

Investing in privacy technology such as Consent Management Platforms (CMPs) enables you to handle user consent, display cookie banners, and ensure the right tags are fired for the right visitors.

However, CMPs are hard to set up and subject to human error, tech and requirement changes, and deterioration.

These complications leave you open to data privacy liabilities.

Is your CMP actually on every page it should be? How do you know?

Many regulations demand customers can opt in or out of cookies and marketing when they land on your website. So you need to have your CMP on every single page.

Is your CMP set up correctly to honor the customers' choices?

ObservePoint has found **30-40% of CMP implementations are not working properly**, either because it isn't on every page or because marketing technologies load even when consent has been declined.

How do you know what data is being collected and where it's being sent?

CMPs don't provide details like what pages tech are on, what data they are collecting, and to which countries they are sending it.

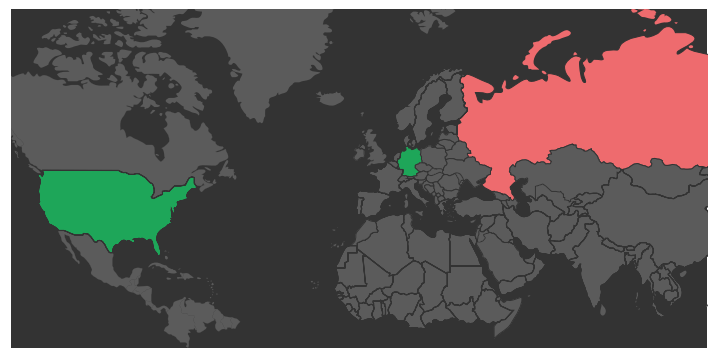
The Solution

ObservePoint's auditing solution can automatically:

- Audit all approved and unapproved cookies and marketing technology on your site
- Test that your CMP is in place and fully-functioning
- Provide an inventory of all data collection details and processing locations
- Test users' opt-in or opt-outs are honored

By detecting these issues quickly and alerting relevant stakeholders, ObservePoint helps protect you from potentially huge fines such as those associated with GDPR.

TAG NAME	ACCOUNTS	PAGES MISSING TAGS	PAGES WITH TAGS
> OneTrust Cookie Consent	1	2%	98%
> Google Universal Analytics	4	10%	90%
> Google Ads Remarketing	1	10%	90%
> Google Tag Manager	4	12%	89%
> LinkedIn Insights	4	12%	89%



ObservePoint audited 1000+ of the top trafficked websites to see the state of CMP implementation and management.

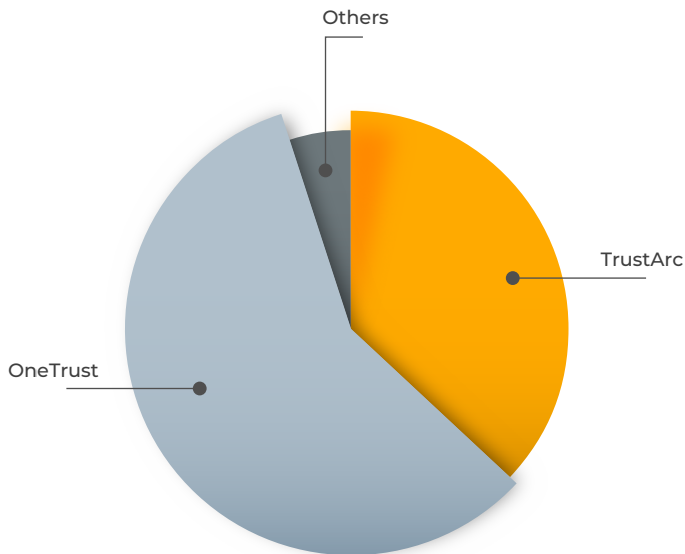
Market Insights

- Only **33%** of the sites audited had a detectable CMP present. Even though Gartner projects **65%** of the world will be covered by data privacy regulations by 2023.
- **30%** of the CMP implementations audited are flawed in a significant way, which could result in fines. For example, sites with options to opt out of all but required cookies were still loading marketing and analytics trackers on the site.

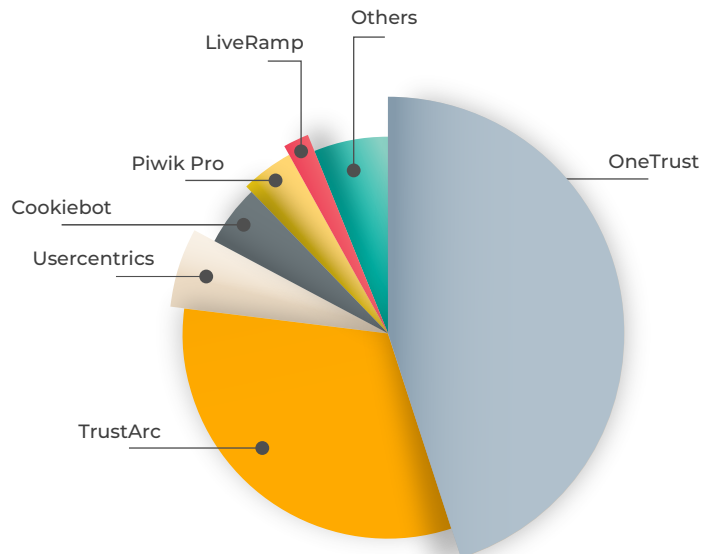
Market Share US & EU

OneTrust and TrustArc are the global market leaders, but there is nuance between regional markets. In North America, these two providers accounted for **95%** of the market. However in Europe, they were less dominant; others accounted for **23%**.

Market Share North America



Market Share Europe



See How it Works & Get a Pre-recorded Privacy Audit.

Watch this video to see how ObservePoint can show you what's really happening with the data:

