Sourcepoint

HOW **PUBLISHER COLLECTIVE** SUPERCHARGED THEIR CONSENT MANAGEMENT STRATEGY

PUBLISHER COLLECTIVE

About Publisher Collective

Publisher Collective is a global advertising platform for gaming and entertainment publishers. Their team are experts across adtech, gaming, website development and marketing, and they deliver monetisation for their publishers through programmatic, native and direct demand.

> Sourcepoint has been a real wonder.
>
> Their expertise in consent management for both GDPR and the changes in the US has saved us a lot of time and energy and has provided a real sense of security.
>
> Their platform is detailed and allows for a lot of customisations, and their Diagnose feature has given us the tool we need to identify bad actors and ensure that we're not only compliant but being efficient as well.

Elspeth Hinde
Head of Product
Publisher Collective

2023

The importance of consent

Publisher Collective recognised the importance of collecting consent in order to ensure that all monetisation was compliant. Without this consent, the clients of Publisher Collective would be at risk of regulatory fines. Additionally, offering the user a clear choice creates trust from users who want to be reassured that their data is being treated responsibly.

Choosing the right consent management partner

Publisher Collective desired a true CMP 'partner', someone who could deliver on the following requirements and constantly add value to their overall consent management strategy:

- Easy onboarding for the large number of gaming and entertainment websites that they have partnerships with

- Flexibility in continuously adding new sites and easy customisation while they continued to experience high growth

- Industry expertise in global data regulation for a global brand

- A partner who truly understands the needs and monetisation of both publishers and gaming companies, and will help to future proof them against the changing data privacy landscape.

Building the Publisher Collective + Sourcepoint partnership

Sourcepoint now provide the CMP for over 300 websites across the Publisher Collective platform. The partnership between Sourcepoint and Publisher Collective continues to go from strength to strength and quickly moved beyond a simple transactional relationship. One example of this is the facilitation of industry discussions and collaborative working groups.

Testing the impact of 'Reject All'

One such working group focused on the 'Reject All' debate to explore the impact of a prominent Reject All across key European countries, including the UK.

Participants, including Publisher Collective, ran A/B tests across France, Germany, Italy and the UK. These tests and the subsequent revenue impact analysis were invaluable to everyone involved in the working group, as well as providing incredible value to Publisher Collective's own clients, helping them prepare for a future where a Reject All button is an absolute requirement in more and more countries.

Staying ahead of U.S. privacy

Since the beginning of 2021, the only constant in data protection law in the US has been change. Sourcepoint understands the importance of US audiences to clients such as Publisher Collective. To that end Sourcepoint facilitated a 'US Privacy for UK publishers' working group for clients. For Publisher Collective, it was an opportunity.

"[Sourcepoint's] support since our initial setup has been invaluable and **being part of their working groups has allowed us to get an insight into the future** of consent management which we may not otherwise have been able to do," says **Elspeth Hinde**, Head of Product at Publisher Collective.

The working group included sessions on how UK clients can approach important topics such as the VPPA (Video Privacy Protection Act), wiretapping, and sensitive data laws that varied at a state level.

About Sourcepoint

Sourcepoint is the data privacy software company for the digital marketing ecosystem. It provides tools to protect consumer privacy, manage compliance and optimise revenue in a rapidly changing landscape. Founded by a team of digital advertising veterans, Sourcepoint has offices in New York, Berlin, and London.

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The weekly privacy recap for digital marketing

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