

# Usercentrics receives millions in funding – US expansion planned

Munich, September 18th 2018

The German Consent Management Platform (CMP) provider Usercentrics secured a growth investment in the millions in a current financing round. The lead investors are Cavalry Ventures and Reimann Investors. Other contributors include the business angels Kai Seefeldt (Productsup), Axel Täubert (Google / DoubleClick) and Jens Lapinski (Angel Invest Ventures). Usercentrics has grown massively since its founding in early 2018, and is now the German market leader in the segment of Consent Management Platforms (CMPs). The platform is collecting and currently providing several million user consents per minute to well-known companies, agencies and advertising technology providers.

With the new capital, Usercentrics is set to accelerate the expansion of its core business and expand into new markets, primarily to European countries and the US. As part of its growth strategy, Usercentrics will continue to expand its team of experts by hiring new employees in the areas of IT, legal, sales and marketing.

The Munich-based technology company has developed a software solution for the new and stricter legislation under the GDPR and the E-Privacy Regulation. Usercentrics provides a Consent Management Platform that enables companies to obtain, manage and document the consent of their website users for the use of Web technologies (cookies, pixels, etc.). Large advertising companies, publishers and agencies are especially likely to benefit from the Software-as-a-Service solution, which can be easily integrated into existing technology stacks.

The founders – Mischa Rürup (former founder of intelliAd, Exit to DHL), Vinzent Ellissen, and Lisa Gradow, are experienced entrepreneurs who bring in sound expertise and a network of advertising, tech and legal.

**Mischa Rürup, Founder and CEO of Usercentrics:** “In the future, personal data will only be valuable with the consent of the user. Therefore, Usercentrics GmbH supports companies in bringing the collection and processing of user data in line with the new legal framework and strengthened user rights. Therefore we are pleased that our investors see the GDPR, as well as our customers, as an opportunity for a better Internet.”

**Rouven Dresselhaus, Managing Partner at Cavalry Ventures:** “We look forward to working with Usercentrics. We are convinced that the exceptionally competent and experienced team has created a platform with the right approach to further expand its market leadership in this fast-growing and highly relevant market.”

**Dr. Michael Riemenschneider, Managing Director of Reimann Investors:** “The EU General Data Protection Regulation has changed the legal situation for personalized online advertising. Usercentrics recognized the resulting need for a holistic consent platform at an early stage and with their GDPR-compliant Legal Tech software solution the potential to establish themselves as a leading player in the field of Consent Management. We were particularly impressed that Usercentrics already counts

major corporations among its customers and thus is excellently positioned to attract small and medium-sized as well as other large enterprise customers.”

## Imagery

[Usercentrics Founders](#) (from left to right: Vinzent Ellissen, Lisa Gradow and Mischa Rürup; photo credits: Raimar von Wienskowski)

## About Usercentrics

Usercentrics is the market leader in the field of Consent Management Platforms (CMP). The Software-as-a-Service solution enables advertisers, publishers, agencies and technology providers to obtain, maintain and access the data privacy of their users for data tracking through various web technologies on the website in a privacy-compliant manner.

The Usercentrics solution is easy to implement, freely configurable and legally secure. With the help of Usercentrics, companies can easily introduce transparent Consent Management and ensure DSGVO and E-Privacy compliance at all times. The CMP offers users an intuitive user interface, real-time monitoring, a wide range of options for opt-in A / B testing and optimization tools.

The Munich-based technology company was founded in 2018 and currently manages several million Consents per minute. Usercentrics customers include well-known companies from various sectors, agencies and advertising technology providers.

## About Cavalry Ventures

Cavalry Ventures is a Berlin investment fund that bundles and leverages the many years of experience of its partners to support leading technology companies. The fund's partners have repeatedly funded, founded, built and sold market-leading companies such as Delivery Hero, Tradeshift or Plista and now share their know-how within the Fund's portfolio. Cavalry Ventures is characterized by an intensive support of its portfolio companies, which is underlined by the commitment of selected ecosystem partners and close business relations Cavalry's to investors and founders.

[cavalry.vc](https://cavalry.vc)

## About Reimann Investors

Reimann Investors ([reimann-investors.com](https://reimann-investors.com)), is the family office of members of the Reimann entrepreneurial family who split off from their involvement in the former family business in the late 1990s. The investment focus of Reimann Investors is on capital market investments and investments in digital growth companies in the fields of premium e-commerce, digital services, SaaS and FinTech.

## Press contact Usercentrics

Agentur Frau Wenk +++ GmbH

Phone: +49 (0) 40 32 90 47 38 0

Email: [usercentrics@frauwenk.de](mailto:usercentrics@frauwenk.de)

