



# Built for One Purpose: Defensible Proof of Consent

## A FOCUSED SOLUTION FOR A FOCUSED PROBLEM

### OUR APPROACH

At ExpressConsent, we've taken a no bells and whistles approach to solving one of the most important challenges in compliant marketing: proving consent.

When we created ExpressConsent, our goal was simple. Build a product that focuses on the one thing businesses truly need — clear, defensible evidence of Prior Express Written Consent (PEWC). Instead of loading the platform with unnecessary features, complicated workflows, or expensive add-ons, we focused on creating a streamlined solution that captures exactly what matters.

### THE CERTIFIED DIGITAL RECORD

Our Certified Digital Record (CDR) shows precisely what the consumer saw and agreed to at the moment they provided consent. The result is a clean, court-ready record that provides the documentation companies need if consent is ever challenged.

### BUILT TO BE AFFORDABLE

Just as important as functionality was affordability. ExpressConsent was built with the belief that compliance tools should protect your business without eating into your margins. By focusing on efficiency and eliminating unnecessary complexity, we're able to provide a powerful consent solution at a cost that helps improve our clients' bottom line.

*Sometimes the best solution isn't the most complicated one. It's the one that simply works — reliably, defensibly, and affordably. That's the philosophy behind ExpressConsent.*