



Tracking Garden

Google Consent Mode V2

Overview and recommendations

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Introduction and important note

The conversion of consent mode to V2 will take place on March 6, 2024 as part of the Digital Markets Act (DMA) coming into force. This change has an impact on Google Analytics 4 and Google Ads, in particular on the marketing functions they contain and the modeling of the tracking data (extrapolation of the data). The topic is complex, which is also reflected in the length of the document, although we have tried to condense the information as best as possible.

However, please still take the time to read the following pages in order to make the necessary decisions for the changeover and initiate adjustments.



Purpose and functionality

Introduction

With the help of Consent Mode, Google products are informed whether consent to data collection has been given or not. If this consent is given, then tracking works as usual. If there is no consent, Google restricts data collection and collects no or only limited data (this depends on the selected mode of Consent Mode V2, more on this below).

Advantage

Because Google is also informed about the rejection, the tools have a better overview of the total number of users on the website and can adjust the data collected. For example, modeling can be used to adjust data on conversions achieved and other interactions.

Differences from version 1

- Consent Mode Version 2 is required for applicable Google products and is no longer optional *
- It is now required to use a Google certified consent management platform ([see here for a complete list](#)) *

** These are the official statements from Google. Based on current knowledge, Consent Mode 2 can also be implemented with “non-certified platforms” (but requires adjustments to the tracking setup). The “no longer optional” refers to the remarketing collection by Google Ads and Analytics.*

In both cases, tracking only takes place if consent is given.

Which Google products are affected?

Consent mode will have an impact on these services from March 6th 2024:

- Google Ads (including Google Ads conversion tracking and remarketing)
- Google Analytics
- Google Floodlight
- Google Conversion Linker

Without adjustments, the capture of retargeting signals and audience capture will no longer work from March 2024. Apart from that, it shouldn't have any impact (based on current knowledge).



Consent signals and modes

Consent mode modes

What is new with Consent Mode V2 is the choice between the following options::

Advanced Consent Mode

- As with version 1, if consent is not given, signals are still sent to Google (“cookie-less pings”), which enables behavioral and conversion modeling (“extrapolation” of tracking data and recovery of some of the lost data)
- There is no complete blocking in terms of data protection law, as a signal continues to be sent to Google, even if there is no express consent

Basic Consent Mode

- If consent is not given, no signal will be sent to Google
- There is therefore a complete blocking

Consent-Signals

There are now a total of 4 consent signals related to tracking pixels:

- **analytics_storage** (for analytics cookie access)
- **ad_storage** (for ads cookie access)
- **ad_user_data** (new, share user data with ad platforms) - **New in Consent Mode V2**
- **ad_personalization** (new, whether data can be used for personalized ads) - **New in Consent Mode V2. Replaces personalization_storage.**

In addition, there is a fifth signal, which belonged to Consent Mode 1 and is replaced by ‘ad_personalization’:

- **personalization_storage** (enables storage related to personalization e.g. video recommendations) - **This parameter is no longer included in the Consent Mode 2 documentation, but is still being processed. If it is set to “denied”, the “ad_personalization” parameter is also set to “denied”. We recommend removing it if it still exists from version 1.**



Here is an overview of the signals and modes::

Consent Status	Consent Mode	analytics_storage	ad_storage	ad_user_data	ad_personalization
<i>Do visitors give consent?</i>	<i>Which mode is used?</i>	<i>Analytics cookie access</i>	<i>Cookie access for ads</i>	<i>User data is sent for advertising purposes</i>	<i>Send data for personalized advertising</i>
Consent granted	(mode doesn't matter)	Cookies for analysis purposes are read and set normally	Cookies for advertising purposes are read and set normally	User data for advertising purposes is transferred	Data for personalized advertising is transferred
Consent denied	Advanced	Cookies for analysis purposes are not read or set; a cookie-less ping is sent to the Google server	Cookies for advertising purposes are not read or set; a cookie-less ping is sent to the Google server	No user data will be transferred for advertising purposes	No data is transferred for personalized advertising
	Basic	Tag is completely blocked: no data is sent for analysis purposes	Tag is completely blocked: no data for advertising purposes is sent		



What impact do the two modes have on my Google Analytics and Google Ads data?

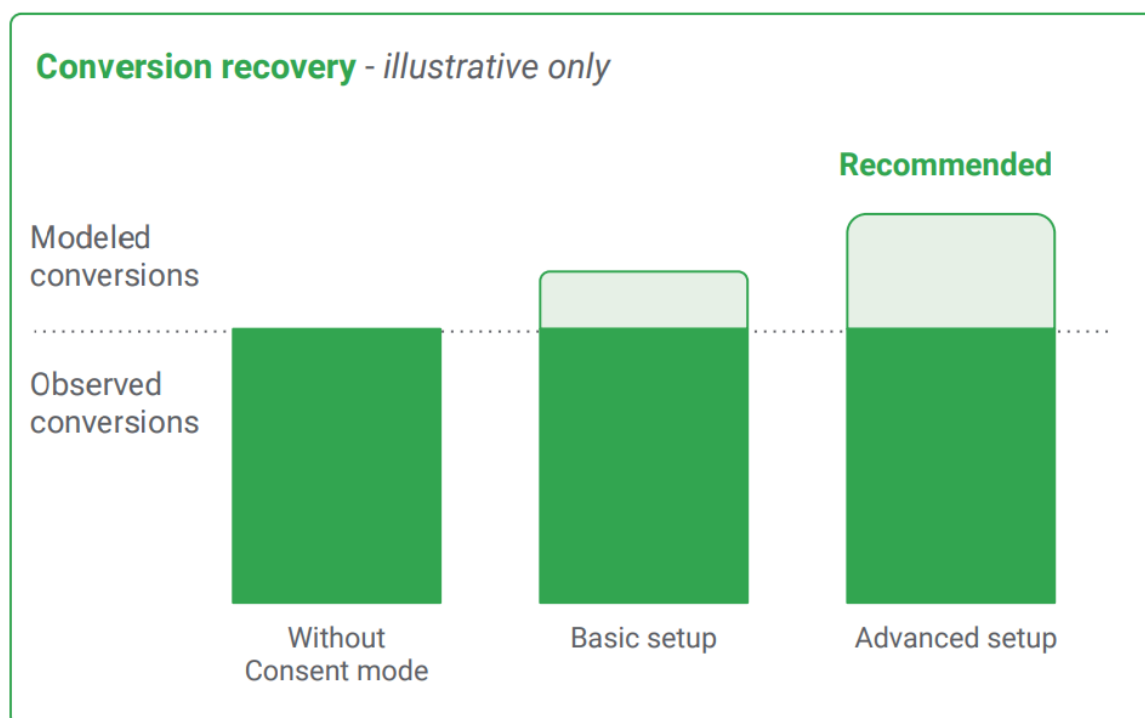
Here is an overview of which additional functions are available depending on the selected mode:

	Vorteil	Advanced Mode	Basic Mode
Google Ads	Conversion modeling for consent mode	Yes	Yes (limited)
	Other Conversion Modeling Type (Cross-Device, ITP/ETP *)	Yes	
Google Analytics	Behavior modeling (modeling user behavior without consent)	Yes	No
	Conversion modeling (re-attribution of conversions if consent is missing)	Yes	No
	Other conversion modeling types (cross-device, ITP/ETP *)	Yes (regardless of consent mode)	

* Apples Intelligent Tracking Protection (ITP) and Mozilla’s Enhanced Tracking Protection (ETP)

As can be seen from the overview, the basic consent mode also enables important modeling functions (cross-device and ITP/ETP modeling). Therefore, if Google Ads is used, it is recommended to use Consent Mode V2 at least in Basic Mode.

Google describes the gain in conversion data quite well in this graphic:





This shows that even using the basic setup, which in terms of data protection makes no difference to completely forgoing consent mode, leads to an increase in tracking accuracy through conversion modeling.

Zusammenfassung

- In contrast to the previous version, Consent Mode V2 should be used in any case, as an improvement in tracking data can be achieved in each mode
- In addition, according to the current status, it cannot be ruled out that even basic functions of Google Analytics 4 tracking will be negatively affected from March if Consent Mode V2 is not integrated (although very unlikely).
- An important key question is the choice of mode, which should definitely be assessed legally, as the 'Advanced Consent Mode' recommended by Google has significant risks from a data protection perspective



Recommendations

There is currently no indication that Google Analytics and Google Ads Tags will stop working completely as soon as Google Consent Mode becomes mandatory. As shown, relevant modeling features are unlikely to be enabled if Consent Mode V2 is not configured..

Recommendation 1:

Change all Google Analytics and Google Ads tags so that they send the correct information in the form of the consent signals mentioned.

There is also the question of which mode is used. The 'Advanced Mode' offers significant advantages in terms of data modeling and therefore precise tracking data, as part of the conversion data lost due to lack of consent can be recovered.

The disadvantage here, however, is that even if consent is not given, a ping is sent to the Google Ads server, which is controversial under data protection law and may require consent.

Recommendation 2:

Check internally, in consultation with your data protection officer, whether the server ping sent by Google Analytics and Google Ads is acceptable or not without the consent of the users. According to this decision, choose 'Basic' or 'Advanced Mode'. The 'Basic Mode' is definitely the safe option in terms of data protection law and should be chosen if in doubt.



Necessary adjustments and integration instructions

We would be happy to support you in adjusting your tracking configuration. Simply contact your Tracking Garden contact person or support@tracking-garden.com.

If you would like to make the adjustments yourself, you will find an overview of the necessary adjustments below. **The codes listed are examples and if you are integrating your own, you should always consult the linked Google documentation.**

Case 1: You do not use a cookie banner

Consent mode cannot be used. In addition, Google services such as Google Analytics and Google Ads should not be used, as their use without the user's consent is not data protection compliant.

Case 2: You use a cookie banner but not a (certified) consent management platform

In this case, what happens next depends on how you have integrated your Google Tags:

Google Tag (gtag.js)

You must integrate an additional script **before the integrated Google tag** in order to transmit the information necessary for consent mode in coordination with the consent of the users. This must be done on every website on which the Google Tag is integrated.

If consent is not given:

```
<script>
gtag('consent', 'default', {
  'ad_storage': 'denied',
  'analytics_storage': 'denied',
  'ad_user_data': 'denied',
  'ad_personalization': 'denied'
});
</script>
```

If consent is given:

```
<script>
gtag('consent', 'default', {
  'ad_storage': 'granted',
  'analytics_storage': 'granted',
  'ad_user_data': 'granted',
  'ad_personalization': 'granted'
});
</script>
```



When updating a user consent decision that has already been made:

Example: The user subsequently grants consent for tracking for marketing purposes as well as for the transmission of user data and the use of this to display personalized advertisements.

This code must always be included when users adjust their consent decision:

```
<script>
function consentGranted() {
  gtag('consent', 'update', {
    'ad_storage': 'granted',
    'ad_user_data': 'granted',
    'ad_personalization': 'granted'
  });
}</script>
```

[More details about this in the Google documentation](#)

Google Tag Manager

You must integrate an additional script **before the integrated Google Tag Manager code** in order to transmit the information necessary for consent mode in coordination with the consent of the users. This must be done on every website on which Google Tag Manager is integrated.

If consent is not given:

```
<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'
});
</script>
```

If consent is given:

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

gtag('consent', 'default', {
  'ad_storage': 'granted',
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  'ad_user_data': 'granted',
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    'ad_storage': 'granted',
    'ad_user_data': 'granted',
    'ad_personalization': 'granted'
  });
}
</script>
```

Case 3: You use a Google-certified consent management platform

A list of all CMPs certified by Google [can be found here](#).

Consent mode can be activated in the settings of your CMP and the necessary signals will be automatically sent to the Google Tags.



Examples:

ConsentManager:

Other Settings

Consent Mode

Facebook: Send Facebook Pixel Consent status to "fbq0"

Google Consent Mode: Send Google Consent Mode Status for Google Ads and Google Analytics

Google Limited Ads: Send Google Limited Ads Status

etracker Consent Mode: Send etracker Consent

Adobe Consent Mode: Send Adobe Consent

Shopify Consent Mode: Send Shopify Consent

(The setting can be found in the CMP Settings)

UserCentrics:

- Analytics
- Configuration
- Service Settings
- Appearance
- Content
- Integrations New
- Implementation

Configuration i

Setup

Legal Specifications

CMP Settings

CMP Settings

Cross Domain Consent Sharing

This feature allows you to share your users consent preferences across all (sub-)domains within this Setting-ID.

Google Consent Mode

If enabled, the consent mode allows you to adjust how your Google tags behave based on the consent status of your users. For more details, visit the [official documentation](#).

Resurface CMP

Each change to your configuration results in an increased version number of your CMP. Define which kind of version increases result in your CMP to be shown again to all users.



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