



CASE STUDY



HELLENIC TECHNOLOGIES & IUBENDA

How Hellenic Technologies built a scalable compliance practice with iubenda





Partner

Hellenic Technologies

Location

Athens, Greece

Status

Gold Partner

Hellenic Technologies is a full-service digital agency based in Athens, serving 280 active clients across e-commerce, healthcare, hospitality, and regulated industries. Their work spans web development, performance marketing, AI integrations, and business intelligence. Compliance sits at the center of nearly every project they deliver.

The problem:

Compliance was slowing them down

Before iubenda, the team **used a third-party CMP that struggled to keep up with their more advanced technical setups**. As server-side tracking became standard across their client base, the friction became impossible to ignore. Tag firing was inconsistent. Consent behavior was unpredictable. Every complex implementation turned into a troubleshooting exercise.

The cost was not just time. It slowed delivery, created doubt around tracking accuracy, and pulled both the development and performance marketing teams away from work that helped clients grow.

Why they chose iubenda

Patrick Abedin, Managing Director, found iubenda while researching compliance solutions. The difference was immediately clear.

Most CMPs solve one problem. iubenda solves several: cookie consent, privacy policies, terms and conditions, and legal document management in one platform. For an agency managing 280 clients with varying compliance needs, that breadth of coverage saved time and reduced cost on every engagement.

After confirming the technical fit with their Google Tag Manager and tracking setups, Patrick connected with the iubenda partner team. The relationship has grown steadily since.

**The
deciding
factors:**

An all-in-one compliance platform, not just a consent banner

Reliable integration with GTM, server-side tracking, and analytics

A partner program with lifetime recurring revenue

Responsive support when complex cases came up



What changed after switching

The impact showed up across three areas of the business.

Delivery got
faster and more
predictable.

The team now follows a consistent implementation process. Troubleshooting dropped. Confidence in tracking accuracy went up. Projects that used to create uncertainty now have a reliable technical foundation from the start.

Pitches got
stronger.

When discussing performance marketing, analytics, server-side tracking, or AI-powered digital projects, Hellenic Technologies can now position compliance as part of the strategy, not an after thought. Clients see a team that understands both the technical and legal side. That builds trust and helps win business.

Compliance
became a
revenue line.

By packaging compliance as a dedicated Digital Compliance service, the team created a recurring revenue stream alongside their existing work. Gold Partner status and iubenda certification give the service credibility and make it easier to sell to clients in regulated industries.

The proof: a global healthcare client, 24 countries

The clearest example of what the partnership delivers in practice came through a major client win.

A global healthcare company needed consent management across websites in **24 countries**. The requirements were strict: GDPR compliance across multiple markets, consistent consent across all sites, and no loss of quality in their analytics, event tracking, or marketing attribution data.

The outcome

Result	Detail
Deployment scale	24 countries
Consent opt-in rate	Above 50%
Tracking quality	Improved data completeness and accuracy
Attribution	Better marketing visibility across all markets

One of the most valuable aspects has been the custom support provided when needed for specific customer cases. This creates a true sense of collaboration between our agency and the iubenda team, helping us resolve challenges more efficiently and deliver better outcomes for clients.

Without a compliance partner they could rely on, this project would not have been possible. The iubenda partner team made it work.

In their own words

At Hellenic Technologies, iubenda has become an important part of how we deliver compliant, high-performance digital solutions for our clients. As our agency expands into AI, business intelligence, and advanced data infrastructure projects, reliable consent management remains a critical foundation. iubenda helps us connect privacy requirements with advanced tracking setups, including Google Tag Manager and server-side tracking, allowing us to support better data quality while respecting user consent and helping our clients stay aligned with GDPR expectations.

Patrick Abedin, Managing Director at Hellenic Technologies

At a glance

280 active clients

Covered with a consistent compliance workflow

Stronger pitches

Across performance marketing, analytics, and AI projects

24-country consent management

Delivered for a global healthcare client

Compliance as a service

Generating recurring revenue alongside core work

Partner team support

Available for complex, regulated implementations

50%+ consent opt-in rates

Achieved for that client

Want to see how iubenda could help you and your clients?

[Book a call with](#) us or learn [more here](#).