

CASE STUDY



How Refinery89 Scaled Consent Across Their Publisher Network

A case study in managing consent at scale
with mass editing and API integration

www.consentmanager.net

From site-by-site configuration to full network control

Refinery89 runs a publisher network, in Europe and Latam, at scale. Managing consent configuration site by site was not an option. By switching and recommending consentmanager to their digital publisher network, the team gained bulk editing tools and API access to connect consent management to their existing workflows, giving them full network control without the manual overhead.

About Refinery89

Refinery89 is an international AdTech company and a top partner for digital publishers across Europe and LATAM, with a digital publisher network operating across multiple premium titles and reaching tens of millions of users each month. Managing consent across multiple properties at this scale requires tools that work at the network level, not site by site.

Industry	Digital Publishing / Ad Tech
Country	Europe and Latam
Scale	2 billion monthly page impressions
Use case	Mass editing, API integration, CMP, TCF v2.3

Key results

+1,000 sites

Managed from one platform with bulk configuration and API-driven workflows

80%

Time saved on consent management tasks across the network

2B

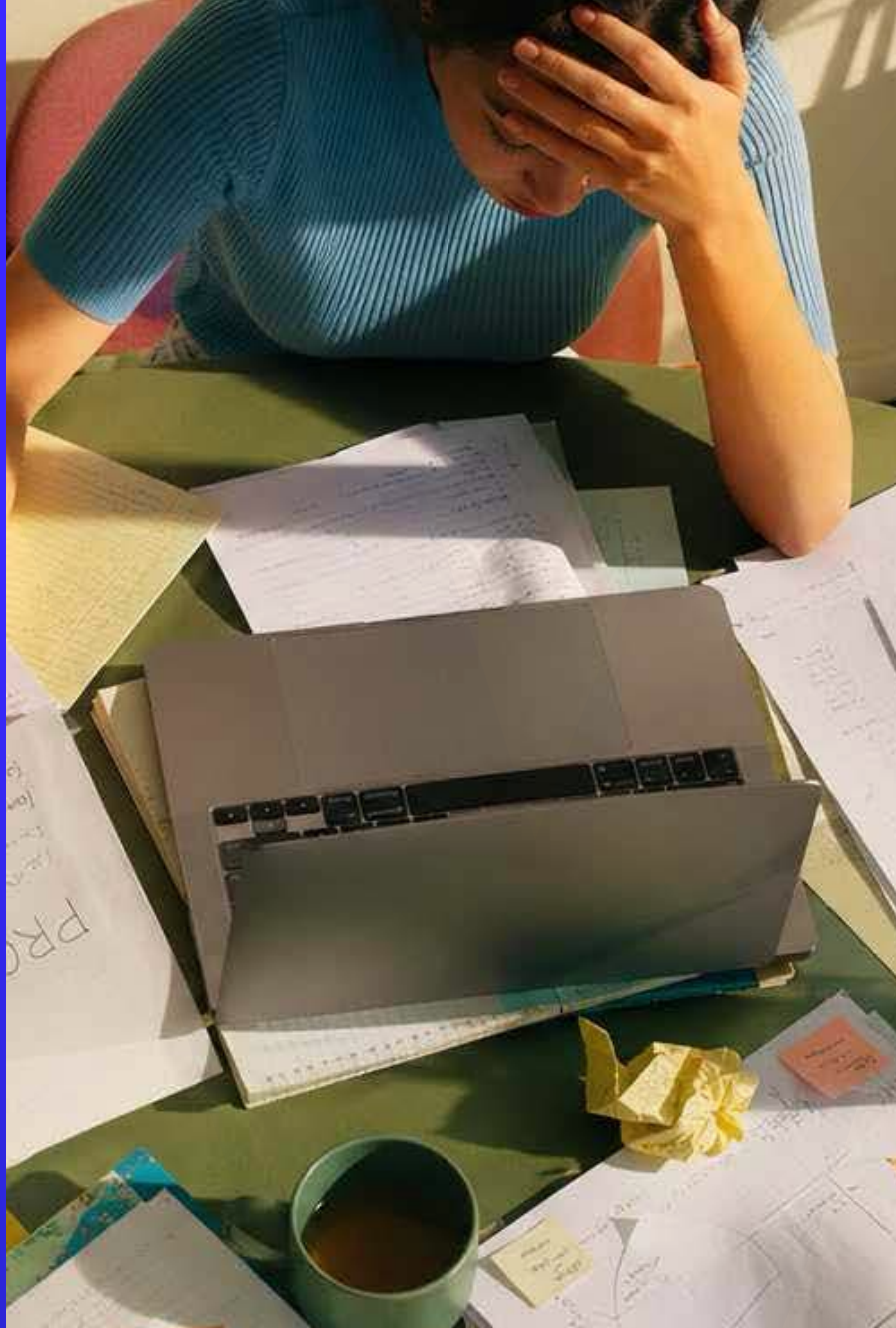
Monthly page impressions across the Refinery89 publisher network

“Managing consent across more than 1,000 sites manually was never going to scale. consentmanager gave us the tools to handle configuration, updates, and reporting across our entire network from one place, without adding headcount.”

Carlos Roda
CTO Refinery89



The problem



Configuration changes meant **manual work across every site**. Updating vendor lists, banner settings, or consent flows across the network required touching each publisher property individually.

Scaling the network meant scaling the manual workload. Adding new publishers or rolling out changes across the network had **no automation support**, so every change took the same effort regardless of size.

No API to connect to existing workflows. Refinery89's internal systems couldn't pull data or push configuration changes programmatically.

Network-level oversight was done manually. **Without a unified view**, understanding what was running across which sites required **pulling information from multiple sources manually**.

The solution with consentmanager

Mass editing across the network

Bulk editing tools let the team apply changes across multiple publisher accounts simultaneously, **cutting the time** to roll out configuration updates **from hours to minutes**.

Vendor lists, banner settings, and consent flows can be copied, synced, and pushed **across any selection** of publisher accounts from a **single dashboard**.

The automation engine handles recurring configuration tasks across the network, **removing the need for manual repetition** as the publisher base grows.

Deeper compliance visibility

The consentmanager API lets Refinery89 pull consent data and push configuration changes programmatically, **connecting CMP management** directly to their existing internal tools.

New publisher properties can be provisioned and configured through the API, meaning onboarding **scales without additional operational overhead**.

Engineering capacity, redirected

A unified dashboard gives **visibility across the entire publisher portfolio**, so the team can see what's running, where, and how it's performing without switching between accounts.

IAB TCF v2.3 compliance is maintained centrally, with a library of 2,500+ vendor profiles ensuring **accurate classification across all properties**.

EU-based servers and async loading keep **consent delivery fast across the network**, protecting ad rendering times and publisher yield.



Book a call with our team ▶

to see how consentmanager can turn compliance into a competitive advantage.

Discover how our platform makes managing compliance at scale easy.

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