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



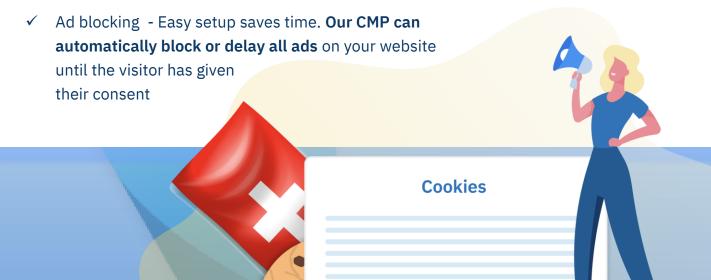


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Why consentmanager?

- 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



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