



omni calculator

CASE STUDY



From CMP Switch To Higher Opt-In Rates

How Omni Calculator closed the gap
between consent rates and ad revenue

www.consentmanager.net



At a glance

↑ 20%

Opt-in rate uplift after switching to consentmanager

1

Unified setup aligning consent and reporting across the platform

6M

Page views served monthly, with consent delivered in under 200ms to protect page speed

About Omni Calculator

Omni Calculator is an online platform offering hundreds of specialized calculators across math, science, finance, health, and everyday life. Based in Poland, the platform serves 6 million monthly page views across multiple regions and runs on an ad-funded model that depends on clean consent signals, broad addressable audiences, and fast page loads to deliver value to readers and advertisers alike.

Industry	Online Tools & Publishing
Country	Poland (global audience)
Scale	6 million monthly page views
Use case	Web CMP, consent optimization, page speed

The challenge

Opt-in rates needed to grow

The previous setup didn't give the team the design flexibility or reporting needed to optimize consent performance, and every rejected consent meant a smaller addressable audience for ad revenue.

A global audience means multiple regulations to manage

Users come from GDPR, CCPA/CPRA, LGPD, and other jurisdictions. The previous setup couldn't handle that complexity from one place without manual configuration work.

SEO traffic is the lifeline, and page speed protects it

Core Web Vitals directly affect rankings on calculator queries, so any consent solution had to load fast enough to keep search performance intact.

In their words

"Our opt-in rates had room to grow, and we knew a better CMP was the way to get there. consentmanager gave us the performance and reporting we needed to make it happen"

Alexander Utz

Ad Operations & Yield Manager, Omni Calculator

"Page speed is non-negotiable for us. Our entire growth depends on SEO, and the CMP had to load fast enough not to hurt Core Web Vitals while still giving us the controls and reporting we needed."

Alexander Utz

Ad Operations & Yield Manager, Omni Calculator

The solution

Built for fast, intent-driven sessions

Async loading keeps consent delivery under 200 milliseconds, protecting Core Web Vitals and the SEO traffic that calculator pages depend on.

A mobile-optimized banner respects the quick, single-task behavior of calculator users, getting consent without slowing them down.

A cleaner, fully customizable banner design reflects the Omni Calculator brand and has helped lift opt-in rates since launch.

One setup for a global audience

GDPR, CCPA/CPRA, LGPD, and more are managed from a single configuration, handling region-specific consent flows automatically as users come from different jurisdictions.

Native IAB TCF v2.3 and Google Consent Mode v2 support means consent signals pass correctly to the new ad partner and any others added in future.

30+ supported languages mean a single global platform can be managed without adding consent infrastructure overhead.



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