



G2 awards Usercentrics and Cookiebot with Leader and 'Users Love Us' Badges

G2, the world's largest software marketplace, has once again awarded Usercentrics 10 Leader Badges for Winter 2025.

Munich, January 28, 2025 – [Usercentrics](#), a global leader in data privacy and privacy-led marketing solutions, has been recognized once again by G2, the world's most trusted software marketplace.

For Winter 2025, Usercentrics has maintained its impressive streak, securing 10 Leader Badges across the [Consent Management Platform](#) and Cookie Tracking categories.

Usercentrics continues to hold a leading position, receiving high ratings from G2 users and strong scores in both Satisfaction and Market Presence in the Grid® Report.

- **Leader:** Usercentrics has once again secured the Leader Badge in the Consent Management Platform category, marking a continued win for its comprehensive privacy solutions.
- **Leader EMEA and Europe:** In the Cookie Tracking category, Usercentrics held its position in both the EMEA and Europe Regional Grid® Reports, demonstrating strong performance and recognition across these regions.
- **Leader Enterprise:** For the second time, Usercentrics earned the Leader Badge in the Enterprise Consent Management Platform category. This Badge is awarded to software solutions that cater to large organizations with over USD 1 billion in revenue and more than 1000 employees.
- **Leader Mid-Market:** Usercentrics has also retained the Leader Badge for the Mid-Market Consent Management Platform category. This Badge is reserved for solutions designed for small to medium-sized companies with revenue under USD 1 billion and employee counts between 51 and 1000.
- **Momentum Leader:** This quarter, Usercentrics earned a new award – Momentum Leader – ranking in the top 25% of products in the Momentum Grid®, based on user feedback and performance. This highlights our ongoing innovation, customer satisfaction, and leadership in the consent management space.
- **Leader Mid-Market EMEA and Europe:** Once again, Usercentrics has been recognized in the Mid-Market category for both EMEA and Europe. As an EU-based company with a strong customer base in these regions, we're thrilled to continue receiving recognition from our customers here.



- **Users Love Us:** Both [Usercentrics CMP](#) and [Usercentrics Cookiebot CMP](#) have once again earned the "Users Love Us" Badge, which is awarded to products that receive 20 or more reviews with an average rating of 4.0 stars or higher. We're deeply grateful to our customers for taking the time to share their feedback.

As companies face increasing pressure to adopt a privacy-first approach, driven by both data privacy regulations and demands from major platforms, many are turning to privacy-led marketing strategies. These strategies help companies better engage their customers while meeting compliance needs. Usercentrics continues to innovate, empowering businesses to meet these evolving demands.

Usercentrics CEO Donna Dror noted, "We never tire of seeing our team's hard work reflected in glowing customer reviews. These Leader Badges, especially in multiple categories, affirm that our vision for privacy-led marketing is resonating more than ever. It's incredibly motivating and serves as a daily reminder to keep innovating and supporting our customers as they navigate the privacy landscape."

[Check out what our customers are saying about us on G2.](#)

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About Usercentrics

Usercentrics is a global leader in data privacy and privacy-led marketing solutions. We believe in striking the perfect balance between data privacy, data-driven business, and privacy-first marketing strategies for organizations of every size. Our Usercentrics Cookiebot CMP offers a plug-and-play solution, while our App CMP provides consent management for mobile apps, and Usercentrics CMP serves companies with enterprise-level needs. Operating in 195 countries with over 5,400 partners, we handle more than 6.6 billion monthly user consents.

Learn more at usercentrics.com.

About G2

G2 is the world's largest and most trusted software marketplace, helping more than 80 million people make smarter software decisions each year. Thousands of companies, including Salesforce, HubSpot, Zoom, and Adobe, rely on G2's peer reviews to grow their reputations and businesses. To learn more about where you go for software, visit

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