

Google Consent Mode v2

What's new and how it affects you

How Google's latest privacy standards can
impact your **revenue** and **what to do about it**



Using Google services for personalization or measurement? Want to keep these crucial business features? **Everything you need to know is in this guide**

In November 2023, Google introduced **Google Consent Mode v2**.

Starting **March 2024**, to keep using Google services functions like targeting and conversion tracking for EU users, you are required to add Consent Mode to your website or app. Also, you need to use a consent banner that complies with Google's [EU user consent policy](#).



To handle all this, Google recommends working with a Consent Management Platform listed on their CMP Partner Program, AKA a "Google CMP Partner"



Luckily, **iubenda** was certified as a trusted Google CMP Partner with Google Consent Mode support well before these new requirements were introduced.

We know what we're doing, and we can help guide you through the necessary steps in no time so you'll get to keep the Google features that are essential to your marketing.



iubenda



[Click here to get set up with iubenda's Google-certified CMP right away!](#)



Or keep reading to **learn more**

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Let's dive in

At A Glance: What's New with Google Consent Mode v2



What's new?

In order to keep getting the most out of Google services for measurement and personalization in Europe, you have to meet the following 2 new requirements on your website/app:



Activate Google Consent Mode



Set up an EUUCP-compliant banner to collect user consent.

Why? In a nutshell, the consent banner passes each user's consent choices to Google Consent Mode, which adjusts the behavior of Google products to respect users' privacy preferences. Through a technology called conversion modeling, Google Consent Mode helps recover valuable modeled data from users who don't consent to tracking without violating their privacy.



What are the benefits of Google Consent Mode?

The basic nature of consent banners (already required to meet legal requirements in Europe) means you lose precious data from users who don't consent to tracking for purposes of advertising or analytics, resulting in **fewer data insights from your existing campaigns and for your future campaigns' bidding and optimization**. Your business can be negatively impacted if you don't account for this lost data.

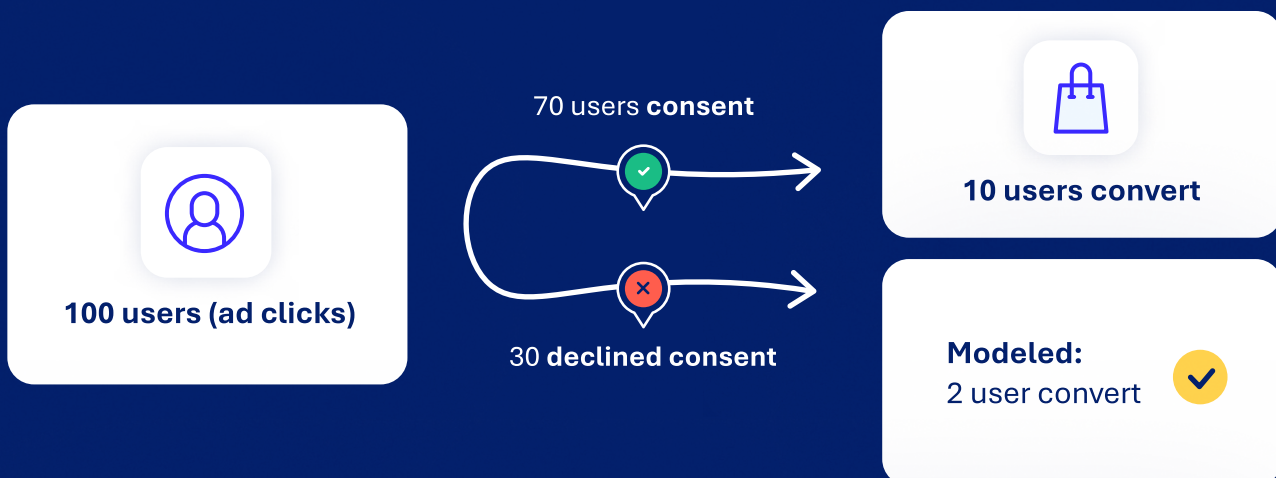
Google Consent Mode solves this problem in a privacy-friendly way and **recovers aggregate marketing data for users who reject consent with AI-powered conversion modeling**. This gives you a more accurate view of your campaign's performance. In turn, you can leverage this modeled data for optimized decision-making, marketing efforts, and revenue while still respecting users' privacy choices.

Campaign A **without** Google Consent Mode enabled:



10% Conversion rate reported without Consent Mode (✓ 10/100)

Campaign A **with** Google Consent Mode:



14% Conversion rate reported without Consent Mode (10/70)

7% Consent Mode will model for unconsented users using conversion rate above as an input (2/30)

More accurate view of performance



Does this apply to me?

The new requirements apply if both of these are true:



You use any of Google's audience features like audience measurement in Analytics, remarketing in Ads or Floodlight in Search Ads 360



You operate in the European Economic Area (EEA)



How can I check if Google Consent Mode is enabled on my site?

Find out right away by following [this link](#).

Just insert your website's URL, email address, and check your inbox for results!



When will this be effective?

Over the course of 2024, Google is introducing various upgrades to make it easier to pass user consent signals within Google products. Adding these upgrades to your site or app will ultimately become required if you want to keep using ads features like conversion tracking and targeting.

! As of March 2024, Google has incrementally mandated the use of Consent Mode v2 for accessing audience personalization and measurement features in its services when targeting European users.



What should I do?

To ensure compliance with their new requirements, Google recommends using a software solution called a **Consent Management Platform (CMP)**. They specifically recommend using a **listed Google CMP Partner**. That way, you can trust that your consent collection processes and Google Consent Mode activation will be done to their standards with no fuss.

Comply with Google's new requirements now and **maintain your audience features**



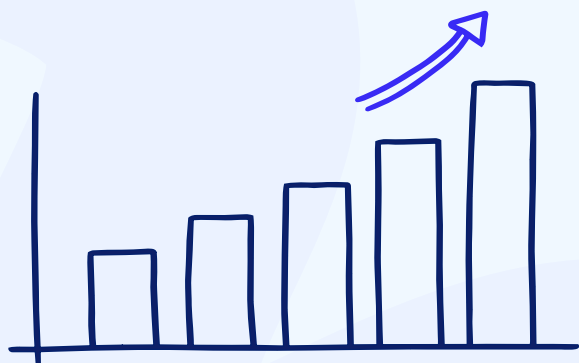
Use iubenda's Google-certified CMP



Understanding Google Consent Mode

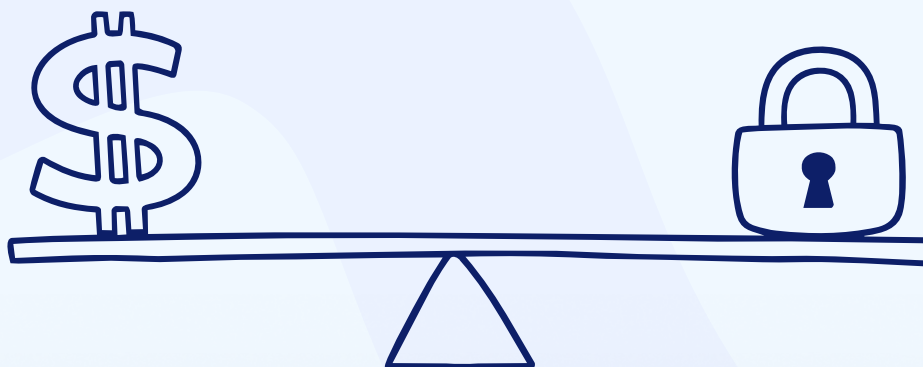
What is Google Consent Mode?

Google Consent Mode is a solution to **help advertisers comply with data protection regulations on consent** (like the EU's **GDPR**, **ePrivacy Directive** or **Digital Markets Act**), **while still getting the most out of Google services** like Ads or Analytics, maintaining measurement and personalization features for apps and websites through statistical modeling.



In other words, it's a way to **comply with the consent requirements set by data privacy laws** and **still be able to get a representative view of performance to understand how users are converting on a site by using AI modeling for lost conversions**. It helps advertisers more effectively measure conversions while respecting user consent choices about ads and analytics trackers.

 Google Consent Mode represents a good **balance** between **user privacy** and the needs of website owners for **data insights** and **monetization**.



The original **Google Consent Mode** was introduced in 2020 for a few reasons:



Online privacy protection is a paramount concern for users, impacting data collection activities for the whole digital ecosystem;



Increased user expectations in the industry call for more transparent and user-friendly consent mechanisms;



Advertisers who implemented consent banners **saw a significant drop in their attributed/ reported conversions**. This impacted reporting and informed decision-making, like smart bidding efforts, resulting in a loss of return on ad spend.

Why should I use Google Consent Mode?

ENHANCED USER PRIVACY & COMPLIANCE



Give users more control and **accurately reflect their privacy choices** for ads/analytics cookies



Make sure Google tags operate in a way that is **conscious of user consent**, in line with regulations like the GDPR



Comply with guidelines in regions with strict regulations on cookie consent (e.g. EEA + UK)



Ensure your ads are only shown to users who have given their consent for advertising purposes

71% of people said they preferred to buy from brands that are honest about what data they collect and why.*

When people trust a brand, they are **twice as willing** to share their personal information.**

VALUABLE MEASUREMENT & DATA INSIGHTS



Respect user consent AND continue reporting conversions for your campaigns



Even with limited data, recover gaps through conversion modeling and get aggregated insights



Attribute conversions to the right campaign for a more accurate picture of your advertising outcomes



Better optimize campaign bids, and efficiently reallocate budget to your best-performing campaigns



Target certain audiences, and deliver more relevant ads with continued personalization features



Learn more about your ad spend than businesses that don't use Consent Mode



Boost your ad revenue and business results!

*BCG / Google, "Consumers Want Privacy. Marketers Can Deliver." January 21, 2022

**Google/Ipsos, France, Germany, Netherlands, Sweden, U.K., Privacy by design: the benefits of putting people in control, n=10,001, online participants aged 18-70, July 2022

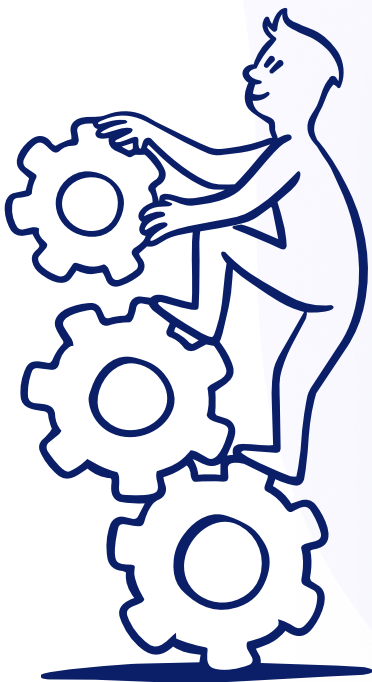
Who is Google Consent Mode useful for?

Advertisers, publishers, developers and website owners with any sort of presence in Europe (or a region with opt-in consent regulations) will want to use Google Consent Mode if they serve personalized ads or collect measurement data from users EU users.

How does Google Consent Mode work?

Consent Mode is compatible with other Google services like **Google Ads, Google Analytics, Google AdSense, AdManager and AdMob**. It can also work with **Floodlight and Conversion Linker**.

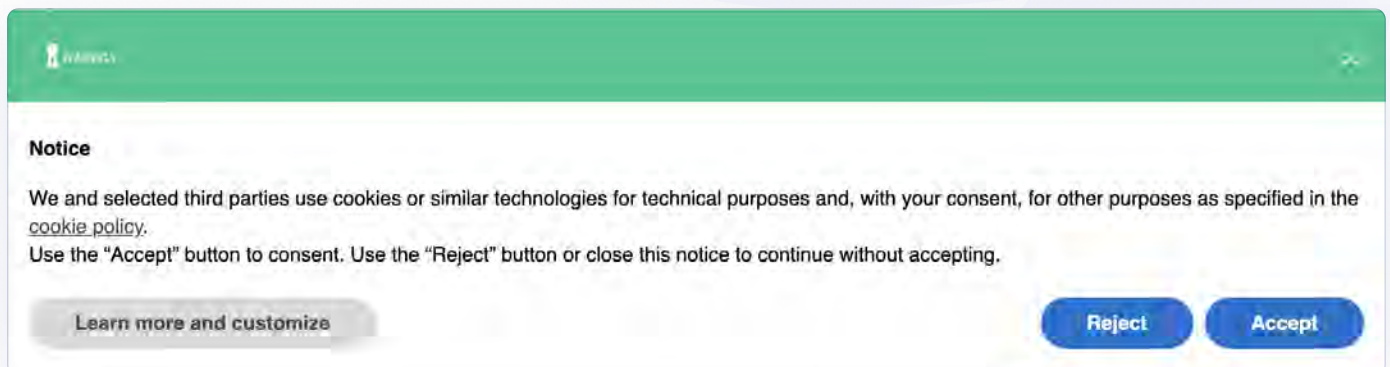
The easiest way to use Google Consent Mode on a website is through a Google-certified Consent Management Platform (CMP) - **iubenda is a certified Google CMP Partner.**



What is a CMP?

Regulations like the GDPR and ePrivacy require blocking cookie scripts from running until users give consent.

A **Consent Management Platform (CMP)** helps you comply with those requirements. It's software solution designed to **manage user consent on a website or app with a consent banner**. It helps collect, store and manage user consent preferences to specific data collection activities like analytics, advertising and retargeting.



Let's take a look at the detailed process to **understand how Google Consent Mode works.**

Step-by-Step Process

- 01** A user visits your website and makes a consent choice on your CMP's consent banner (i.e. accepts or rejects trackers).
- 02** Google Consent Mode interacts with your CMP's consent banner, receiving consent signals to determine whether or not permission has been given for your site to use trackers for a specific user. Your CMP communicates that choice to a Google tag via Consent Mode. It works with 2 tag settings called **ad_storage** and **analytics_storage**, for ads cookies and analytics cookies, respectively. **2 NEW additional tags** called **ad_user_data** and **ad_personalization** have been added to version 2.
- 03** Consent Mode adjusts how Google tags behave based on the user consent status and also models for gaps in conversion data.
 - ▶ When a user consents, trackers are all installed normally.
 - ▶ If there's no consent, Google applies conversion modeling to recover lost conversions instead.
- 04** Modeled conversions through Consent Mode are integrated directly in your campaign reports, with the same granular detail as observed conversions.
- 05** In Google Ads, for instance, this data makes its way into Google's bidding tools so that you can optimize your campaigns based on a full view of your results!

On average, Consent Mode recovers around **65%** of ad-click-to-conversion journeys lost due to user cookie consent choices.

Google Internal Data, 2023



But how can Google recover conversion data if the user hasn't given their consent?

In short, conversion modeling uses **Google AI to analyze observable data and historical trends** with machine learning, including signals like device type, conversion type, country, time of day and browser type.

Using observable user journeys where users have consented to trackers, **Google models judge the attribution paths** for user journeys that are missing consent. This quantifies the relationship between consented and unconsented users and helps measure the impact of marketing efforts in a more complete and accurate way.



Conversion modeling doesn't use identifying information, so it's privacy-friendly. It uses probability to model the connection between ad interactions and conversion events like sales.

We get it. It can seem a bit technical. Check this out

How Google Consent Mode Works: Example

01



User visits your website (or app)



user **rejects** ads cookies

02



User makes a choice on your website's consent banner



user **accepts** analytics cookies

03



Consent status is sent from your CMP to consent mode via google tags



ad_storage tag is **not loaded**



analytics_storage tag is **loaded**

04



Google tags adjust behavior based on status



ads cookies will **not be used**



cookies for analytics are **loaded normally**

05



User converts



conversion data is reported through **conversion modeling**



measurement data is **reported normally**

Google Consent Mode v2: In Depth

Why this new version?

Google Consent Mode was initially introduced in 2020 to help advertisers best comply with privacy regulations.

Version 2 was necessary to keep up with the ever-changing industry, in a **pivotal moment for both advertising and technology**. Users still want more transparency, and AI is opening up new possibilities. This, in turn, affects how marketing goals and growth can be achieved while still respecting user privacy.

March 2024 also served as the enforcement date for the obligations established by the **Digital Markets Act (DMA)**, introduced by the EU to foster a **more equitable digital landscape**. It has defined objective criteria to identify “**gatekeepers**”, or large digital platforms that have a significant online influence, for example online search engines, app stores and messenger services. Gatekeepers, including Google’s parent company Alphabet, have to comply with a whole new set of rules related to advertising, consent and data in general.



With Google Consent Mode v2, Google aims to meet higher standards for user consent throughout 2024.

Two new additional tags

As mentioned before, the previous version of Consent Mode was functioning with two main tags: analytics_storage (cookies installed for analytics purposes) and ad_storage (cookies installed for ads purposes).

The following new parameters were introduced in Version 2 (making a total of four relevant tags) each with two values, “granted” or “denied.” The new tags are:



ad_user_data, defining whether user data can be sent to Google for advertising purposes;



ad_personalization, defining whether personalised advertising can be enabled i.e. remarketing.

In short, we can say that analytics_storage and ad_storage relate to **data collection**, while ad_user_data and ad_personalization are relevant to **how data is used or shared**.



As of March 2024, Google has gradually started requiring these four signals to be passed via Consent Mode for personalized advertising within Google products to work for EEA users.

Basic vs Advanced Implementation

While embracing new technology opportunities with AI tools, Google still uses similar conversion modeling methods to report aggregate conversions and provide a more accurate picture of performance.

However, the technical process with consent and tags has been reviewed in Version 2, and is now divided into **two modes**, “Basic” and “Advanced”. If consent is denied for one or more parameters, the relevant tags adjust their behavior (advanced mode) or stay entirely blocked (basic mode).

analytics_storage	ad_storage	ad_user_data	ad_personalization
		NEW	NEW



Consent granted

Tag will write/read cookies for analytics purposes as normal

Tag will write/read cookies for ads purposes as normal

Tag permits user data to be sent to Google for ads purposes

Tag will enable personalized advertising



Consent denied

Advanced

Tag won't write/read cookies for analytics purposes, cookieless pings are sent'

Tag won't write/read cookies for advertising purposes, cookieless pings are sent'

Tag won't send user data to Google for ads purposes

Tag will disable personalized advertising

Basic

Tag is blocked: no information is collected for analytics purposes

Tag is blocked: no information is collected for ads purposes



Overall, you will be able to get the most out of Google Consent Mode v2's Advanced mode, as it can give you better insights into your campaign's performance, even when consent has been denied. In fact, **with the Basic version, the total unconsented conversions or consent bias impact on conversion rate will not be reported.**



Extra Benefits for Google Analytics in 2024

! Make sure you have migrated to Google Analytics 4!

After implementing a consent banner on your website or app, Google Analytics will not be able to run for users who decline consent, resulting in data gaps that could be invaluable for your business.

Enabling Google Consent Mode will help you recover this data with behavioral modeling and conversion modeling.

What happens if I don't meet Google's latest requirements?

Over the course of 2024, advertisers who don't use Google Consent Mode will lose the ability to capture new European (EEA) users in audience lists within Google products such as Google Analytics 4, remarketing in Google Ads or Floodlight. In other words, you will not be able to use audience functionalities (measurement and personalization) for users in this region.

You'll miss out on precious data that could be reported with conversion modeling for all users who reject consent on your website's banner. These data insights are key for marketing and, ultimately, your business success. **Consent Mode recovers around 65% of ad-click-to-conversion journeys lost due to user cookie consent choices.**

If operating in Europe without a consent banner or a Consent Management Platform in place, you may be in breach of Google's [EU User Consent Policy](#) and other privacy regulations.



How to Set Up Google Consent Mode with iubenda

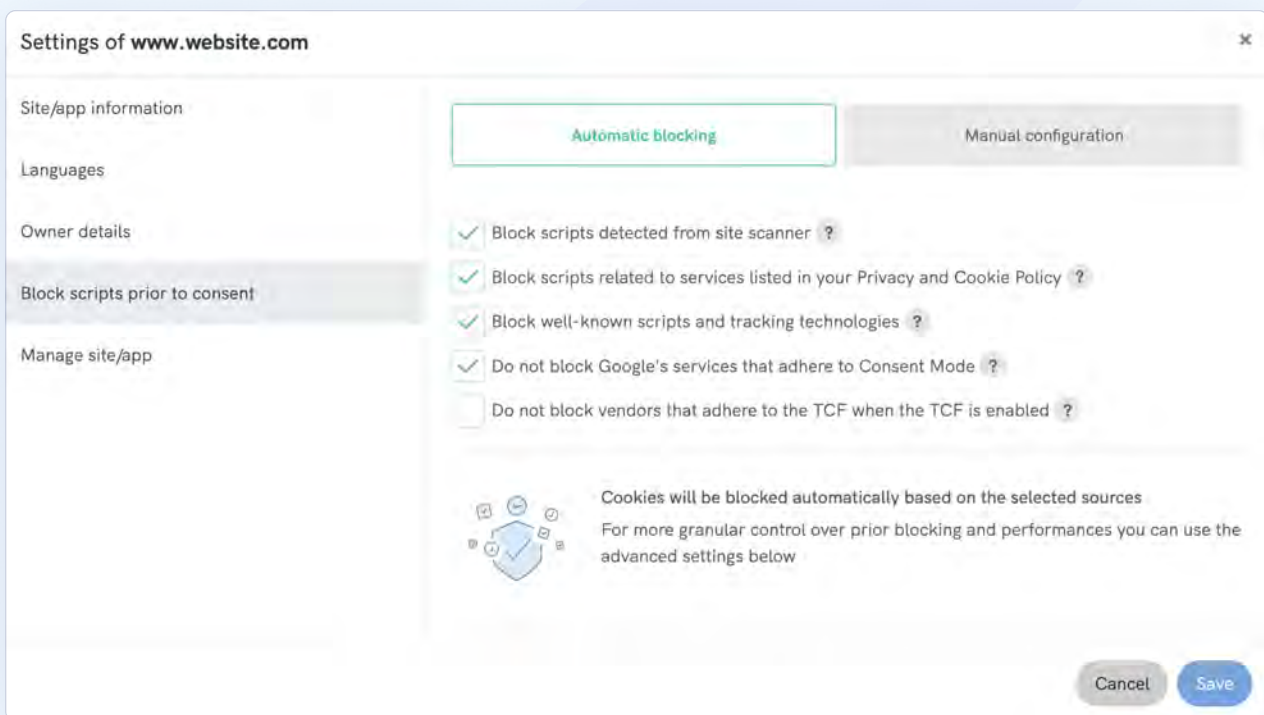
Pick the right integration method for you

Easily get all the benefits of Google Consent with iubenda's CMP. You have two options to enable Google Consent Mode with iubenda. We've made it as easy as possible, but we also offer added flexibility for more advanced users. Let's take a look.

01 Autoblocking **RECOMMENDED**

When you get started with iubenda's CMP (We call it our Privacy Controls and Cookie Solution.), a feature called "autoblocking" will be **enabled by default**.

This feature **automatically activates and handles Google Consent Mode v2** on any scripts related to Google services with **no additional action required on your part**. Yep, it's that easy!



02 Google Tag Manager Template

As a Google CMP Partner, using iubenda is the easiest way to enable Google Consent Mode. Our **Google Tag Manager template** is just one more way we've made it totally effortless. Find it in the **Featured Community CMP Templates**.

The template is a straightforward way to set up Google Consent Mode on your website, and it requires less technical knowledge than manual implementation (below). Just add the template to your GTM installation, configure the tags, and embed it!

💡 For more information on integrating Google Consent Mode with the iubenda GTM template, see our **guide here**.

🔍 To learn more about each integration method, please check out our **comprehensive guide**.

Is Google Consent Mode active on your site?

Wondering if **Google Consent Mode** is already **active** on your website?

Just installed it and want to **check** if it's enabled?

You have a couple options to check Google Consent Mode status.

Scan Your Site With Iubenda **RECOMMENDED**

With Iubenda, it's easy. Just follow the steps below.

01



Visit [this page](#)

02



Enter The URL Of Your Website So We Can Scan It

03



Add Your Email Address So We Can Send You The Results

04



Check Your Inbox To See If Google Consent Mode Is Active On Your Site

Manual Check

Follow the steps below to manually check your Google Consent Mode status.

01



Open Your Website With A Cleared Cache Or In Incognito Or Private Browsing Mode;

02



In Your Developer Console, Type DataLayer And Open The Relative Object

03



Search For The Very First Consent Event, Analytics_storage Should Have A Value Equal To Denied;

04



On Your Cookie Banner, Accept All Cookies (Or At Least The Category Of Cookies Related To The Google Service);

05



Find The Updated Consent Event In The DataLayer Window; Analytics_storage Should Have A Value Equal To Granted.

06



Google Consent Mode Is Functioning On Your Site!

Why you can **trust iubenda's CMP**

iubenda has been awarded the Google CMP Partner badge because our CMP is fully integrated with Consent Mode and Google Tag Manager. That means we offer easy guided setup and know how to *help address any technical challenges you might face*.



iubenda's Privacy Controls and Cookie Solution is your trusted Google CMP Partner to set up Google Consent Mode the right way, with no hassle on your end.

Using a Google CMP Partner like iubenda is **recommended by Google** in order to implement Consent Mode v2



Rest assured your Consent Mode implementation will be **quick, simple, and reliable**



Easily set up a custom consent banner on your website with Consent Mode v2 built in



In case of any additional future requirements, your CMP will stay **updated by our team of legal experts**



Help documents and customer support is always available



Leave the tough work to us!

“We recommend working with one of our **Consent Management Platform (CMP) Partners** to implement a consent banner”

Google

- ✓ **Listed Google CMP Partner**
- ✓ **Meets Google's EUUCP policy**
- ✓ **Complies with major consent regulations (GDPR, ePrivacy Directive and more)**
- ✓ **Updated when legal requirements change to help you stay compliant into the future**
- ✓ **IAB-validated + key contributor to TCF v2.2 for the latest industry standards**



Configure your Privacy Controls and Cookie Solution

Site/App
www.website.com

US Worldwide Multiple

EDIT

Compliance settings

☒ **GDPR**

Manual configuration

Not configured according to the requirements of Denmark, Greece

Applied to users in Europe only

EDIT

☒ **LGPD**

Manual configuration

Configured to help you meet the requirements of the Brazilian data protection law

Applied to all users

EDIT

☒ **Switzerland**

If LGPD or GDPR legislations are applied globally, they will override the Swiss data protection framework. Therefore, a consent-based approach (i.e., trackers are not placed until the user has given consent) rather than an opt-out approach will apply.

EDIT

☒ **US State Laws**

Configured to help you meet the requirements of the following US state privacy laws: CCPA/CPRA, VCDPA, CPA, CTDPA and UCPA.

Applied to users in the United States only

EDIT

☐ **IAB TCF**

If you run ads on your site or app, it's highly recommended that you

Restore saved settings Save and go to embedding

- ★ **Full support with Google Consent Mode v2 and Tag Manager**
- ★ **Record and manage user cookie consent preferences like you're legally required to**
- ★ **Optimized for mobile, fast and reliable to avoid losing visitors or revenue**
- ★ **Configure your banner to match brand identity and meet your specific needs**
- ★ **Detailed consent analytics to help you optimize consent rates**
- ★ **Plugins available for all major CMS so you don't need to worry about compatibility**

Compliance Made **Easy**: 360° Software Solutions for Your Website

iubenda's expertise goes beyond just blocking cookies and setting up Google Consent Mode. We can help handle anything you might need to comply with legal privacy requirements.

A complete set of **easy-to-use privacy solutions** for your website's compliance across major global privacy laws



Privacy and Cookie Policy Generator

Generate a customizable, professional privacy and cookie policy in minutes. Get started easy with our free site scanner!



Privacy Controls and Cookie Solution

Display your custom consent banner, and manage user privacy preferences with our Google-certified CMP



Terms and Conditions Generator

Draft, update and maintain your terms and conditions



Consent Database

Record and manage legally-required consent records for individual users



Register of Data Processing

Register and keep on top of data access and processing activities within your organization



Whistleblowing Management Tool

Provide an internal reporting channel to collect and manage written whistleblower reports



Lightning-fast



One-click professional translation



Created by legal experts



Smart site scanner



Best-in-class for consent rate



Single central dashboard



Optimized for advertising, SEO, UX performance



Foolproof guided setup



Always up-to-date



GDPR + Cookie Law in Europe



UK GDPR In The United Kingdom



FADP In Switzerland



LGPD In Brazil



US State Laws In The United States (CPRA, VCDPA And More)

Not sure which privacy laws apply to you?



Find out now with this 1-min free quiz



Trusted by over **100,000** clients in **100+** countries



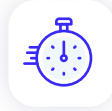
Visit our website



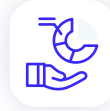
Enable Google Consent Mode v2 with iubenda's Google-certified CMP



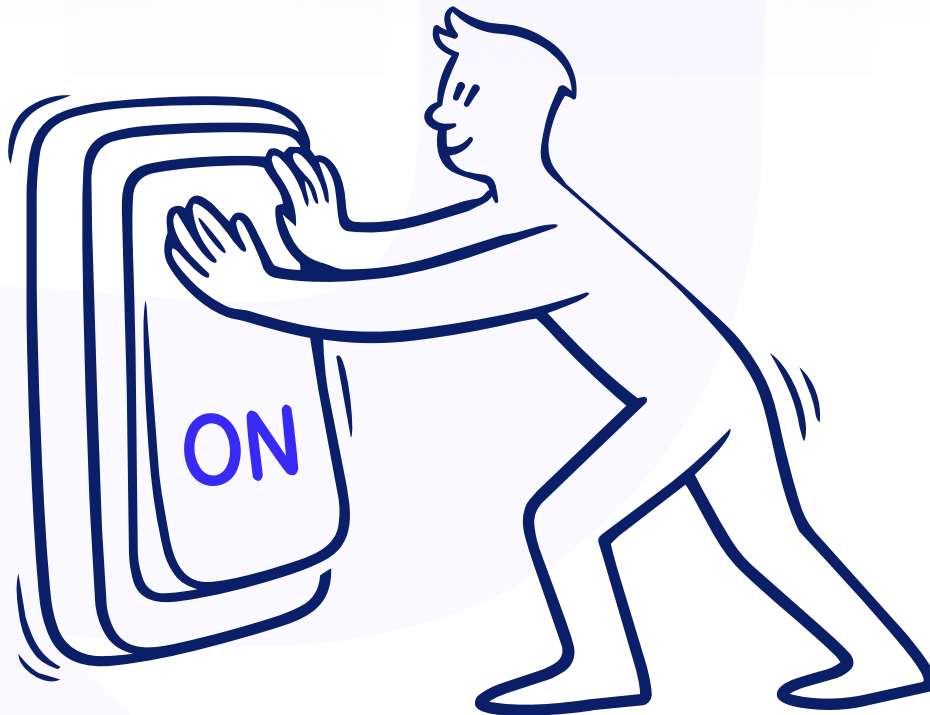
The **fastest** and **easiest** configuration possible



Comply with Google's **latest requirements** and privacy regulations so you **don't lose features**



Preserve audience **features** and model **data insights**, critical to your marketing efforts



[Click to Get Started Now](#)

