



Combine the experience optimization and A/B testing of Experience OS with Usercentrics' consent management platform to adhere to data protection legislation, increase consent rates, and deliver responsible personalization at scale.

## Solution

Dynamic Yield and Usercentrics have partnered to offer a unique and optimized consent management solution. Dynamic Yield and Usercentrics customers can now run tests on their Usercentrics consent banners to optimize messaging that will provide a more seamless user experience and increase consent rates.

## Key Benefits

*Integrating Usercentrics and Dynamic Yield provides the following features and capabilities:*

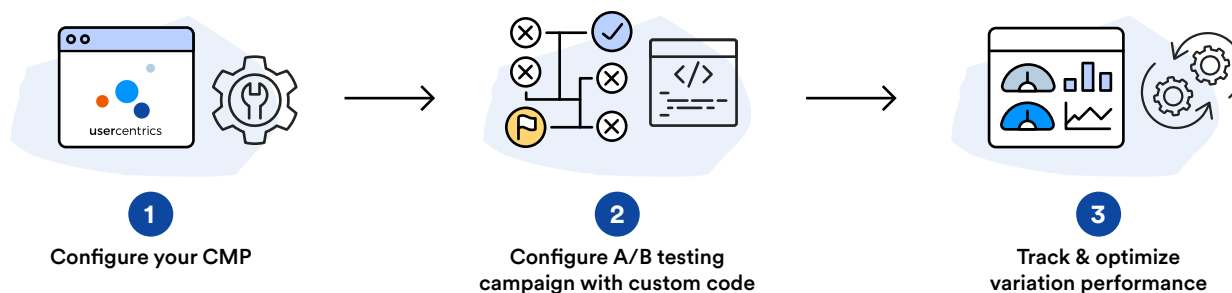
1. Leverage Dynamic Yield's A/B testing capabilities to determine which consent message variation will perform best for each audience.
2. Change and test specific values of the Consent Management Platform, such as color, text, and UI elements.
3. Gather consent explicitly and transparently while still optimizing for a seamless experience.
4. Positively impact key metrics such as consent collection rate.
5. Obtain consent in compliance with data protection requirements.

## How does it work?

*The Dynamic Yield integration with Usercentrics is powered by the following:*

1. Dynamic Yield is directly tied back to the Usercentrics CMP to process data based on given consents in real-time.
2. By using Javascript custom code (UC\_AB\_VARIANT) in Dynamic Yield's campaigns you can use consent variants previously created in Usercentrics.
3. Consent variants will be shown to different users at different times to determine which variation performs best.
4. Dynamic Yield will dynamically allocate more traffic to the winning messaging variation in real-time to drive an increase in the consent opt-in rate.

See [set-up guide](#) [here](#)



## Prerequisites and limitations

1. Usercentrics account required
2. Dynamic Yield account required
3. Consent variants have to be defined in Usercentrics prior to creating campaigns in Dynamic Yield (see [how to define variants in Usercentrics](#))

## Not required but suggested

We suggest using a developer to help implement the small snippet of code that reports Usercentric's consent variants to Dynamic Yield's campaigns.



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.

**Start your 30 day free trial today!**

Join hundreds of thousands of businesses already using the Usercentrics CMP as part of their data privacy tech stack.

[Request your free trial today →](#)



Dynamic Yield, a Mastercard company, helps businesses across industries deliver digital customer experiences that are personalized, optimized, and synchronized. With Dynamic Yield, marketers, product managers, developers, and digital teams can algorithmically match content, products, and offers to each individual customer for the acceleration of revenue and customer loyalty.

Redefining personalization technology, Dynamic Yield's Experience OS unifies business silos to deliver ongoing, personalized engagement from a single, fully customizable platform. With it, companies can build their own mix of powerful personalization capabilities, which can include a wide array of experience types, support any digital channel, adjust according to industry and KPIs, and improve time-to-market efficiency.

[Request a demo →](#)



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