

Protect your revenue with Google Consent Mode v2

Enable Google Consent Mode v2 with a Google-certified CMP to protect measurement and keep your Google services working in Europe.

Why Google Consent Mode v2 matters for enterprises

If your website or app uses Google services such as Ads or Analytics to reach users in Europe, you need Google Consent Mode v2 running alongside a consent banner that complies with Google's EU User Consent Policy (EUUCP). Without it, you lose audience features, conversion tracking, and personalization for EEA, UK, and Swiss visitors. consentmanager by iubenda is a Google-certified CMP with Consent Mode v2 built in, so you can get started in just a few clicks.

The two things you need in place

To keep getting full value from Google services for measurement and personalization in Europe, you need two things on your site or app:

1

Activate Google Consent Mode v2 to pass user consent signals to Google tags.

2

Run an EUUCP-aligned consent banner that collects and records user choices for ads, analytics, personalization, and data sharing.

How Consent Mode improves measurement

Consent banners block trackers until users opt in, which means lost data and weaker campaign decisions. Consent Mode recovers that signal in a privacy-friendly way through conversion modeling, giving you a fuller view of campaign performance while respecting user choices.

Campaign A without consent mode

1,000 ad clicks — 500 consent / 500 decline — 50 measured

Google reports 50 conversions
5.0% conversion rate (50 / 1,000 clicks)
Conversions from the 500 who declined stay invisible.

Campaign A with consent mode

1,000 ad clicks — 500 consent / 500 decline — 50 + 9 modeled

Google reports 59 conversions
5.9% conversion rate (59 / 1,000 clicks)
+18% more conversions in your reporting

Set it up the right way

Does this apply to me?

Yes, if both are true:

- ✓ You use Google services like Analytics, Ads, AdSense, AdMob, YouTube, or reCAPTCHA
- ✓ You reach visitors in the EEA, UK, or Switzerland, regardless of where your business is based

Everything you need to get started

What happens without Consent Mode v2?

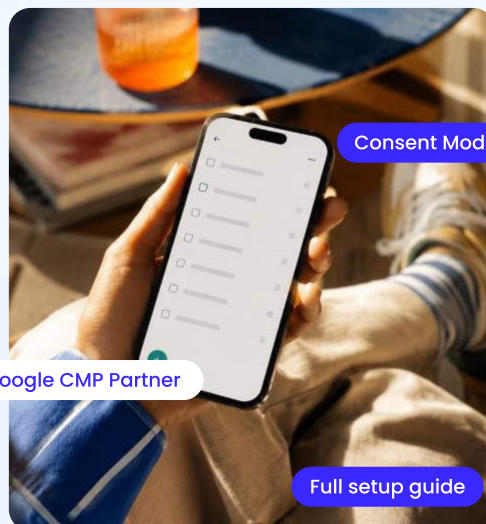
You lose access to audiences, remarketing, and conversion tracking in Google products for European users, and you risk falling out of step with Google's EUUCP and wider privacy laws.

How do I get started?

Google recommends working with a listed Google CMP Partner. consentmanager by iubenda is one, so consent collection and Consent Mode activation are handled to Google's standards from day one.

Recommended setup: Go to Menu > CMPs > Integrations and enable Consent Mode v2. consentmanager blocks Google services until consent is granted and automatically passes the right signals.

To check if it's working or to explore other setup options (Google Tag Manager, manual blocking, in-app SDKs), **see the full setup guide.**



Trusted by leading organizations worldwide

- ✓ Google-certified CMP with Consent Mode v2 support built in
- ✓ Full support for the IAB Transparency & Consent Framework (TCF v2.3) for ad monetization
- ✓ Crawler, analytics, and compliance reporting in one platform
- ✓ Built-in A/B testing and machine learning to lift acceptance rate and recover more conversion data
- ✓ Trusted by 100,000+ websites worldwide

Keep your audience features. Recover more measurement data. Stay aligned with Google.

Start for free or book a call
with our team

