



## Usercentrics celebrates recognition in G2's 2025 Best Software Awards

Munich, February 21, 2024 – [Usercentrics](#) is proud to announce that we have been named among the best data privacy software products in the prestigious [2025 G2 Best Software Awards](#).

This recognition reinforces our commitment to delivering top-tier privacy solutions that empower businesses to achieve compliance and build trust through [Privacy-Led Marketing](#).

[G2](#) – the world's largest and most trusted software marketplace – annually recognizes the best software companies and products based on authentic feedback from real users. The rankings reflect customer satisfaction, market presence, and the impact our solution has in helping businesses face complex data privacy regulations.

*"At Usercentrics, we believe that privacy should be an enabler, not a barrier, to business success," said Donna Dror, CEO of Usercentrics. "This recognition from G2 reaffirms our commitment to empowering organizations with seamless consent management solutions that foster trust and transparency while driving business growth."*

### Leading the future of privacy and compliance

Privacy regulations continue to evolve worldwide. This means businesses face increasing challenges in managing consent, protecting user data, and maintaining compliance with a growing number of frameworks such as the [GDPR](#), [CCPA](#), [CPRA](#), [LGPD](#), and emerging privacy laws worldwide. Usercentrics's [Consent Management Platform \(CMP\)](#) provides an advanced yet seamless solution, helping companies stay ahead of regulatory requirements while optimizing their marketing and data strategies.

*"Our customers' success is our success, and this recognition is a testament to their trust in our solutions," added Dror. "We are committed to driving innovation in privacy technology, helping businesses adapt to shifting regulatory requirements with confidence."*

### Customer-driven success

The G2 Best Software Awards are based entirely on customer feedback, so they're a direct reflection of the value and impact Usercentrics provides. Our customers' insights and experiences play a vital role in shaping our platform and driving continuous improvement in consent management and data privacy compliance.

To learn more, view G2's Best Software Awards and read more about [G2's methodology](#).



## Looking ahead

As we celebrate this milestone, we extend our gratitude to our customers, partners, and team members who contribute to our success. Usercentrics remains dedicated to advancing privacy solutions that enable businesses to balance compliance with growth.

---

## About Usercentrics

Usercentrics is a global market leader in solutions for data privacy and activation of consented data. Our technology solutions enable customers to manage user consent for websites, apps, and connected television (CTV).

Usercentrics is actively helping clients achieve privacy compliance in 195 countries on more than 2.3 million websites and apps. We have over 5,400 partners and handle more than 7 billion monthly user consents. Learn more on [usercentrics.com](https://usercentrics.com).

**Press contact:** Hannah Sinz, Sr. PR Manager, [pr@usercentrics.com](mailto:pr@usercentrics.com)