



Consent Management Solution for Mobile Apps

What does Compliance look like on Mobile Apps?

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- ✓ **Ensure compliance:** Inform users about data processing and let them make their choices
 - ✓ **Focus on user experience:** Offer a clear, easy-to-use interface
 - ✓ **Consistent experience across platforms:** Use the same design on your website cookie banner, in mobile apps, TVs or gaming consoles
 - ✓ **Designed for mobile devices:** Responsive layout and touch-friendly controls
 - ✓ **Fully customizable:** Adjust colors, texts, logos, buttons, logic, and more

What is included in our Consent Management Solution?

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- ✓ **Integrated A/B-Test & Machine Learning** to increase consent rates
 - ✓ **Live Reporting & Analytics** on user behaviour, traffic and bounce rates
 - ✓ **Support for all major platforms and operating systems for Apps, TVs and Consoles**
 - ✓ **Fully compliant with GDPR, CCPA, PIPEDA,** and more global privacy standards
 - ✓ **Adheres to industry standards & frameworks,** including **IAB TCF v2.2, IAB GPP** and **Google Consent Mode v2**
 - ✓ **A centralized dashboard** to control consent banners and settings across multiple platforms
 - ✓ **Options to customize your text, layouts, and branding** to match your platform's look and feel

Compatible with all Mobile Platforms and Operating systems



Why consentmanager?

- ✓ **Boost Trust & Engagement:** Demonstrate your commitment to user privacy and build loyalty by prioritizing transparency and giving users control over their data
- ✓ **Mitigate Risks:** Avoid costly fines and reputational damage from non-compliance with streamlined, intuitive consent flows that reduce onboarding friction
- ✓ **Maximize Revenue Opportunities:** Improve user experiences to boost retention and use machine learning to optimize consent rates, all while meeting IAB TCF standards for better ad revenue and monetization

Collect quality data with Google Consent Mode

- ✓ As a Google CMP Partner with Gold status, consentmanager provides seamless integration for Android or iOS applications using the Firebase Analytics SDK
- ✓ Leverage Google's conversion modeling to recover valuable conversion data from users who opt out of tracking
- ✓ Optimize your campaigns across mobile and web devices when using Google Analytics, Google Ads and other Google services

Did you know..

Our consent management solution offers additional features designed for CTV and Gaming Platforms.

- ✓ **Remote-Enabled Consent Management:** Easily controllable with your TV remote or console controller
- ✓ **Enhanced QR Feature:** Quickly adjust granular consent settings with our intuitive QR code feature



Who is consentmanager?

consentmanager in numbers:

- ✓ 30,000+ clients worldwide
- ✓ 2,500+ tools integrated
- ✓ Support for 30+ languages

You want to learn more about it?



Simply scan the QR code or type the URL into the browser line.

www.consentmanager.net