API or the browser SDK, website operators can integrate the Usercentrics Consent Management Platform even faster and easier with the help of Usercentrics certified plug-ins.

In addition, the Usercentrics-certified plugins enable agencies to continuously expand their service portfolio.

Jürgen Weichert, CRO of Usercentrics comments on the program as follows: "With the help of qualified agencies that are intensively involved in the development of plugin solutions for content management systems, we can make the Usercentrics CMP available to a broad mass of website operators and even easier to integrate. At the same time, due to the official certification by Usercentrics, website operators can be sure that consistent high-quality user experience and support will be provided by our partners."

Are you an agency interested in the Usercentrics Partner Program? Simply contact [partner@usercentrics.com](mailto:partner@usercentrics.com).

### **About Usercentrics**

*Compliance & Marketing in Harmony*

The Munich-based tech company Usercentrics is the market leader in the area of [Consent Management Platform \(CMP\)](#). Usercentrics' SaaS solution enables companies to collect, manage, and document user consent on all digital channels such as websites or apps - while optimizing for higher opt-in rates. In this way, compliance with current and future international data protection regulations such as the GDPR, and CCPA can be ensured and aligned with marketing and data strategy. Since being founded at the end of 2017 by Mischa Rürup, the company has grown quickly and has signed numerous well-known enterprise clients such as Commerzbank, Munich RE, T-Mobile, and Telefonica.