

New Google Requirement: Advertising revenue at risk

Swiss Publishers must use IAB TCF by July 2024

What do I need to do?

- 
- ✓ Google requires websites to use the IAB TCF Standard **also in Switzerland**
 - ✓ New requirement **starts in July 2024**
 - ✓ Applies to websites & apps with **Google AdSense, Google Ad Manager or Google AdMob**
 - ✓ Websites/apps that do not use a **Google certified CMP with IAB TCF support**, will no longer show personalized ads (but only lower paid non-personalized ads)
 - ✓ **In short, without a Google certified CMP & IAB TCF, publishers are putting their monetization at risk**

Who is consentmanager?

- 
- ✓ We are one of the first companies to meet Google's requirements for Consent Management Platforms (CMPs) with an integrated TCF framework for ad serving in the EEA, UK and Switzerland
 - ✓ consentmanager is a **Google Certified Partner**
 - ✓ We serve thousands of publishers and networks worldwide with a strong focus on compliance, optimization and speed ensuring **that websites & apps can maximize their revenue**
 - ✓ Our CMP stands out as a trusted tool that **ensures the highest standards of compliance** and cookie management
 - ✓ The new IAB Global Privacy Platform (GPP) helps publishers and publishing houses to comply with the laws. **consentmanager is the first CMP to support all GPP features**



New Google Requirement: Advertising revenue at risk

Swiss Publishers must use IAB TCF by July 2024

Why consentmanager?

- ✓ Best reporting - **Get the full understanding** of your consent management with reports on more than 20 metrics and 8 dimensions, that can be freely combined
- ✓ Customizable Designs - Fully customizable designs with a built-in visual editor ensures that **the cookie banner looks like your website and helps with user-satisfaction**
- ✓ A/B testing - Our built-in A/B testing and machine learning automatic optimization will help **increase acceptance rate by displaying the best design** for your visitors
- ✓ Cookie Crawler - **Stay compliant by using our Cookie Crawler.** Our built-in cookie crawler will automatically scan your website and find all cookies
- ✓ Secure in Europe - “Schrems III“-safe in Europe: We store all data in secure databases and **only on servers in Europe** and not in the cloud
- ✓ Ad blocking - Easy setup saves time. **Our CMP can automatically block or delay all ads** on your website until the visitor has given their consent

