

## Usercentrics awarded 10 Leader Badges in two product categories by G2

Munich, July 11, 2024 - [Usercentrics](#), global leader in solutions for data privacy and privacy-led marketing, has once again been awarded multiple Badges by G2, the world's largest and most trusted software marketplace.

For Summer 2024, Usercentrics has once again been awarded **10 Leader Badges** in the Consent Management Platform and Cookie Tracking categories.

- **Leader:** A repeat win for Usercentrics in the Consent Management Platform category's main award.
- **Leader EMEA and Europe:** A first-time win for these awards in the Cookie Tracking category, and a repeat win in the Consent Management Platform category.
- **Leader Enterprise:** The second win for this Badge for Usercentrics in the Enterprise Consent Management Platform category, with criteria including that the software be suitable for large companies with over USD 1 billion in revenue and over 1000 employees.
- **Leader Mid-Market:** A second win for this Badge for Usercentrics in the Mid-Market Consent Management Platform category. The criteria includes that the software be suitable for small to medium-size companies with under USD 1 billion in revenue and 51-1000 employees.
- **Leader Mid-Market EMEA and Europe:** Usercentrics continues a winning streak for these badges. As an EU-based company with a strong customer base among companies of this size in these regions, we are so grateful.
- **Users Love Us:** Usercentrics also once again received the Users Love Us Badge for both the [Usercentrics CMP](#) and [Cookiebot CMP](#). To qualify, products must obtain at least 20 reviews with an average rating over 4.0 stars. The team continues to be so appreciative of our customers who have taken the time to leave reviews.



Products awarded Badges in the Grid® Report receive high ratings from G2 users, with significantly high scores in Satisfaction and Market Presence.

Companies have increasingly strong incentives to adopt a privacy-first mindset —beyond the need for data privacy compliance — thanks to stringent requirements from large platforms they rely on. Many are turning their focus to privacy-led marketing in order to delight their customers, get the data they need, and comply with privacy regulations and these business requirements. Usercentrics continues to innovate constantly to help companies meet these goals as digital markets evolve.

Usercentrics CEO Donna Dror noted, *“We will never get tired of seeing the results of the team’s ongoing hard work reflected in reviews by happy customers. These reviews affirm our belief that marketing is moving towards a privacy-led state. Receiving Badges in new categories, particularly, shows that our vision and products are increasingly resonating with people. It’s always a great day when the G2 Badges are announced. They help motivate us daily to continue striving to innovate, delight customers, and educate markets about the importance and huge opportunities of privacy-led marketing.”*

[Check out what reviewers have to say about Usercentrics on G2.](#)

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## About Usercentrics

Usercentrics is a global market leader in solutions for data privacy and privacy-led marketing. We believe in creating a healthy balance among data privacy, data-driven business, and privacy-led marketing for every size of enterprise. Cookiebot CMP is our plug-and-play SaaS, our App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements.

Usercentrics is active in 195 countries, with over 5,400 partners, and handles more than 6.6 billion monthly user consents.

Learn more on [usercentrics.com](https://usercentrics.com)

## About G2

G2 is the world's largest and most trusted software marketplace. More than 80 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit [www.g2.com](http://www.g2.com) and follow us on [LinkedIn](#).