

# Delivering Verifiable Consent When It Counts

## Introduction

Sportsman's Warehouse needed a new consent management platform in time for the biggest online sales event of the year. With DataGrail, the team could have total confidence in both their compliance and their ability to get up and running by the deadline.



**Founded:** 1986

**DataGrail user since:** 2023

**Industry:** Retail

## The Challenge

In early fall 2024, Sportsman's Warehouse determined they needed a more reliable way to collect and enforce cookie compliance with a consent management platform. With Black Friday & Cyber Monday quickly approaching, Sportsman's wanted their solution in place *before* experiencing such a significant influx of new site visitors to their website. When considering solutions, the team prioritized:

1. A proven solution that would effectively enforce consumer consent preferences;
2. An efficient implementation experience;
3. Maintaining a strong overall user experience, including fast page loads.

## The Solution

Sportsman's Warehouse had already partnered with DataGrail on their data subject request process and trusted DataGrail could offer expert implementation support and an excellent user experience.

The team selected DataGrail as their consent management solution and moved forward with implementation, launching in just two months with only a few days of technical work required.

“I can’t think of anything about DataGrail Consent that could be improved. Implementation went smoothly with zero negative impact to our customers or website speed, and we have complete confidence in our compliance.”



**Brent Dillon**, Director, Information Security & Compliance

## The Results

Given the high stakes target launch period ahead of Black Friday, the team at Sportsman’s tested their DataGrail Consent implementation rigorously prior to launch. Sportsman’s wanted to ensure that even at Black Friday’s website traffic volume, there could be no negative impact on page load time or marketing efficacy.

Under other circumstances, Sportsman’s would typically implement a code freeze during this time of year, so the increased testing was critical to build trust and confidence across the organization.

Once satisfied, Sportsman’s launched ahead of their deadline and handled a 40% increase in website traffic over the holidays seamlessly.

Meanwhile, the Sportsman’s team also expanded their work on DataGrail Request Manager. With increasing state legislation, data subject requests were on the rise, and Sportsman’s used Request Manager to automate request management. Now, requests could be processed more accurately and easily with the help of DataGrail’s integration network.

“E-commerce is a huge part of our business, and so prioritizing a strong user consent experience with clear language, straightforward options, and predictable results was important to us. DataGrail helped us refine our wording and ensure everything worked properly.”



**Brent Dillon**, Director, Information Security & Compliance