



# COMMANDERS **ACT** PRODUCT SHEET

Google Consent Mode v2



## Stay compliant by early March with Google Consent Mode v2!

### What is Google Consent Mode v2?

- Consent Mode v2 interacts with our Consent Management Platform (CMP) to obtain user consent (consent banner for cookies, for example). Consent Mode receives your users' consent choices, and **dynamically adapts the behaviour of Analytics, Ads and third-party tags**, which create or read cookies.
- It is **required for all advertisers using Google services** (e.g. Google Analytics, Adwords, AdMob, AdSense...) for all **visitors from EEA + UK zones**.
- Advertisers need to **use a certified CMP** to send data to Google

Without the activation of Google Consent Mode v2 before March 2024, advertisers will **no longer be track audiences correctly in Google Ads**.  
At the end of 2024, **no conversions** will be tracked in Google Ads & Google Analytics.

### Key benefits of enabling Google Consent Mode v2



**+25%**

in conversion rates  
on Google Ads



**+20%**

in precision of  
Analytics reports



**+15%**

increase in  
effectiveness of ads

- Google Consent Mode v2 **guarantees full compliance with GDPR and privacy regulations**.
- Using Google Consent Mode v2 will allow advertisers to **maintain tracking** in Analytics, Google Ads and other Google services
- Consent Mode v2 has a **conversion modeling feature** allowing advertisers to compensate the loss of data due to visitor cookie refusal.
- By modeling conversions, **analytics reports are more precise** and **ads are more effective** allowing marketers to **increase conversion rates**.

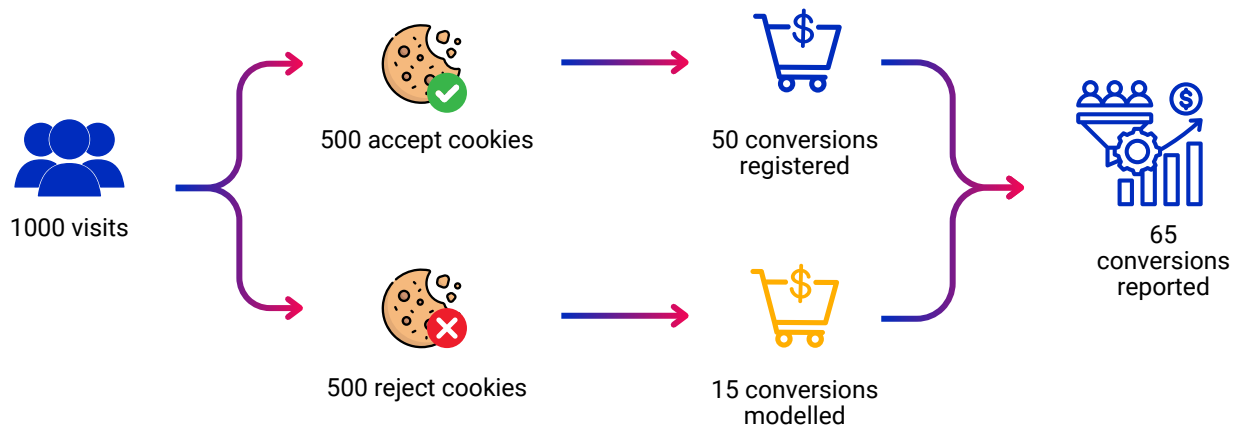


## How does this work?



The Consent Mode v2 allows you to communicate to Google the consent status of your users regarding cookies or app identifiers. In case of refusal, tags adjust their behavior and respect the choices of the users, Google will then switch to algo-based modelling techniques to estimate the probability of engagement & conversion events.

## How does conversion modeling work?



With modeling, Google Consent Mode v2 can recover **30%** lost conversions

## Why Choose Commanders Act ?

- Commanders Act is a **Google-certified CMP partner**, supporting Consent Mode v2 and the IAB TCF 2.2
- With Commanders Act's CMP, it is really simple to enable natively the Consent Mode v2 in a few clicks
- Built-in A/B testing feature of Commanders Act's CMP allows site owners to optimize consent rates





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