



Webinar

Google Consent Mode v2



Webinar

Übersicht

1. Begrüßung
 2. Einführung in Google Consent Mode, ca. 15 min – Dennis Gingele (Google)
 3. Consent Mode + consentmanager, ca. 15 min – Jan Winkler (consentmanager)
 4. Typische Fragen & Antworten, ca. 15 min
- ✓ Webinar wird aufgezeichnet,
Videos & Folien als Download unter <https://www.consentmanager.de/wissen/videos/>



Dennis Gingeles

Google Consent Mode v2

Hintergrund

We're in a pivotal moment for advertising

AI creating new
opportunities

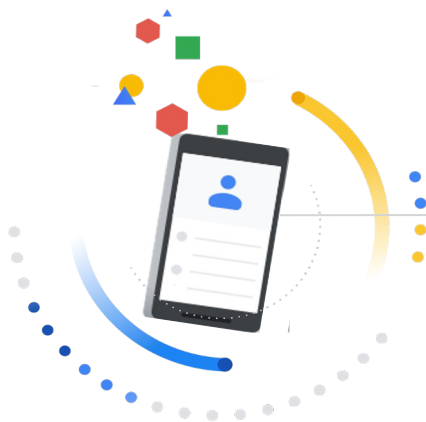


Technology &
platform changes

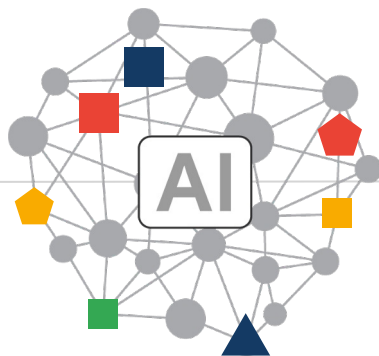


Consented Data is the fuel that powers your AI

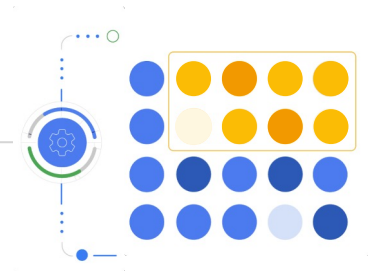
Take advantage of this opportunity



High-quality, consented data



Durable measurement and audience solutions



Your Business Growth



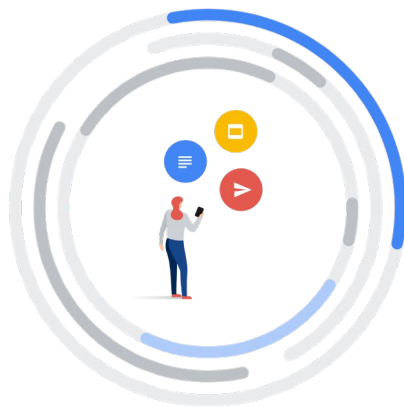
**The future is
consented.
It's first-party.
It's modeled.**

Key drivers for change



Regulatory Changes

Regulations are impacting how user data can be captured and used



User Expectations

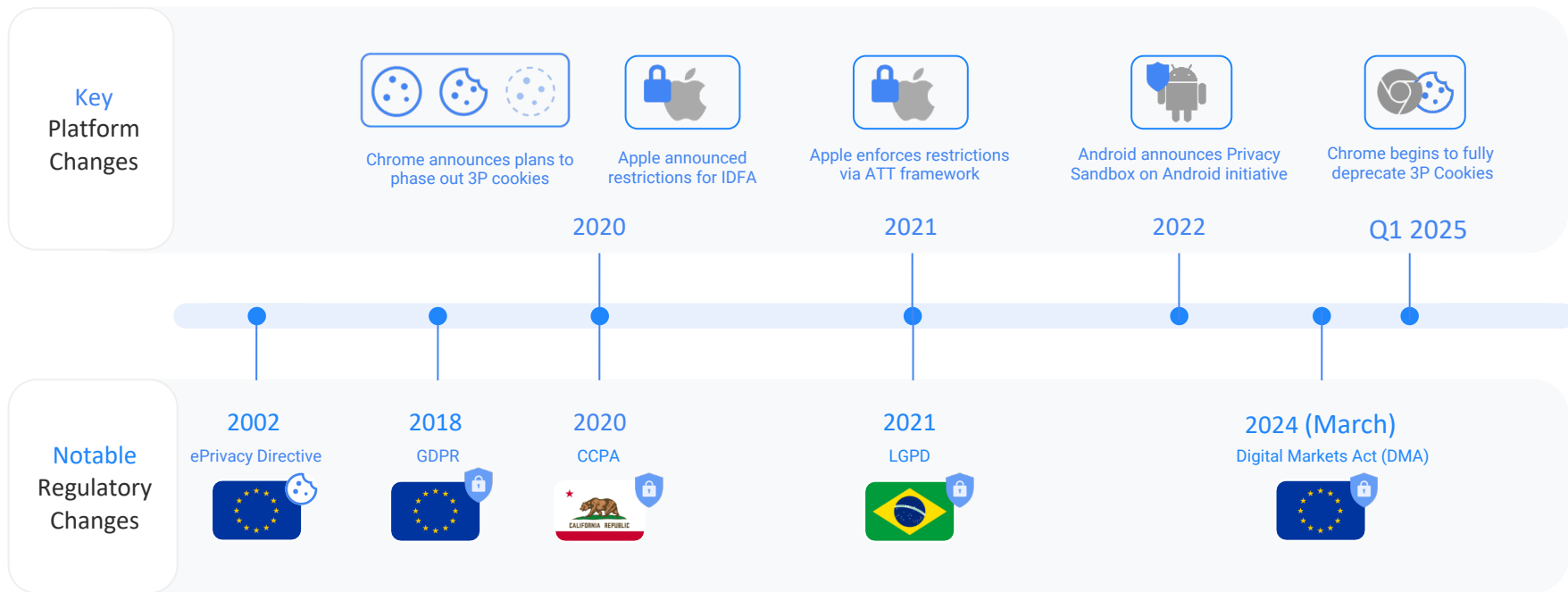
Users are demanding more control and transparency over data collected and used for ads personalization



Technology Changes

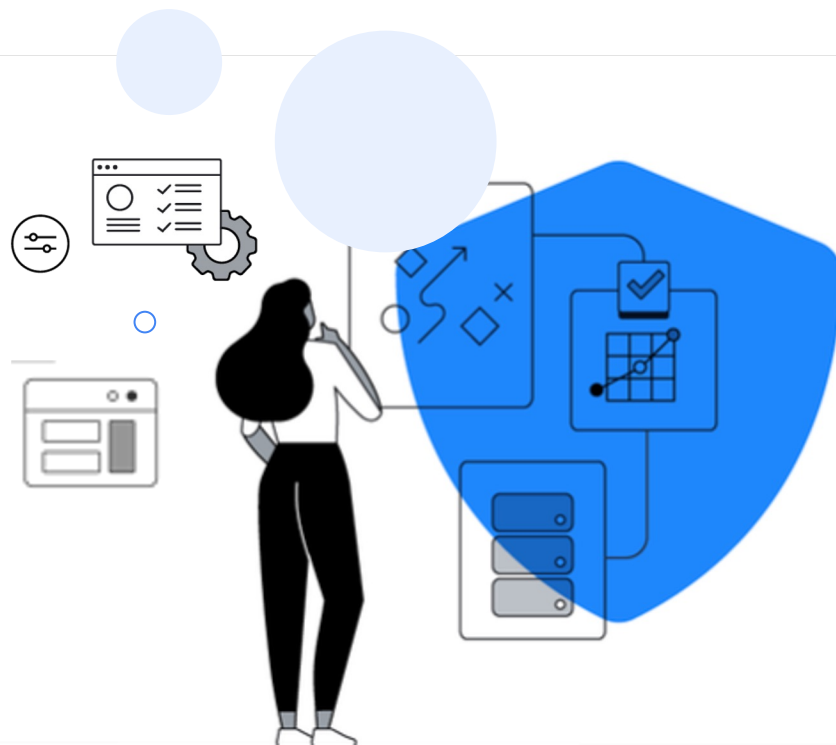
Increased restrictions are impacting traditional data collection (e.g. third party cookies and mobile ad identifiers)

Changes are on the horizon



We are making product upgrades throughout 2024 that will aim to ensure [high standards for user consent](#)

Some of these upgrades will require your actions right now to ensure durable marketing performance



What this means for you: 4 steps you need to take

1

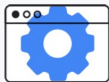


Collect user consent for European Economic Area (EEA) users

preferably via one of [Google's Partner Consent Management Platforms \(CMP\)](#)

Make sure you respect the existing [Google EU User Consent Policy](#)

2



Leverage Consent Mode

to automatically communicate consent signals for **online data** to Google's advertising platforms for Web & App

App only: also pass consent signals via our [App Attribution Partners](#) solutions available in Q1'2024

3



Migrate to Google Analytics

4

(if using [Universal Analytics 360](#)) to maintain remarketing, audiences & conversion export, and bidding optimization.

4



Upgrade Google APIs

to pass consent signals for **offline data** to Google's advertising platforms for Web & App



Advertisers should implement these steps as soon as possible **to preserve audience features**

We recommend you use a Certified Consent Management Platform to simplify consent work



Implement or upgrade your website and app consent banner faster



Navigate consent requirements across different regulations



Pass consent signals back to Google using Consent Mode



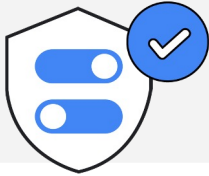
Technical support



consent manager

What is Consent Mode?

Consent mode is a tool that communicates users' consent choices to Google tags/SDK so that they can adjust their behaviour accordingly and enable modeling to recover for lost conversions



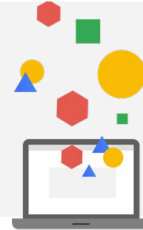
Pass consent signals to Google

User consent is collected and communicated in a robust and auditable way



Respect User Consent choices

Tags/SDK behave in a **consent-aware** way, respecting user choices made on consent banners

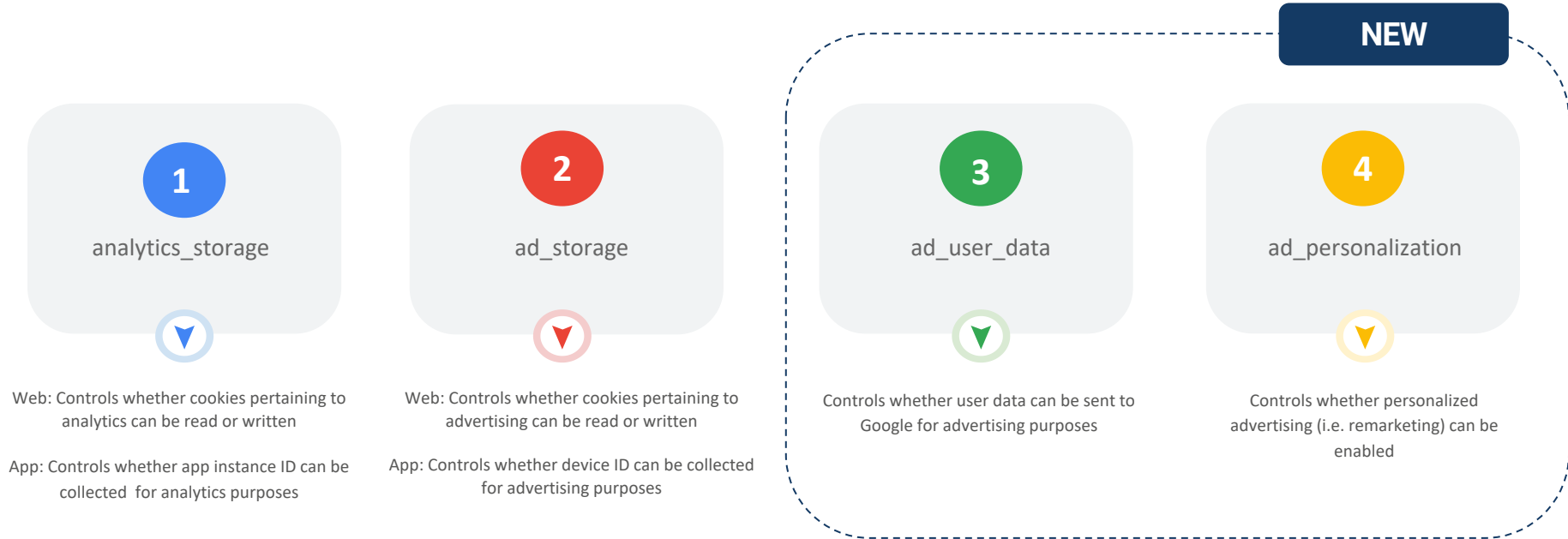


Model to retrieve lost conversions

Recovers on average **65% of ad-click-to-conversion journeys** lost due to unconsented users

What is changing?

We are introducing two new parameters to Consent Mode, required for personalised advertising from March 2024



Consent Mode implementieren

Basic Implementation vs Advanced Implementation

Hartes oder weiches Blockieren?

Basic Implementation

- ✓ **Hartes Blockieren:** Keine Google Tags laden ohne Zustimmung
- ✓ Rechtlich **sicherer**
- ✓ **Weniger Daten + weniger Genauigkeit** beim Modelieren

- ✓ Conversion Modeling in GA4 + Ads **möglich**
- ✓ Behavioral modeling in GA4 **nicht möglich**

Für **größere** Webseiten und Ads mit **mehr** als 700 Klicks pro Woche

Advanced Implementation

- ✓ **Weiches Blockieren:** Google Tags sind vor Zustimmung aktiv, setzen aber keine Cookies
- ✓ Rechtliche Fragezeichen
- ✓ **Mehr Daten + mehr Genauigkeit** beim Modelieren

- ✓ Conversion Modeling in GA4 + Ads **möglich**
- ✓ Behavioral modeling in GA4 **möglich**

Für **kleinere** Webseiten und Ads mit **weniger** als 700 Klicks pro Woche



Consent Mode aktivieren

The screenshot shows the 'Integrations' section of a software interface. On the left is a dark blue sidebar with a menu containing items like 'CMPs', 'General', 'Crawler', 'Legal', 'Controller', 'Privacy Policy', 'Integrations', 'Other', 'Publish', 'Configuration', 'Purposes', 'Cookies', 'Vendors', 'Get Codes for ...', 'Websites', 'Apps', 'TV', 'Cookie list', 'Vendor list', and 'Preference center'. The main area is titled 'Integrations' and 'Consent Mode'. It features a grid of 12 integration cards, each with a logo and a toggle switch. The cards are: Adobe (Send Adobe Consent), etracker (Send etracker Consent), Meta (Facebook Consent Mode), giosg (Send Giosg Consent), Google (Google Consent Mode - highlighted with a blue box and its toggle is on), Google Limited Ads (Send Google Limited Ads), HubSpot (Send Hubspot Tracking), Matomo (Send Matomo Tracking), Piwik PRO (Send Piwik Tracking), piano (Send Piano Tracking), and Shopify (Send Shopify Consent). At the bottom, there are two status indicators: 'Google Consent Mode: Send URL-Passthrough' and 'Google Consent Mode: Send Data-Redaction'.

The screenshot shows the 'Add/edit CMP' configuration page. At the top, there are navigation buttons for 'Back To CMPs' and 'Save'. Below is a breadcrumb trail: 'Dashboard > CMP > CMPs'. The main content area is titled 'Other Settings' and contains several sections: 'Consent Mode' with checkboxes for 'Send Facebook Pixel Consent status to "fbq()"', 'Send Google Consent Mode Status for Google Ads and Google Analytics' (checked and highlighted with a blue box), and 'Send Google Limited Ads status'; 'etracker Consent Mode' with a checkbox for 'Send etracker Consent'; 'Adobe Consent Mode' with a checkbox for 'Send Adobe Consent'; and 'Shopify Consent Mode' with a checkbox for 'Send Shopify Consent'. Below this is the 'Automatic blocking' section, which includes a dropdown for 'Ultra blocking (beta):' set to 'Off', and several checked checkboxes: 'Block inline scripts', 'Block synchronous scripts', and 'Block unknown domains'. There are also empty text areas for 'Ignore domains:' and 'Ignore path:'. At the bottom, there are two small footnotes explaining the format for domains and paths in the exclusion lists.

Consent Mode + Automatischer Blockiercode

Basic Implementation

- ✓ (Keine Besonderheiten)
- ✓ Autoblocking blockiert Google Tags automatisch

Advanced Implementation

- ✓ Füge data-cmp-ab="1" zum GA4 Code hinzu
- ✓ (optional) Google Domains zu den Blockier-Ausnahmen hinzufügen

```
<script type="text/javascript" data-cmp-ab="1"
  src="https://cdn.consentmanager.net/delivery/autoblocking._____js"
  data-cmp-host="b.delivery.consentmanager.net" data-cmp-cdn="cdn.consentmanager.net"
  data-cmp-codesrc="1"></script>

<script async src="https://www.googletagmanager.com/gtag/js?id=G_____ " data-cmp-ab="1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag() { dataLayer.push(arguments); }
  gtag('js', new Date());

  gtag('config', '_____');
</script>
```

Consent Mode + Halbautomatischer (manueller) Blockiercode

Basic Implementation

- ✓ (Keine Besonderheiten)
- ✓ Google Codes normal anpassen/blockieren

Advanced Implementation

- ✓ Code (siehe unten) vor erstem Google Code einfügen
- ✓ Google Tags nicht anpassen/blockieren

```
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}

gtag('consent', 'default', {
  'ad_storage': 'denied',
  'analytics_storage': 'denied',
  'ad_user_data': 'denied',
  'ad_personalization': 'denied',
  'wait_for_update': 500
});

dataLayer.push({
  'event': 'default_consent'
});
</script>
```

Consent Mode + GTM

Basic Implementation

- ✓ (Keine Besonderheiten)
- ✓ Trigger in GTM normal anpassen (“cmpConsentVendors contains ,s26,”)

Advanced Implementation

- ✓ Trigger in GTM auf Variable “userChoiceType” ausrichten
- ✓ Tags feuern auf cmpEvent mit Bedingung:
`userChoiceType RegEx "useraction|loaded|automatic"`
- ✓ Ggf. Triggergruppen für spätere Events verwenden

Google Consent Mode testen

```
>> dataLayer
← ▼ Array(15) [ {...}, {...}, {...}, {...}, Arguments, Arguments, {...}, {...}, {...}
  ▶ 0:
  ▶ 1:
  ▶ 2:
  ▶ 3:
  ▶ 4:
  ▼ 5: Arguments { 0: "consent", 1: "default", 2: {...}, ... }
    0: "consent"
    1: "default"
    ▼ 2: Object { wait_for_update: 500, ad_storage: "denied"
      ad_personalization: "denied"
      ad_storage: "denied"
      ad_user_data: "denied"
      analytics_storage: "denied"
      wait_for_update: 500
```

```
dataLayer
▼ Array(20) [ {...}, {...}, {...}, {...}, Arguments, Arguments, {...}, {...}, {...}
  ▶ 0:
  ▶ 1:
  ▶ 2:
  ▶ 3:
  ▶ 4:
  ▶ 5: Arguments { 0: "consent", 1: "default", 2: {...}, ... }
  ▶ 6:
  ▶ 7:
  ▶ 8:
  ▶ 9:
  ▶ 10:
  ▶ 11:
  ▶ 12:
  ▶ 13:
  ▶ 14:
  ▶ 15:
  ▶ 16:
  ▼ 17: Arguments { 0: "consent", 1: "update", 2: {...}, ... }
    0: "consent"
    1: "update"
    ▼ 2: Object { ad_storage: "granted", analytics_storage: "granted"
      ad_personalization: "granted"
      ad_storage: "granted"
      ad_user_data: "granted"
      analytics_storage: "granted"
```

Consent Mode + inApp

Basic Implementation

✓ (Keine Besonderheiten)

Advanced Implementation

✓ Siehe Hilfe ;-)

Fragen?

<https://help.consentmanager.net/>