

Building a Smarter Technology Stack

Introduction



Optimizely Data Platform is the only customer data platform that unifies customer data with contextual business data for real-time omnichannel activation. Marketing teams can finally harmonize all their customer data, understand the present business opportunity, and immediately act within one.

The Challenge

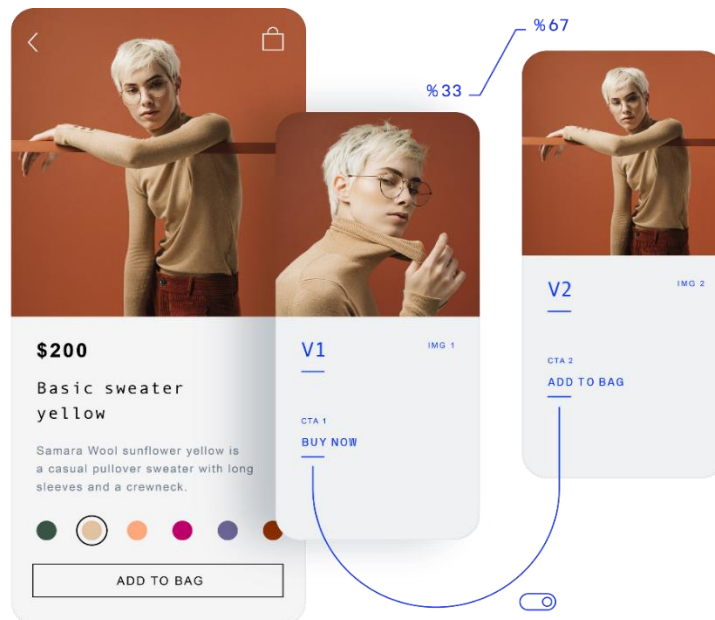


Complex Regulations and Distrust by Users Decreases Consent
No consent equals significant restrictions for your digital marketing and a drop in your advertising revenue. Win your users' trust with professional and transparent consent management that protects their privacy while enabling your online business to thrive.

The Optimizely & Usercentrics Solution



By using the Usercentrics CMP with Optimizely, businesses are able 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. In addition to this, users are able to use the A/B testing functionality of Optimizely with the Usercentrics CMP to test different variations and optimize their user journey. The A/B testing guide can be found here. (link) <https://docs.usercentrics.com/#/optimizely-ab-test>





The Benefits

Protect Your Ad Revenue

Cookies can provide a treasure trove of relevant marketing data, but consent to collect it is critical. A high cookie acceptance rate is the key to this data, which has a direct impact on ad revenue.

Optimize Consent Rates

Constant optimization leads to higher acceptance rates. Tools like A/B testing and analytics enable contextual consent and reactivation of users who have previously opted out.

Turn Privacy into a Competitive Advantage

Transparency with users and demonstrated commitment to their privacy are big factors in separating a company from the competition and building positive brand reputation.

Build User Trust

Unrivalled consent management technology enables a seamless and positive privacy experience, helping foster a thriving digital ecosystem built on trust today and in the future.



Over 9,000 brands worldwide have chosen Optimizely to unlock their digital potential

 ATLASSIAN

 mazda

 Microsoft

 PELOTON



How to Start

[Enable your CMP today](#)

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. Helping clients like Daimler, ING Diba and Konica Minolta achieve privacy compliance, Usercentrics is active in more than 180 countries, with 2000+ resellers, and handles more than 100 million daily user consents.

[Usercentrics.com](https://www.usercentrics.com)

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

[optimizely.com](https://www.optimizely.com)