



Usercentrics welcomes Generaxion, the North European market leader in digital marketing and strategy

Munich, 5th of May, 2022 – Usercentrics, leading provider for Consent Management solutions, today welcomes Generaxion, the North European market leader in digital marketing and strategy, to its integration partnership program.

Generaxion has expanded its portfolio to offer comprehensive website solutions for GDPR cookie compliance to current and prospective customers. Website builder platforms and web hosting providers can now offer simultaneous mass cookie banner installation across hundreds of thousands of websites. This is not only fast and easy for customers, but the cookie banners are also fully customizable for branding and messaging.

Generaxion recognized Usercentrics' deep expertise and unparalleled technology as a Consent Management leader to help their customers achieve and maintain privacy compliance with the GDPR. Generaxion's dedication to outstanding digital results, established market presence and reach in Northern Europe, and impressive customer base of small- and medium-sized businesses made them a clear partner choice for Usercentrics.

Organizations processing the personal data of European Union residents, including ecommerce shops and other businesses with an online presence, must comply with the GDPR and potentially other ever-evolving privacy regulations. The Generaxion and Usercentrics partnership provides a one-stop solution that enables these businesses to focus on what they do best, while providing privacy compliance peace of mind today and in the future.

About Generaxion:

GENERAXION is a North European market leader in digital marketing and strategy. Driven by outstanding digital results, we're a new generation of Demand Drivers - the next generation of marketing people. With +350 individual Demand Drivers in 10 Demand Studios across Scandinavia, we've helped drive demand for +8000 companies. Always with the purpose to realize business dreams.

Learn more on <https://www.generaxion.com/>

About Usercentrics:

Usercentrics is a global market leader in the field of consent management platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with their customers.

Usercentrics believes in creating a healthy balance between data privacy and data-driven business, delivering solutions for every size of enterprise. *Cookiebot CMP* is our plug-and-play SaaS for smaller businesses and organizations, *App CMP* handles user consent on mobile apps, and *Usercentrics CMP* serves companies with enterprise-grade custom requirements for unifying consent and data from capture to processing.

Helping clients like Daimler, ING Diba and Konica Minolta achieve privacy compliance, Usercentrics is active in more than 100 countries, with 3000+ resellers and handles more than 61 million daily user consents.

Visit usercentrics.com and cookiebot.com to learn more.

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