



SEZNAM.CZ



CASE STUDY



How Seznam.Cz Gave Their Publisher Network Full Control Over Consent Performance

A case study in moving off an in-house
CMP without disrupting publishers

www.consentmanager.net

At a glance

+ 3 capabilities

A/B testing, customizable banner design, and live statistics **unavailable to publishers before**

~100 publishers

now **managing consent independently** with their own consentmanager by iubenda account

↑ consent rate

Significant **uplift after A/B testing** and ML optimization

About Seznam.cz

Seznam.cz is a technology company, major European publisher, and identity provider operating a search engine, news portals, e-mail service, price comparison portal, mapy.com and also a network of premium publisher properties. Managing consent infrastructure for 1000+ publishers requires a platform built for scale and flexibility, not a tool that needs constant internal upkeep.

Industry	Internet / Media / Publishing
Country	Czech Republic
Scale	Publisher network across Czech Republic
Use case	Reseller portal, automation, IAB TCF v2.3



The challenge



The priority was making the transition as smooth as possible for publishers, while giving them **tools they didn't have before**: the ability to customize, test, and analyze consent performance independently



As TCF changes **reduced the consent-sharing advantage** across the network, maintaining the in-house CMP for partners network lost its main additional value



Growing complexity, including a pay-or-OK model and user login integrations, made the platform increasingly **difficult to extend**

"When we decided to deprecate our CMP for external publisher partners, our priority was making the transition as easy as possible. Switching from a free solution we provided since 2018 was a very sensitive topic. consentmanager by iubenda gave them everything they needed to get started for a fair price, and more than they had before."

Jakub Novotný
Identity Solutions Manager



The solution

Fast, complete onboarding

consentmanager by iubenda prepared the full setup including landing page, banner templates, and account configuration, getting the network **live within a few weeks**.

Publisher customization and A/B testing

Each publisher can now customize their banner design independently, with A/B testing and machine learning optimization to **improve consent rates** for their specific audience.

Self-serve statistics

Publishers have **direct access** to acceptance rates, bounce rates, and engagement data broken down by device, region, and banner variant, with no need to request data manually.

A preset selection of recommended vendors was configured for the network, giving publishers a **ready-to use setup from day one**.

Button positioning, layout, and wording can all be **tested and refined per publisher**, rather than applying a single setup across the entire network.

Real-time reporting means publishers can **act on performance data immediately**, rather than waiting for data to be pulled on their behalf.

EU-based servers and async loading keep **consent delivery to under 200 milliseconds**, protecting ad rendering times across the network.

ML-optimization automatically **shifts traffic to better-performing variants**, with results visible in each publisher's own dashboard.

Network-level reporting gives Seznam.cz a **consolidated view across all publisher accounts** from a single dashboard.

Book a call with our team ▶

to see how consentmanager can turn compliance into a competitive advantage.

Discover how our platform makes managing compliance at scale easy.

www.consentmanager.net

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