Ensighten Enterprise Consent Management Plus (CMP+)

Improving Marketing Agility in a Compliance-Driven World

Full Compliance Without Complications

According to a recent study by Gartner, 66% of digital marketing leaders view complying with privacy and security standards as a moderate or significant challenge.

Enterprises have spent millions of dollars developing the capability to provide customers with personalized digital experiences that build loyalty and drive revenue. But those experiences are driven by customer data. Recent and on-going regulations have created significant impediments to this essential mission. While these regulations must be respected, care should be taken to make sure that Consent Management technologies can ensure compliance AND enable digital marketing agility.

But complying with privacy regulations like the GDPR and CCPA is far more complex than simply implementing a simple consent form or workflow tool.

Ensighten CMP+, an IAB-certified solution, enables full compliance—from the moment your website loads.

What Makes Ensighten CMP+ Different:

**Lightning Fast Zero-Integration Deployment**

Whether your company operates on a single domain or across hundreds of brands and properties, you can easily and rapidly deploy Ensighten across all of your global assets simultaneously.

Ensighten puts digital marketers, e-commerce managers, and content creators in the driver’s seat, with complete control of third-party technologies and the ability to deliver value while enforcing compliance and data privacy rules.

With Ensighten CMP+ you can automatically enforce the intent communicated by consumer consent forms throughout the data supply chain. No complex, fragile, and time-consuming integrations with third parties required.

**Real-Time Compliance Enforcement**

Compliance enforcement efforts—and fines—are on the rise. In 2020, Fines issued for violations of the EU's General Data Protection Regulation (GDPR) exceeded €170 million—approximately $200 million.
Enterprises need to reevaluate their readiness in the face of this new reality. Early entrants in the Consent Management space captured a user’s preferences but did little to enforce them. Instead, they relied on third parties to respect the wishes of users.

Using Ensighten, digital marketing and compliance teams can establish boundaries and data-sharing rules, putting them in control of who receives what data. Ensighten enforces this consumer-centric policy without the use of APIs or third-party communications. Internal data controls can be configured by the enterprise to protect specific sensitive data elements and PII. All of this results in a lights-out solution that provides proactive protection and assurance that all customer data is handled consistently in accordance with a consumers’ consent preferences—and privacy regulations.

**Client-Side Data-Theft Security**

The retail industry experienced a year-over-year 50% spike in client-side attacks in 2020, with the 2020 holiday season experiencing an increase year-over-year of 81%.

Traditional CMP tools have no ability to mitigate this risk, requiring your organization’s security teams to gatekeep your use of customer data. Ensighten’s CMP+ lets digital marketing teams completely protect customer data from these types of attacks, allowing them to continue to serve their organization by doing what they do best: innovating for the customer.

**AI-Powered Tag Categorization**

Ensighten CMP+ arms the enterprise with real-time visibility, AI-ML-powered categorization of third-party technology, and the ability to monitor and control the data supply chain. This puts enterprises in complete control of the web supply chain while reducing the workload required to implement and maintain compliance.

**Opt-Out Analytic Intelligence**

Ensighten’s CMP+ platform allows you to observe opt-out rates at a detailed level. This empowers marketers with the insights they need to improve both the privacy user experience and opt-in rates. And, with greater insights into opt-out rates across the tech stack, marketing teams can make better management investment decisions, including reducing or eliminating spend on technologies that experience consistently high opt-out rates.

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*Already have a CMP tool that you like? Add Ensighten for full compliance.*

Ensighten’s CMP+ integrates with all leading CMPs to get you fully compliant and secure. Even if you like your consent forms from your current CMP, you can easily configure Ensighten CMP+ to integrate with it to make your enterprise fully compliant.