consent manager by iubenda

AO FOUNDATION

CASE STUDY

One CMP for 16 AO Websites, Backed by Hands-On Support

How the AO Foundation moved its websites to consentmanager by iubenda, and what support looked like after launch.



www.consentmanager.net

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At a glance

2 weeks

to go live from the start of the work to a live banner on aofoundation.org

4M

monthly page views covered by one consentmanager setup on the main website

Daily alerts, same-day diagnosis

Automation plus people - crawler emails flag changes, and support traces what needs a person

About the AO Foundation

The AO Foundation is a not-for-profit organization led by surgeons, based in Davos, Switzerland. It runs education, research and community programs for surgeons and operating room personnel, with a network of more than 500,000 people in over 160 countries. Its websites serve a specialist audience with courses, events and clinical reference content.

Industry	Medical education and research (not-for-profit)
Country	Switzerland
Scale	500,000+ network in 160+ countries
Use case	Consent management for 16 AO websites





The challenge

"As a new customer, you are extraordinary and a huge breath of fresh air."

Fernando Kijel
Digital Marketing Manager,
AO Foundation

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After about four years with its previous consent platform, the AO Foundation's digital team was ready for a change.

Costs tied to a metric the team could not check

The previous platform priced its license on unique daily users. For a specialist audience of surgeons, the team did not recognize the user figure behind its bill, and **the annual fee kept rising**.

Vendor changes nobody announced

Marketing and development teams add tools to the sites over time. The team needed to know **when a new vendor appeared**, without checking every page by hand.

Strict security rules on every page

The AO websites run a tight Content Security Policy. A new CMP had to **work inside those rules** without weakening them.

A portfolio split across two platforms

Several AO websites run on separate setups. The team needed a CMP that could **take over the main site first** and absorb the others as they move.

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The solution

Pricing the team can predict

The team compared several CMPs and chose consentmanager by iubenda for **pricing it could plan around**.

Settings for the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)** were on from day one, with **A/B testing** switched on for the banner.

Live on the main website in two weeks

Working with its implementation partner, AO went **live on aofoundation.org** in early September 2026.

The dashboard shows **acceptance, rejection and bounce rates**, filterable by country, device and domain, and **scheduled reports** send them to the team as PDF and CSV files.

One setup now covers 16 AO websites, from AO Trauma and AO Spine to AO North America and AO VET.

Automated alerts, backed by personal support

A **daily crawler** scans every AO domain and subdomain and emails the team when a new vendor, cookie or domain appears.

Each finding in the monitoring report **explains the issue and what to change**, so anyone on the team can act on it.

When an issue needed a person, the consentmanager support team stepped in and **traced each one to its root cause**, even when the fix sat on AO's side.

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From contract to live

Late August
Setup work starts

8 September
Onboarding call, test setup checked

9 September
Live on aofoundation.org

How issues get found and fixed

Most changes are caught and explained by the platform. When something needs a person, support takes it from there.

Daily crawl
Every AO domain and subdomain, scanned like a real visitor

→

Email alert
New vendors, cookies or domains, sent to the team

→

Monitoring report
Each finding explained, with what to change

→

Support, when needed
The root cause traced, even on AO's side



Alert from consentmanager

New vendor found on aofoundation.org

Vendor	Example video player
Found on	/courses-events/
Status	Not yet assigned to a purpose

Next step: assign the vendor to a purpose so it is blocked until visitors consent

Consent report

Country | Device | Domain | PDF / CSV

Acceptance	72.8%
Rejection	26.6%
Bounce	0.6%

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The setup at a glance

- GDPR and CCPA rules on, so each visitor sees the banner for their region
- A/B testing switched on for the banner design
- Cookie and vendor lists on the cookie policy page, generated from the CMP
- Vendors sorted into essential, marketing and analytics
- Separate test setup checked before the live switch
- Scheduled consent reports by email, as PDF and CSV

The results

Time to handle a vendor change	New vendors flagged in month one	AO websites on one consent setup
5 days → 15 min	12	16



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In their words

"We wanted a consent platform priced on a metric we could predict and check. For a specialist audience like ours, that mattered as much as the features."

Fernando Kijel
Digital Marketing Manager, AO Foundation

"When our own security header blocked the vendor list, support showed us the exact line to change. That saved our developers a lot of guesswork."

Rita Hofstetter
Mobile Platform Manager, AO Foundation

"Our members can see which cookies we use and why, and the list on our policy page comes straight from the CMP, so we do not maintain it by hand."

Jie Zhang
Project Manager, Community and Governance, AO Foundation



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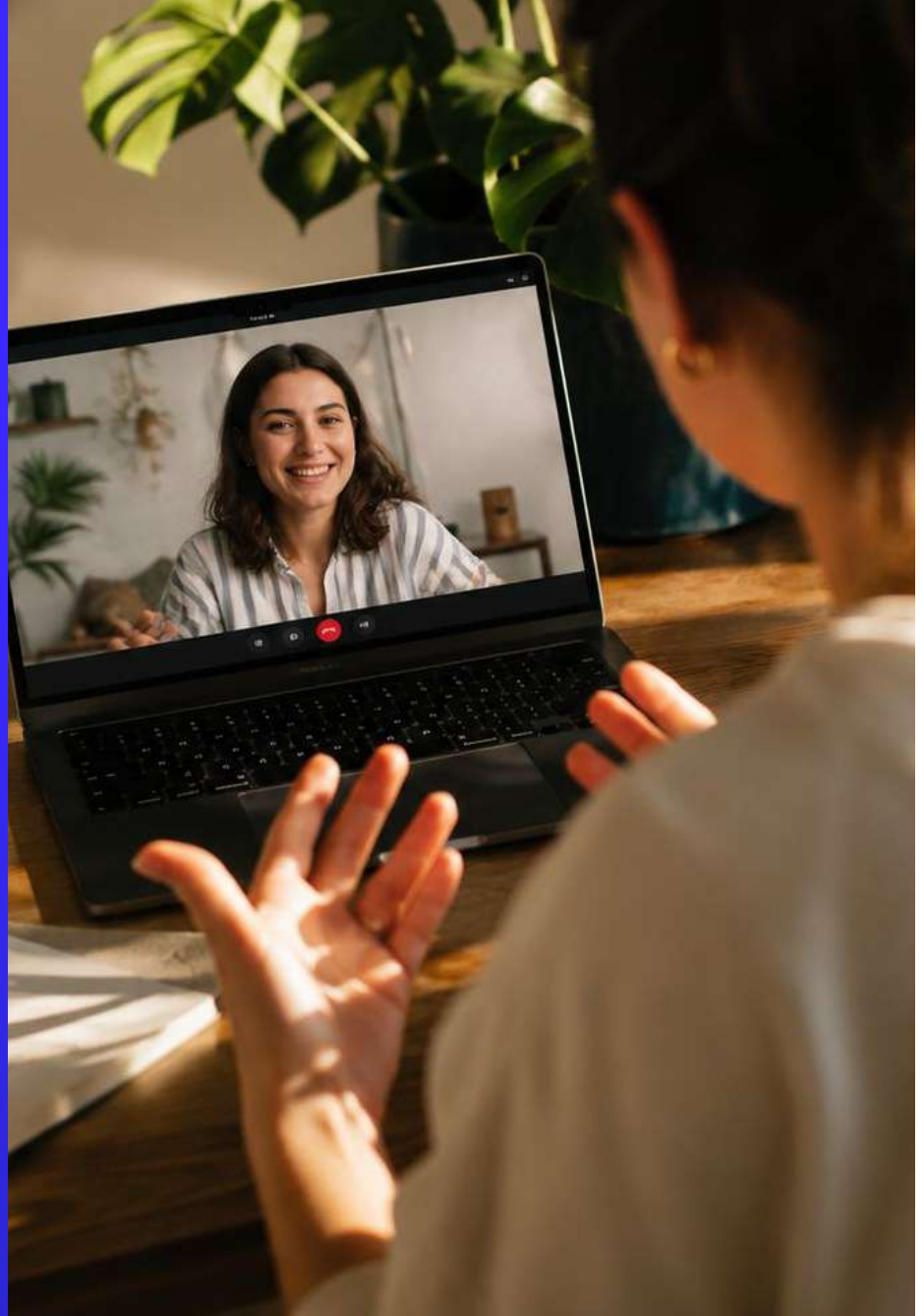

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Book a call with our team

to see how consentmanager could work for your setup.

consentmanager by iubenda is a consent management platform trusted by 100,000+ websites worldwide, with servers in the EU and a consent banner available in 30+ languages.

www.consentmanager.net

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