WireWheel Universal Preference and Consent Platform

Unified privacy-centric customer choices

wirewheel.io

Unified privacy-centric customer choices

Centralize and manage consumer choices across all experiences and devices

As privacy regulations continue to evolve and traditional digital adtech methods are phased out, it's becoming more important to build trust with your consumers.

Using WireWheel's Universal Preference and Consent Platform (UPCP), build trust with your consumers through unified preference and consent profiles that can be managed across your brands, channels, and existing martech stack. Feel confident that you are communicating with consumers in the way the they prefer.

A complete solution to managing customers' consents and preferences

Collect Privacy Choices

Build customer trust and establish your customers privacy profiles to help obtain, maintain, and respect consents through your customer lifecycle.

Centralize, Unify, and Integrate

WireWheel UPCP integrates with tools like Salesforce, Eloqua, and Marketo to sync, centralize, and unify your customers' selections.

Built for Privacy Compliance – Today and Tomorrow

WireWheel's platform enables you to optimize your marketing program and comply with evolving privacy regulations.

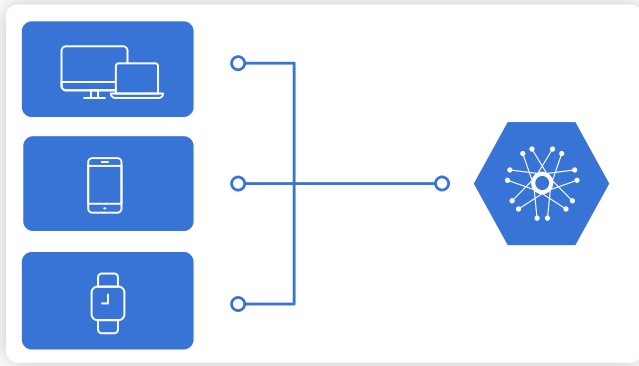## Have control and visibility over the choices you give consumers.

Your golden record for privacy-compliant customer choices

Enable privacy compliance - today and tomorrow

Built for your business - your tech stack, your jurisdiction

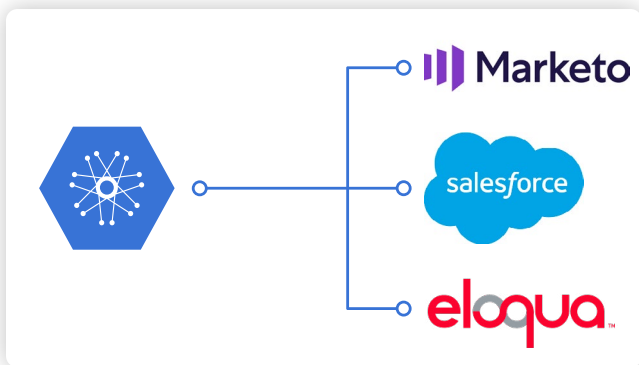## Collect your customers' choices

Intake and manage consents and preferences across multiple brands and channels

Market with confidence

Make UPCP your source of truth and know that you are communicating with customers the way they prefer

Consents

Profiling	Opt in	Opting out
Targeted advertising	Opt in	Opting out
Processing of personal data	Opt in	Opting out
Sale or sharing of personal data	Opt in	Opting out

Cancel   Submit

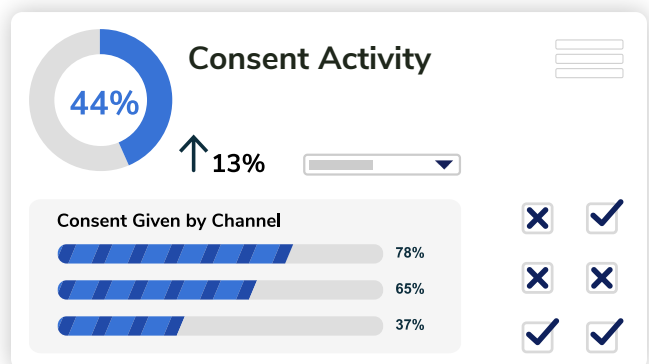**||| Marketo**

salesforce

eloqua™

Integrate with your martech stack

Proliferate choices across your brands and your martech stack and ensure that, when you communicate, choices are up-to-date

View the status at your fingertips

Analyze consent and preference data across channels. Understand trends and create an auditable compliance consent record

Consent Activity

44%

↑13%

Consent Given by Channel

78%
65%
37%

Book your demo for UPCP today!

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