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Didomi is the first Consent Management Platform to offer a solution for AMP

Used by several publishers, brands and E-commerce players worldwide, the AMP framework (accelerated mobile pages) is an open source web page format supported by Google. The main purpose of AMP pages is to speed-up the pages loading time on mobile phones and to simplify the code, in order to focus on the user experience.

Since May 25th, 2018, date of application of the General Data Protection Regulation, publishers have been required to find an appropriate legal basis for personal data processing activities. By default, they have to collect the consent of internet users prior to any collection and use of personal data, in particular when the data is used for monetization purposes.

Didomi alongside the AMP project teams have worked for nearly a year, crossing AMP pages and CMP technical integrations, to facilitate consent management and offer a more comprehensive solution than the native options integrated via AMP (AMP-Consent) which do not allow to manage a differentiated consent workflow to a level of what is traditionally applied on websites.

Since May 27th, 2019, all Didomi customers including publishers have benefited from this additional feature and are now able to collect internet users on AMP thanks to the AMP SDK developed by the Didomi team. This new capability comes on top of the many features already available on the platform, including deep-down consent analytics, an AB testing module for consent banners, 100% customizable UX or differentiated management of all consent modes (click on the banner, navigation, scroll..) across all devices.

"For publishers, which are generating on average 50% more revenue on AMP pages than on traditional web-mobile pages, AMP is an important concern. In addition to a significantly improved customer experience, which has a positive impact on site traffic and bounce rate, the technical integration with Didomi allows publishers to optimize their consent management in a personalized way."

— Romain Gauthier, CEO of Didomi

This integration is fully accorded with Didomi's ambition to provide adapted solutions to each point of contact between publishers and users.

"Since the very beginning, Didomi has been at the forefront of innovations in terms of consent collection across all digital channels. Our team has made technical integration with all existing solutions on the market a priority. Providing a solution for AMP pages is a logical step in our development, and we are very happy to offer it to all our customers."

— Romain Gauthier, CEO of Didomi

ABOUT DIDOMI

Didomi is a consent management platform helping brands and businesses collect, store and leverage their customer consents. Didomi provides widgets and solutions, such as banners, notices, pop-ups and forms, to collect consents across web, mobile and offline channels. Didomi widgets integrate with clients' vendors and tag managers to automatically enforce customer consents. With Didomi Preference Center solution, brands give their customers access to a dedicated space where they can access and manage their consent and preferences. All Didomi solutions are entirely whitelabeled, easy to embed and seamlessly integrated with leading data and marketing platforms.



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