



Google Consent Mode v2

New Requirements for Google Ads & Analytics


What is Google Consent Mode v2?

- 
- ✓ Technology to automatically send signals from a Cookie Banner to Google
 - ✓ Google requires it in order to know that consent is given & tracking is allowed
 - ✓ Signals include information on analytics, ads, personalization and data sharing
 - ✓ Without these signals, Google will no longer track user data, e-commerce data or do personalization
 - ✓ A Google certified CMP should be used to send the signals
 - ✓ Advertisers need to enable consent mode before March 2024 to preserve audience features

Does this new requirement apply to me?

- 
- ✓ Consent Mode v2 is required for all websites & apps that use Google services (e.g. Google Analytics, Google AdWords, Remarketing, AdMob, AdSense, YouTube, Google Maps, reCAPTCHA, ...)
 - ✓ It is required for all visitors/app-users from the EEA + UK, it is independent of the website- or app-owners country
 - ✓ Part of Google's new policy (EUUCP)

What benefits do I have in using Google Consent Mode?

- 
- ✓ Consent Mode can help to better comply with GDPR and ePrivacy
 - ✓ Using Consent Mode allows Google to continue tracking – without it you will lose data in your Google Analytics, Google Ads and others
 - ✓ By activating Consent Mode, Google will enable “Conversion modeling” (see next page) which allows you to track more conversions, even when the visitor rejected

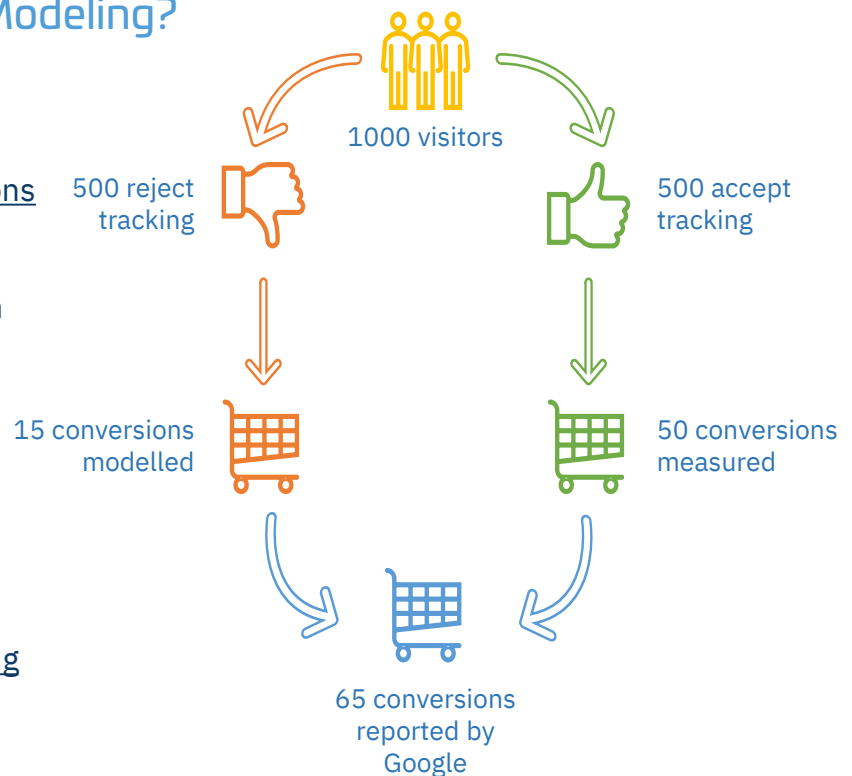


Google Consent Mode v2

Unlock the full potential with consentmanager

What is this Conversion Modeling?

- ✓ If no consent is given, Google tracking can use Conversion modeling to recover conversions that were not tracked
- ✓ On average consent mode can recover around 65% of conversions
- ✓ Minimum requirement 100 clicks per day in Ads
- ✓ “Basic” or “Advanced” mode with or without “hard” blocking possible



How can consentmanager help?

- ✓ consentmanager is a CMP certified by Google
- ✓ Support for Google Consent Mode v2 already integrated – ready & start with only a few clicks
- ✓ Additional Support for IAB Transparency & Consent Framework (TCF 2.2) for ad monetization
- ✓ Best-in-class Crawler, Analytics and Compliance features
- ✓ Integrated A/B-Testing & Machine learning for boosting your Acceptance-Rate and gaining more Conversion data

Try now for free: www.consentmanager.net →