



Checklist: 7 tips for a higher marketing consent rate

1

Check data protection laws

- ✓ Review regulations in your business locations
- ✓ Consent may vary by market

2

Avoid legal risks

- ✓ Obtain explicit consent
- ✓ Transparency about how data is collected, used and controlled
- ✓ Provide FAQs and contact information

According to DSGVO, consent must be

- revocable,
- informed,
- documented,
- preceding,
- granular,
- voluntary & explicit.

3

Create a gatekeeper

- ✓ Consent Management Platform with A-/B-testing and automatic translation

4

Offer opt-in and opt-outs

- ✓ Possibility of withdrawal
- ✓ Consent options for various marketing activities

- Concise and easy to understand
- Coherent with design
- Suitably placed

5

Pay attention to right channel and timing

- ✓ Consent platforms: *website, e-mail, customer service, app*
- ✓ Consent at different points in time:
 1. Existing customers: Loyalty phase
 2. Potential customers: Consideration phase
 3. Both: Awareness phase

6

Reward customers

- ✓ Financial incentives: Temporary discounts on own products or those of other companies
- ✓ Non-financial incentives: Free products, raffles or events

7

Monitor strategy

- ✓ Tracking of consent opt-in and opt-outs
- ✓ Renewal of consents if necessary