Usercentrics awarded five Leader Badges in Consent Management by G2

Munich, December 20, 2023 – [Usercentrics](#), a global leader in consent and preference management solutions, has once again been awarded multiple badges by G2, the world's largest and most trusted software marketplace.

For Winter 2023, Usercentrics has been awarded an unprecedented **five Leader Badges** in the Consent Management Platform category:

- Leader
- Leader Europe
- Leader EMEA
- Leader Mid-Market Europe
- Leader Mid-Market EMEA

The company also received **Users Love Us Badges** for both the Usercentrics CMP and [Cookiebot CMP](#).

The Usercentrics team is thrilled at this acknowledgment of everyone's hard work and market proof that we go the distance for our customers every day. The badges are particularly meaningful as they represent the experiences of real business professionals and software buyers around the world who are implementing Usercentrics' solutions.

Usercentrics also recently won the [Børsen Gazelle award for the second consecutive year](#), a prestigious accolade in Denmark that recognizes companies that demonstrate exceptional growth and performance.

In 2024 Usercentrics will be doubling down on strategic partnerships and innovation to fuel ongoing growth and finding even better ways to serve our customers. This will be particularly important for digital companies as new regulations come into effect around the world, and enforcement of laws like the [Digital Markets Act](#) begins, which make user consent a core requirement.

The digital landscape is rapidly changing, and user consent is becoming the key to revenue generation. Advertisers and ad platforms alike are increasingly requiring proof of user

consent to enable access to premium inventory or to serve ads in regions like the EU and UK. This is on top of privacy compliance requirements from laws like the GDPR. Companies need proven consent management solutions that integrate with critical platforms and enable them not just to collect valid user consent, but to signal it to their marketing and advertising ecosystem. This is where Usercentrics shines.

Usercentrics CEO Donna Dror noted, *"The recognition we received with multiple badges this past fall was fantastic, but we are now beyond thrilled to receive even more Leader Badges from G2, for winter 2024. Delighting our customers, while helping them solve their data compliance challenges is always our focus, as we thrive on simplifying complexities for them in an ever-evolving landscape. We remain committed to enabling companies to easily and reliably adapt to new industry standards that are increasingly coming from influential business partners like Google, in addition to those from government authorities."*

[Check out what reviewers have to say about Usercentrics on G2.](#)

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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 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 5.2 billion monthly user consents.

Learn more on [usercentrics.com](#)

About G2

G2 is the world's largest and most trusted software marketplace. More than 80 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on LinkedIn.