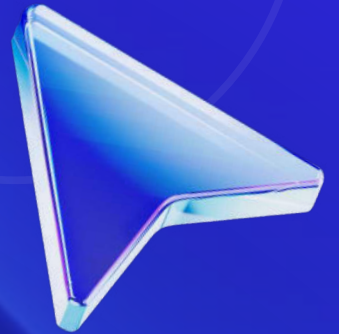


CASE STUDY

How **EVER*** Marketing built a compliance service their clients trust

EVER*
MARKETING FOR YOU.



A strategic partnership story

How EVER* turned compliance into a service its clients can count on, and why customers like Schmidt GmbH saved thousands as a result.

EVER* Marketing acts as an external marketing department for small and mid-sized businesses across Germany and central Europe. When the agency saw clients exposed to legal risk online, and recognized that compliance wasn't something most of their clients could solve on their own, EVER* made a deliberate strategic call. Rather than pushing the burden onto customers, the agency picked iubenda as its compliance partner and built a 360° Compliance package into its full-service offer. Three years in, that decision pays off twice. EVER* sells a stronger package, and clients like Schmidt GmbH save thousands in legal fees because their agency made the call to take compliance off their plate.



About EVER*

EVER* Marketing is a German full-service agency that handles web design, SEO, social media, branding, content, and offline marketing for its clients. Compliance now sits inside that offer as a service, branded as 360° Compliance.

Industry	Full-service marketing agency
Country	Germany (plus AT, LU, ES, PT)
Scale	2 employees + freelancer network, 50 to 100 clients per year
Use case	Embedded compliance for agency clients

At a glance

3 years

Strategic partnership

EVER* has trusted iubenda as its compliance partner since 2023. Long enough to make it a reliable part of every client engagement and every new business pitch.

**360°
Compliance**

EVER*'s productized service

EVER* sells compliance the same way it sells design, SEO, and content. Clients get a fuller package and a single point of accountability for everything online.

**Thousands
saved**

Per client, thanks to EVER*

EVER* clients get compliant policies, cookie banner, and terms and conditions (T&Cs) through iubenda. Custom legal work for the same setup would cost each client thousands of EUR.

Clients were exposed to legal risk

German consumer protection law is unforgiving. A missing cookie banner or weak privacy policy can trigger formal warnings that could cost thousands. EVER* didn't want to leave its clients at risk.

The agency knew it wasn't a law firm

Rather than building legal expertise in-house, EVER* went looking for a strategic partner whose tools they could put its name behind, and whose work would hold up for every client.

Full-service had to mean full-service

Without a compliance component, EVER* couldn't honestly say it covered everything a client needed online. Closing that gap was a deliberate move to strengthen the agency's offer.

"We wanted to offer a complete, secure solution to our clients so they wouldn't have to worry about legal pitfalls. iubenda gave us the toolkit to do exactly that, and it's now part of every engagement."

Ina Tschemernjak
Owner, EVER* Marketing

What EVER*
set out to fix

How EVER* made it work

EVER* picked one complete toolkit

One vendor, every layer.

EVER* uses iubenda's Privacy Policy, Cookie Solution, Consent Database, and T&Cs Generator together. One source for every compliance asset on every client site.

No outside lawyer for standard work.

EVER* generates policies in minutes, and they update automatically when laws change. The agency doesn't have to commission custom drafts for routine cases.

Compliance from day one.

EVER* launches client websites with the legal layer wired in as part of the build, not added on after go-live.

EVER* turned compliance into a service

360° Compliance as a billable service.

EVER* sells compliance alongside design, SEO, and content. A former gap became a service the agency can lead with.

It strengthens new business pitches.

Showing prospects that EVER* already handles the legal essentials helps the agency win deals against competitors that don't.

Clients stay close to the agency.

Compliance questions route to EVER* instead of a third party. The trust on every account deepens because the agency owns the answer.

EVER* passes the value to its clients

Lower legal bills, by design.

What would cost an EVER* client thousands in custom lawyer fees now comes at a fraction of that, with the same legal coverage.

Set up once, covered as they grow.

EVER* keeps policies current as clients add tools, vendors, or markets. These evolve with the business without anyone having to chase it.

A paper trail clients can show.

When customers, partners, or regulators ask about consent and policy, EVER* clients have a clear record to point to instead of scrambling.

▲ ELEKTROSCHMIDT

**When EVER* wins,
so do its clients.
Meet Schmidt GmbH.**



Starting point

Industry	Electrical installation / trades
Country	Germany (Stuttgart, 100 km radius)
Scale	7 employees, €850K to €1M revenue
EVER* relationship	Client since 2022, one managed domain

Schmidt had no website and no digital compliance setup when it first came to EVER*. Building a legally sound online presence in Germany requires privacy policies, a working cookie banner, and T&Cs that hold up under consumer protection law. Custom legal work for that kind of setup typically runs into four figures and slows a launch by weeks. Most agencies hand that piece back to the client. EVER* had already built a better plan.

Because EVER* had already chosen iubenda as its compliance partner, Schmidt's new website launched with the Privacy Policy, Cookie Solution, Consent Database, and Terms and Conditions wired in as part of the build. The owner never had to commission a lawyer or wonder whether the cookie banner met German standards. As the business adds tools or expands services, EVER* can keep the policies current. Schmidt didn't have to think about any of it.

Operational

EVER* delivered a compliant website alongside the rest of the build. Zero legal admin work landed on Schmidt's desk.

Commercial

Thanks to EVER*'s partnership with iubenda, Schmidt saved four-figure sums on lawyer fees that would otherwise have gone into drafting and maintaining custom policies and T&Cs.

Risk

Working with VfB Stuttgart and major hotel chains, Schmidt needs a digital presence that holds up to scrutiny. EVER* gave them one they can trust.

“As a trades business, we want to focus on the work we do for customers, not on legal pitfalls online. EVER* set us up with iubenda, a solution that simply works and covers us legally. It saved us a lot of headaches, and a lot in legal fees.”

Max Weigel

Schmidt GmbH Elektroinstallation

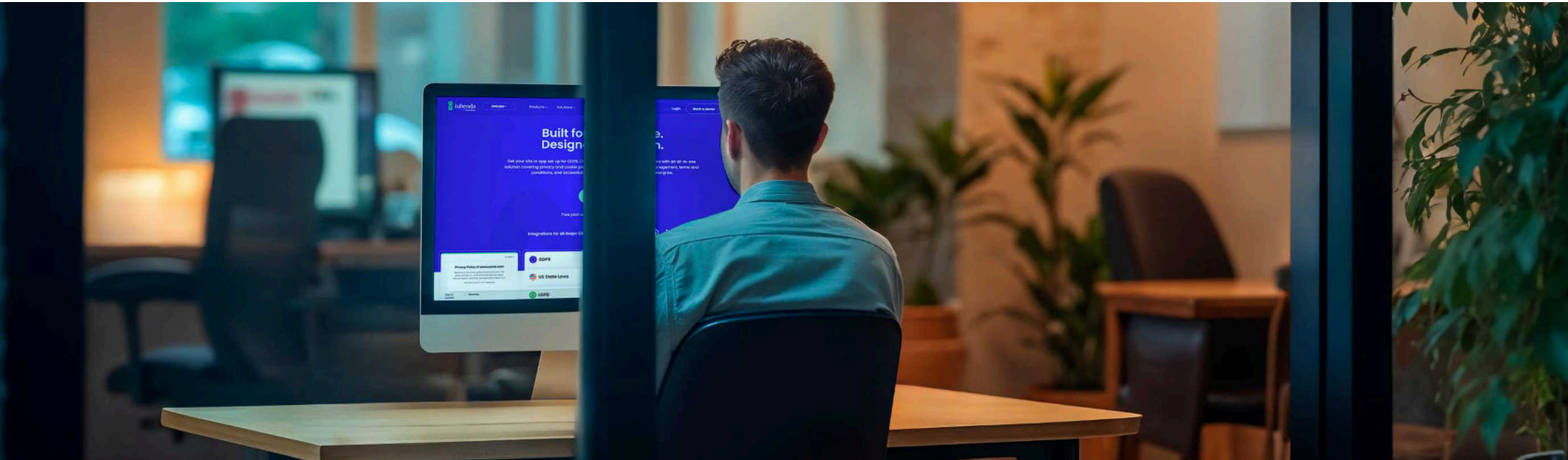
What EVER*
delivered

Why it works

EVER*'s strategic call,
three years on

EVER* didn't try to build legal expertise in-house, and didn't push compliance back onto its clients. The agency made a strategic call early on: pick the right technology partner, embed the tools, and deliver compliance under EVER*'s own brand as part of a full-service package.

Three years in, EVER* delivers compliance with the same confidence it delivers design and SEO. Clients like Schmidt save thousands and stop thinking about it. New prospects see an agency whose offer covers everything online, including legal compliance topics their business can stand behind. That's what a good partnership looks like in practice.



Curious how the iubenda
partner program could
work for your agency?

Looking for a trusted marketing agency? Reach out to EVER*
to see what they can do for you.

Are you an agency looking for a new revenue stream or just
trying to streamline your compliance projects? Let's chat.

Book a call with our partner team.