Ad revenue at stake: Get ready for Digital Markets Act (DMA) compliance with Usercentrics

Munich, October 30, 2023 – Usercentrics, a leading provider of consent management solutions, has reported on [shockingly low rates of GDPR compliance](#) in multiple industries in the European Union. This lack of attention and priority on data privacy and user consent is about to get even riskier with [Digital Markets Act (DMA)](#) enforcement beginning March 6, 2024.

No consent, no revenue: The Digital Markets Act's wake-up call for advertisers

While the DMA most directly affects the six "gatekeeper" companies designated by the European Commission — Alphabet, Amazon, Apple, ByteDance, Meta and Microsoft — **it's often overlooked that it will also affect all companies with digital operations in the EU that rely on those six tech giants' platforms and services.**

"The DMA will be a big wake up call for a lot of companies. It basically means: no consent, no revenue. It's not just an additional regulation requiring companies with business in the EU and EEA to obtain explicit consent from users before processing their personal data. On top of it, gatekeepers will likely require companies using their services for advertising, ecommerce, analytics and more to adopt compliant consent management processes", explains Donna Dror, CEO of Usercentrics.

Failing to comply with the Digital Markets Act is a very expensive risk for the gatekeepers. However, for third parties, failing to comply is no less risky, as they would face the loss of data, audience, revenue and brand reputation that would come with losing access to the user base, data and services Google, Meta, and others provide.

Save your advertising revenue and analytics data: Usercentrics gets you ready for the DMA

The good news is that Digital Markets Act compliance and meeting the gatekeepers' requirements is easy to achieve. With [Usercentrics](#) and [Cookiebot](#) Consent Management Platforms (CMPs), companies can inform users about what data is collected, for what purposes, and with whom it may be shared, as required by many data privacy laws. Then they can collect and store valid consent, which they can signal to gatekeepers.

The patented deep scanning technology and automated features detect, categorize and manage the cookies and tracking technologies in use on websites, apps, and connected platforms.

The CMPs' make DMA privacy compliance effortless by enabling direct integrations with leading web and ecommerce content management systems (CMS), including WordPress, Magento, HubSpot, Joomla, and Shopify. Additionally, they provide support for app and TV platforms, as well as cross-platform frameworks like iOS, Android, Unity, and React.

Want to learn more about how you can get your company ready for the Digital Markets Act? Visit usercentrics.com.

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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 compliance with global privacy regulations, including the GDPR, ePrivacy Directive and DMA, while facilitating high consent rates and building trust with 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, our App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements.

Usercentrics is active in more than 180 countries, with 3,000+ resellers and handles more than 100 million daily user consents. Learn more on usercentrics.com