



HOW 9GAG SUCCESSFULLY MIGRATED TO SOURCEPOINT FROM THEIR PREVIOUS CONSENT MANAGEMENT PLATFORM SUPPLIER

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9GAG is a leading global digital and social media network known for creating viral content and videos that resonate with a worldwide audience. With a strong presence across major platforms, 9GAG reaches over 200 million users globally, primarily from Gen Y and Z.

The brand boasts 40 million followers on Facebook, 56 million on Instagram—where it ranks as the #1 entertainment brand and the 6th most followed brand page globally—and 16 million on Twitter. Recognized as the top global social media platform in entertainment and gaming, as well as the #1 cross-platform video creator in the U.S., 9GAG garners over 2.2 billion monthly social video views according to Tubular Labs.

As one of the top 300 websites worldwide, 9GAG's mission is simple yet powerful: to make the world happier.



The onboarding process has been seamless, and the team's customer support is proven to be a valuable asset.



Moving CMP Partners

9GAG made the decision to move to Sourcepoint after identifying some limitations in their previous setup, particularly around flexibility, ease of use, and the level of hands-on support.

9GAG found that Sourcepoint provided a more rounded experience with some of the following benefits:

- User-friendly, intuitive platform that's easier to manage day-to-day.
- Greater customisation options to match 9GAG's brand and UX goals.
- Proactive account management with:
 - Tailored onboarding
 - Frequent check-ins
 - Strategic, ongoing guidance

More agile and scalable CMP solution, better suited for evolving needs across global markets.

"9GAG is excited to partner with Sourcepoint. Their platform offers the necessary control, and compliance tools we need to strengthen trust with our users while staying ahead of evolving privacy regulations. The onboarding process has been seamless, and the team's customer support is proven to be a valuable asset." **said 9GAG**

Why Sourcepoint?

Before committing, 9GAG conducted a POC with Sourcepoint. This allowed the team to explore the interface, test its features, and confirm that it could be seamlessly integrated into their existing systems.

Throughout this process, Sourcepoint's account management team played a pivotal role, offering responsive, knowledgeable, and supportive guidance that further reinforced 9GAG's confidence in the platform.

Key Reasons for Choosing Sourcepoint:



HIGH LEVEL OF SUPPORT:

- Collaborative onboarding process with Sourcepoint's team.
- Expert assistance in crafting user messages, configuring vendor lists, and running tests.
- Regular weekly calls to ensure alignment and smooth setup.
- Direct access to Sourcepoint's support ticketing system via Zendesk for urgent needs.

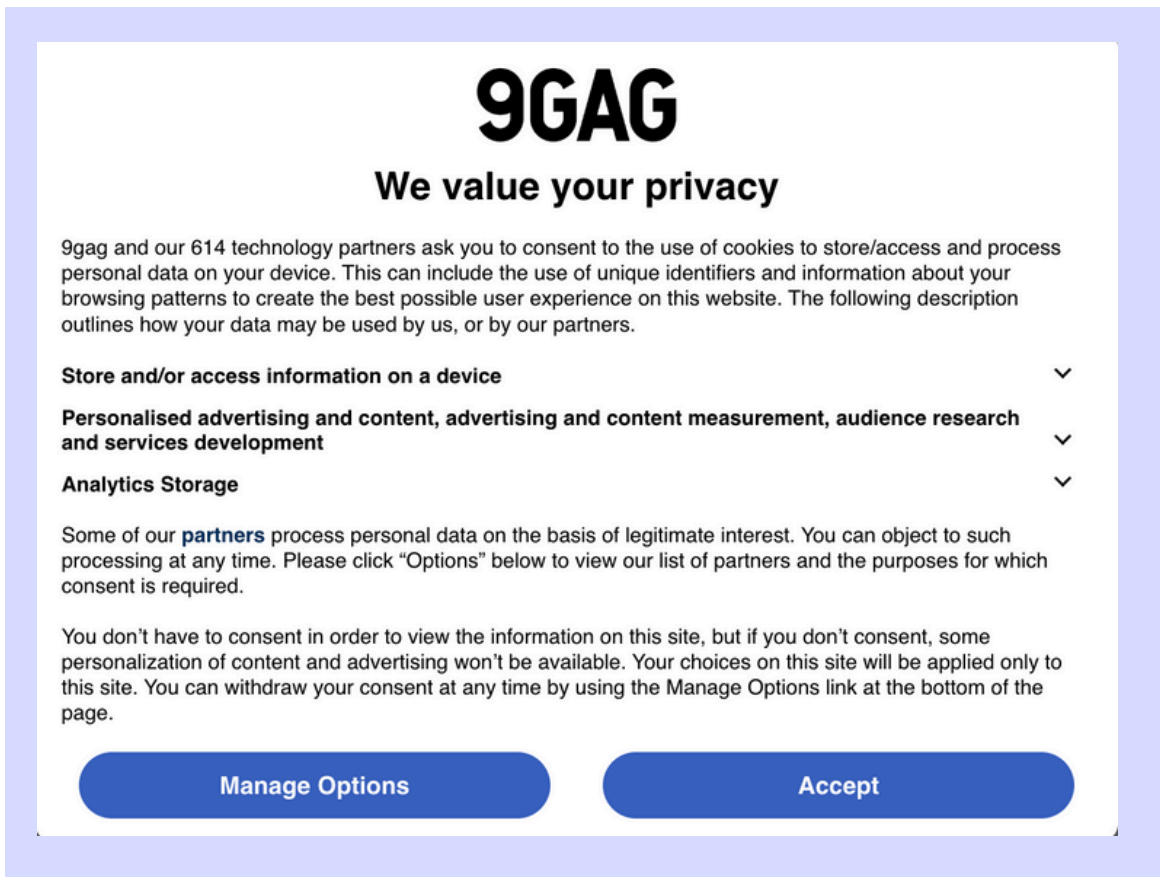
FLEXIBILITY & CUSTOMIZATION:

- Highly tailored implementation to meet specific needs.
- Ensured a seamless user experience with complete control over branding.

Migration

The implementation of the Sourcepoint CMP on 9GAG’s web platform took just two weeks. It began with a kickoff meeting and portal training video to get the team up to speed. From there, 9GAG moved quickly, using Sourcepoint’s pre-built message templates as a foundation and customising them to match their brand’s look and feel.

The lightweight and easy-to-load Sourcepoint script made the technical integration straightforward, and once the portal setup was complete, 9GAG’s development team was able to implement the script without issue.



CMP MESSAGE ON 9GAG.COM

Current Status

Sourcepoint is currently live on 9gag.com, Android and iOS apps. 9GAG is also actively using Sourcepoint's scanning tool, Diagnose, to identify vendor activity and uncover vulnerabilities across their web and iOS app environment.

About Sourcepoint

Founded in 2015, Sourcepoint is the practical privacy software company trusted by the world's most influential brands. We believe that privacy compliance can be a catalyst for better business outcomes. With over 30 billion consumer touchpoints per month, we are the leader in enterprise-grade privacy automation for complex, dynamic compliance challenges. Sourcepoint has offices in New York, London, and Berlin.

Dig deeper

For more insights into how Sourcepoint clients use Sourcepoint to accomplish their privacy strategies, [read our case study](#) with Haymarket

Sourcepoint

Having control of what loads onto our sites is vital for us, from a privacy and website performance point of view.



LIV HORNER
Lead Product Manager

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