Introducing: Consent Mode

A feature that helps advertisers operating in the European Economic Area and the United Kingdom to measure conversions while respecting user cookie consent choices.

Consent Mode allows you to adjust how your Google Tags* behave based on your users’ consent status for cookies for Analytics purposes and for cookies for Advertising purposes. It enables Google’s tags to dynamically adapt, only utilizing measurement tools for the specified purposes when consent has been given by the user.

We then use conversion modeling to fill conversion measurement gaps where we are unable to directly tie users’ ad interactions to conversions.

What are we solving for? **

Cookie Settings

Updates to consent banner on website

Users decline to consent to cookies†

Potential drop in measured conversions

Less conversion data to feed downstream systems

Less confidence in bidding and optimization

How it works

1. User navigates to your website and indicates consent status (for ads and/or analytics storage).

2. Consent Mode will tell Google tags whether they have permission to use cookies for ads and analytics.

3. When the user does not consent, the relevant Google tags will adjust their behavior to not use associated cookies. When the user consents, Google will observe data as normal.

4. With modeling, Google surfaces the most accurate data in your account to enable better reporting and optimization.

Requirements

- EEA+UK advertisers that have implemented a consent banner that is blocking Google tags based on users’ choices.

- Advertiser is using gTag or Google Tag Manager. Legacy tags (conversions.js, analytics.js) are not supported.

*Google Tags (includes Google Ads Conversion Tracking and Remarketing), Floodlight, and Google Analytics. Legacy tags (conversions.js, analytics.js) are not supported.

**This is a mock-up: It is neither a best practice nor vetted to conform with GDPR/ePrivacy.

†Per Google policy, publishers and advertisers with users in the EEA, must get consent to use cookies (where legally required).
Consent Mode introduces two new tag settings, `ad_storage` and `analytics_storage`, that manage cookies for advertising and analytics purposes for advertisers using the [global site tag](https://developers.google.com/webTAG) or [Google Tag Manager](https://tagmanager.google.com/).

### How does it work with Ads products?

Once Consent Mode is implemented, advertisers will have access to a new tag setting, `ad_storage`, which controls cookie behavior for advertising purposes, including conversion measurement.

If a user does not provide consent for ads cookies, the relevant Google Tags* adjust accordingly and do not use ads cookies, instead measuring conversions at a more aggregate level.

Without cookies, advertisers are no longer able to directly tie users’ ad interactions to conversions. To help close this gap, we launched [conversion modeling](https://developers.google.com/web/tools/asap) through Consent Mode.

#### How consent modelling works

1. **1,000 ad clicks**
2. **500 consented clicks**  
   - Click consent rate = 50%
3. **500 unconsented clicks**
4. **50 consented conversions**  
   - Observed conversion rate = 10%
5. **9 unconsented conversions**  
   - Modeled conversion rate = 1.8%

**Ads reporting:**

- **59 conversions**  
  - (observed + modeled)

  - Conversion rate without Consent Mode: 5.0% (50/1000)
  - Conversion rate with Consent Mode: 5.9% (59/1000)

**Conversion uplift:**

\[ +18\% = \left( \frac{59}{50} \right) - 1 \]

*Google Tags (includes Google Ads Conversion Tracking and Remarketing), Floodlight, and Google Analytics. Legacy tags (conversions.js, analytics.js) are not supported.

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On average, Consent Mode recovers over 50% of ad click to conversion journeys lost due to consent choices.
How will my tags behave when users do not consent to ad and/or analytics cookies?

When a user does not consent to ad and/or analytics cookies (e.g: `ad_storage` or `analytics_storage`='denied'), we recommend advertisers use Consent Mode to send cookieless pings for more accurate modelling by unblocking Google Tags.

This means:

- when `ad_storage` is denied, Google will receive a cookieless consent ping* on every page and a cookieless conversion ping if a conversion occurs.
- when `analytics_storage` is denied, Google will receive a cookieless analytics ping.

*Consent Mode cookieless pings are never used to track individual users across apps or websites, build remarketing lists or generate user profiles. See more here.

Comparing different implementation options for Consent Mode *

<table>
<thead>
<tr>
<th>Implementation set-up</th>
<th>Observed Conversions</th>
<th>Modeled Conversions</th>
<th>Recommended for most accurate modeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consent Mode is not implemented</td>
<td>None</td>
<td>None** (Network requests blocked from being made to Google. No HTTP communication established.)</td>
<td>&gt;50% of ad-click-to-conversion journeys lost due to user cookie consent choices</td>
</tr>
<tr>
<td>Consent Mode is implemented but Google Tags are fully blocked (e.g: do not load) when a user has not consented to ads cookies</td>
<td>Boolean indicating consent state</td>
<td>Boolean indicating consent state</td>
<td></td>
</tr>
</tbody>
</table>

*Illustrative chart only, observability and recovery rates vary by advertiser.

**If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when `ad_storage` is denied, IP address, Ad-click Identifiers, URL, 3P Cookies, 1P advertising Cookies. Analytics Cookies are not sent to Google. Therefore, models have to rely on fewer signals which may impact accuracy.

Full details available in the Consent Mode Help Center; As part of regular HTTP / browser communications, pings may include: Functional Information: time stamp, user-agent, referrer Aggregate / Non-Identifying Information: random number generated on each page load, boolean indicating consent state, indication of whether the current page or a prior page in the user's navigation on the site included ad-click information in the URL (e.g., GCLID/DCLID) Other fields set by the advertiser: continue to be sent normally (e.g. order_id, conversion value)
## Considerations

### Who should use Consent Mode?

**Primarily using Google Ads, SA360 or DV360 for conversion tracking**
Consent Mode will allow modeling for lost conversions and simplify compliance if Google Analytics is simultaneously deployed.

**Primarily using Google Analytics for conversion tracking**
If not requiring consent for Analytics, Consent Mode will still simplify compliance for optional GA4 functions (like remarketing) prior to consent. If requiring consent for Analytics, Consent Mode will allow modeling for lost conversions and pre-enable customer for GA cookie-less mode. Consent Mode will form a durable part of Google Analytics’ future privacy capabilities, including new features around cookieless measurement.

### Manual implementation steps

Add three lines of code alongside the standard gtag.js or Tag Manager snippet.

1. **Configure default tag behavior**
   Call one line of code above your standard gtag.js or Google Tag Manager snippet to define whether ad_storage and analytics_storage should be granted or denied when the tags first run. Developers may need to dynamically adjust the values based on consent from previous pages.

2. **Update tag behavior**
   Call one more line of code when consent is updated, e.g. after a visitor grants or denies consent. This allows your tags to 'listen' to the user's consent choice when clicking on the banner.

### Implementation paths decision tree

- **Do you use a Consent Management Platform?**
  - **YES**
    - Do you use the IAB Transparency and Consent Framework v2?
      - **YES**
        - Implement Consent Mode with support from your CMP
      - **NO**
        - Implement Consent Mode
  - **NO**
    - Implement Consent Mode

- **Implement Consent Mode Help center article**

- **Enable TCF v2 integration with Google Ads Help center article**

- **Is the CMP one of Google's partner CMPs?**
  - **NO**
  - **YES**
    - Implement Consent Mode with support from your CMP

TCF v2 Google Ads integration will only apply changes to Floodlight and Google Ads tags (not Google Analytics tags), and enable conversion modeling for Google Ads.

### 3. Unblock tags (optional)

Finally, unblock tags so that they can fire cookieless pings for unconsentted users, respecting their consent status. This will help improve conversion modeling accuracy.

**Note:** If you decide to block tags (i.e., not fire tags when the user does not grant consent), it's still beneficial to implement Consent Mode. You may be eligible for conversion modeling, but it will be less precise to advertiser-specific biases.

### 4. Enable URL Passthrough (optional)

If enabled, gclid will be appended by your tags to the URL. This line can be added above the snippet with the 'default' line or as part of the existing snippet. Make sure to test to ensure this works well with your site.

Additional details: Manage consent settings (web)
Questions & Answers

What terms and conditions apply to Consent Mode?

Our clients do not need to sign a new agreement when implementing Consent Mode.

Consent Mode is not a standalone product and does not have its own processor/controller status.

Consent mode is available in Google Tag Manager, Google Analytics, DV360, SA360, CM360, and Google Ads. Since Consent Mode is a feature of the Google product in which you implement it for, the underlying product’s terms, including the respective data processing terms, also apply to Consent Mode. Please refer to the Terms & Conditions for Google Tag Manager, Google Analytics, Floodlight, and Google Ads conversion tracking and Google Ads Processing terms for additional information.

The underlying product’s respective processor or controller GDPR terms are not affected by Consent Mode. You can review the controller/processor statuses of each Google product.

What is Google’s Consent Mode position on PII and Personal Data?

Google’s position on what is considered PII can be found here and for what is considered Personal Data see here. Google cannot provide legal advice.

Is the IP address collected with Consent Mode?

There are three cases to consider depending on tags blocked or unblocked and ad storage denied or not:

1. **Ad_storage: granted and tags unblocked**
   IP address is collected as part of regular HTTP protocols.

2. **Ad_storage: denied and tags unblocked**
   If an advertiser chooses to send a cookieless ping, they would do this by unblocking their tags and letting them fire. We will then collect IP addresses as part of regular HTTP protocols.

(2. cont’d)

- For Ads and Floodlight, the IP address is collected and used to derive IP country, but it is deleted upon collection and not logged.
- For UA, IP addresses are collected but you may apply IP anonymization.
- For GA4, IP addresses are not stored and discarded after the geo-lookup.

3. **Ad_storage: denied and tags blocked**
   If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when ad_storage is denied, the IP address is not logged.

What is Google’s position on Consent Mode compliance?

We strongly believe that Consent Mode takes a user privacy-first approach.

Google built Consent Mode specifically to help customers navigate the consent landscape, and we would not openly commercialize a product if we did not believe it could help customers stay compliant with applicable law.

However, Google cannot give legal guidance and each customer is ultimately responsible for complying with all applicable laws and regulations.

We recommend working with your technical and legal teams to determine whether your own proposed implementation is compliant with applicable laws and regulations.

To support you in making that determination, our approach is to:

- provide detailed technical information about how we collect, process, and treat all data in the products, and
- clarify the value proposition to help you inform your assessment.

Consent Mode is a technical tool which offers multiple configuration options and you can select the configuration that meets your business needs and requirements.

Review the implementation options referenced in this document for Consent Mode and the impacts on measurement quality. For each implementation option, review what data is collected.
Questions & Answers

What data do you collect?

Consent and conversion pings may include the following behaviors depending on the state of the consent settings and the configuration of your tags.

For a detailed overview of what data Consent Mode enables your tags to collect by setting configuration, you can read about Consent Mode in Google Analytics and Google Ads and see the table below.

Consent Mode settings menu as of Q4'22:

<table>
<thead>
<tr>
<th>Settings</th>
<th>ad_storage = granted</th>
<th>ad_storage = denied</th>
<th>ad_storage = denied</th>
<th>ad_storage = denied</th>
<th>ad_storage = denied</th>
<th>ad_storage = denied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>analytics_storage = granted</td>
<td>analytics_storage = denied</td>
<td>analytics_storage = denied</td>
<td>URL Passthrough = true</td>
<td>URL Passthrough = false</td>
<td>URL Passthrough = false</td>
</tr>
<tr>
<td></td>
<td>ads_data_redaction = false</td>
<td>ads_data_redaction = false</td>
<td>ads_data_redaction = false</td>
<td>ads_data_redaction = true</td>
<td>ads_data_redaction = true</td>
<td>ads_data_redaction = true</td>
</tr>
<tr>
<td>IP address:</td>
<td>Collected</td>
<td>Deleted</td>
<td>Deleted</td>
<td>Deleted</td>
<td>Deleted</td>
<td>Deleted</td>
</tr>
<tr>
<td></td>
<td>Ads/Floodlight: collect and use to derive IP country, but not logged.</td>
<td>Ads/Floodlight: collect and use to derive IP country, but not logged.</td>
<td>Ads/Floodlight: collect and use to derive IP country, but not logged.</td>
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<td>Ads/Floodlight: collect and use to derive IP country, but not logged.</td>
</tr>
<tr>
<td></td>
<td>UA: collects IP, can anonymize.</td>
<td>UA: collects IP, can anonymize.</td>
<td>UA: collects IP, can anonymize.</td>
<td>UA: collects IP, can anonymize.</td>
<td>UA: collects IP, can anonymize.</td>
<td>UA: collects IP, can anonymize.</td>
</tr>
<tr>
<td></td>
<td>GA: not stored, discarded after country lookup</td>
<td>GA: not stored, discarded after country lookup</td>
<td>GA: not stored, discarded after country lookup</td>
<td>GA: not stored, discarded after country lookup</td>
<td>GA: not stored, discarded after country lookup</td>
<td>GA: not stored, discarded after country lookup</td>
</tr>
<tr>
<td>Ad-click Identifiers:</td>
<td>Collected</td>
<td>Recovered</td>
<td>Hashed</td>
<td>Redacted</td>
<td>Redacted</td>
<td>Redacted</td>
</tr>
<tr>
<td>(e.g., GCLID, DCLID, AUID)</td>
<td>Typically stored in 1P cookies</td>
<td>Ads: GCLID is passed in URL</td>
<td>Not logged in raw form. GCLID will only be used to not over-inflate measurement.</td>
<td>For Ads/Floodlight only. Does not apply to GA.</td>
<td>For Ads/Floodlight only. Does not apply to GA.</td>
<td>For Ads/Floodlight only. Does not apply to GA.</td>
</tr>
<tr>
<td>URL:</td>
<td>Collected</td>
<td>Collected</td>
<td>Collected</td>
<td>Redacted</td>
<td>Redacted</td>
<td>Redacted</td>
</tr>
<tr>
<td></td>
<td>May include ad-click info in URL parameters (e.g., GCLID, DCLID)</td>
<td>May include ad-click info in URL parameters (e.g., GCLID, DCLID)</td>
<td>May include ad-click info in URL parameters (e.g., GCLID, DCLID)</td>
<td>Ads/Floodlight URLs with ad-click identifiers are redacted. Does not apply to GA.</td>
<td>Ads/Floodlight URLs with ad-click identifiers are redacted. Does not apply to GA.</td>
<td>Ads/Floodlight URLs with ad-click identifiers are redacted. Does not apply to GA.</td>
</tr>
<tr>
<td>3P Cookies: (previously set on google.com, doubleclick.net)</td>
<td>Enabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
</tr>
<tr>
<td></td>
<td>May be read and written</td>
<td>3P cookies are prevented from being sent in headers</td>
<td>3P cookies are prevented from being sent in headers</td>
<td>3P cookies are prevented from being sent in headers</td>
<td>3P cookies are prevented from being sent in headers</td>
<td>3P cookies are prevented from being sent in headers</td>
</tr>
<tr>
<td>1P Advertising Cookies:</td>
<td>Enabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
<td>Disabled</td>
</tr>
<tr>
<td></td>
<td>May be read and written</td>
<td>No new ads cookies written, existing ones will not be read</td>
<td>No new ads cookies written, existing ones will not be read</td>
<td>No new ads cookies written, existing ones will not be read</td>
<td>No new ads cookies written, existing ones will not be read</td>
<td>No new ads cookies written, existing ones will not be read</td>
</tr>
<tr>
<td>Analytics Cookies:</td>
<td>Enabled</td>
<td>Disabled</td>
<td>Enabled</td>
<td>Enabled</td>
<td>Enabled</td>
<td>Disabled</td>
</tr>
<tr>
<td></td>
<td>May be read and written</td>
<td>No 1P analytics cookies will be written or read</td>
<td>May be read and written</td>
<td>May be read and written</td>
<td>May be read and written</td>
<td>No 1P analytics cookies will be written or read</td>
</tr>
</tbody>
</table>

Ad_storage: denied and tags blocked: Network requests blocked from being made to Google. No HTTP communication established. If an advertiser chooses not to send a cookieless ping (tags blocked/tags do not fire) when ad_storage is denied, IP address, Ad-click Identifiers, URL, 3P Cookies, 1P advertising Cookies, Analytics Cookies are not sent to Google. Therefore, models have to rely on fewer signals which may impact accuracy.

Standard Data:

- Across all cases, as part of regular HTTP / browser communications, pings may include:
  - Functional Information: time stamp, user-agent, referrer
  - Aggregate/Non-identifying Information: random number generated on each page load, boolean indicating consent state, indication of whether the current page or a prior page in the user's navigation on the site included ad-click information in the URL (e.g., GCLID / DCLID)
  - Other fields set by the advertiser (conversion pings): continue to be sent normally (e.g., order_id, conversion value)
  - Does not collect on-device cookie-stored data.

What is a GCLID/DCLID?

Google Click Identifier (GCLID) and DoubleClick Click Identifiers (DCLID) are parameters passed in the URL with ad clicks, to identify the campaign and other attributes of the click associated with the ad for ad tracking and campaign attribution. GCLIDs and DCLIDs are generated and assigned when a user clicks on an ad. For more details read, How Google Ads tracks website conversions and How Google uses consent mode data.
Key Terms

Ad_storage
Once Consent Mode is implemented, advertisers will have access to a new tag setting, ad_storage, which controls cookie behavior for advertising purposes, including conversion measurement. If a user does not provide consent for ads cookies, Google tags will not use cookies for advertising purposes. Read more.

Analytics_storage
Consent Mode provides advertisers with a new tag setting, analytics_storage, which controls analytics cookie usage. You can use Consent Mode to update Google tag behavior based on the user selection for each type of cookie. Analytics will adjust data collection based on user consent for each of the ad_storage and analytics_storage settings. Read more.

Ads_data_redaction
When ad_storage is denied, new cookies will not be set for advertising purposes. Additionally, third-party cookies previously set on google.com and doubleclick.net will not be used except for spam and fraud purposes. Data sent to Google will still include the full page URL, including any ad click information in the URL parameters.

To further redact (ad-click identifier is replaced by a boolean value [0 or 1]) your ads data when ad_storage is denied, set ads_data_redaction to true. Read more.

Collect
“Collect” means either collecting the data to store it or collecting the data to view the data. For example, if a website asks a user for their email address, this is the website collecting data from the user.

Consent Mode
Consent Mode is a new gtag feature that introduces two settings: ad_storage and analytics_storage that allows you to adjust how your Google tags behave based on the consent status of your users. Read more.

Consent Management Platform (CMP)
Means the company or organisation that centralises and manages transparency for, and consent and objections of the end user. Read more.

Conversions
An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone. Read more.

Conversion Modelling
Conversion modeling refers to the use of machine learning to quantify the impact of marketing efforts when a subset of conversions can’t be observed. With a modeling foundation in place, observable data can feed algorithms that also make use of historical trends to confidently validate and inform measurement. Read more.

Cookie
A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. Learn more about how Google uses cookies and how Google uses data, including cookies, when you use our partners’ sites or apps.

Our advertising and measurement cookies
Key Terms

EU user consent policy
This Google policy reflects certain requirements of two European privacy laws: the General Data Protection Regulation (GDPR) and the ePrivacy Directive, as well as any equivalent UK laws.

If your agreement with Google incorporates this policy, or you otherwise use a Google product that incorporates this policy, you must ensure that certain disclosures are given to, and consents obtained from, end users in the European Economic Area along with the UK. Read more.

GCLID/DCLID
Google Click Identifier (GCLID) and DoubleClick Click Identifiers (DCLID) are parameters passed in the URL with ad clicks, to identify the campaign and other attributes of the click associated with the ad for ad tracking and campaign attribution. GCLIDs and DCLIDs are generated and assigned when a user clicks on an ad. For more details read, How Google Ads tracks website conversions and How Google uses consent mode data. Read more.

Parameters present in the URL (including GCLID and DCLID) may be collected in Consent Mode cookieless pings by default. Parameters present in the URL (including GCLID and DCLID) will not be collected in consent cookieless pings and conversion cookieless pings if the data is redacted (that is if the Consent Mode setting ads_data_redaction is set to TRUE). Consent Mode (see ad_storage='denied' and ads_data_redaction='true' section). Clients should turn to their legal teams to understand how they interpret GCLIDs based on the technical parameter they implement.

Google Tags
Google Tag Manager, Global Site Tag (gtag.js), Floodlight, and Google Analytics. Legacy tags (conversions.js, analytics.js) are not supported.

Log
Log means to store in a database. For example, if a website asks a user for their email address and logs it in an internal database for later usage.

Pings
Network request used to transmit data (a.k.a. pixel, beacon, hit, etc.)

- **Consent Pings**: Fires on each page the user visits where consent mode is implemented. Communicates consent status of user.
- **Conversion Pings**: Fires when a conversion occurs on an advertiser website.
- **Google Analytics Pings**: Normal Google Analytics hits as long as analytics_storage is enabled. Cookieless pings to Analytics when analytics_storage is disabled. Read more.

Pings & Trackers
In the case of our Consent Mode implementation, a consent ping captures consent state synchronously without the use of cookie storage, and trackers are our normal conversion tracking vehicles that leverage cookies for ads attribution of a conversion (e.g. to access the gclid). Trackers are only used when a user explicitly consents.

- Consent mode respects a user’s privacy choices. When consent is not granted by a user, consent mode only sends pings that include functional, non-identifying information. Therefore, we believe the pings we use respect users’ privacy choices. More information about pings is available in our Help Center.
- Consent mode is available in Google Tag Manager, Google Analytics, Google Marketing Platform, and Google Ads. Since consent mode is a feature of the Google product in which you implement it for, the underlying product’s terms, including the respective data processing terms, also apply to consent mode. Please refer to the Terms & Conditions for Google Tag Manager, Google Analytics, Floodlight, and Google Ads conversion tracking and Google Ads Processing terms for additional information.
- The underlying product’s respective processor or controller GDPR terms are not affected by consent mode. You can review the controller/processor statuses of each Google product.
Key Terms

**Purposes**
The Transparency and Consent Framework (TCF) organizes data processing using “Purposes.” Each purpose has a corresponding legal basis of “Consent” or “Legitimate Interest.” Read more.

**Read**
“Read” means the same as view. Data or signals can be read instead of stored. For example, a website may read a signal from a user to allow cookies on the site. This allows the website to properly serve cookies to the user based on the user’s preferences or consents, but the website doesn't need to store that signal to do so.

**Transparency and Consent Framework (TCF)**
Means the Framework comprising the various parts defined under these Policies. It has the objective to help all parties in the digital advertising chain to comply with the EU's General Data Protection Regulation (“GDPR”) and ePrivacy Directive (“ePD”) when processing personal data and/or accessing and/or storing information on a user’s device. Read more.

**Tag Blocking**
- **Unblock Tags:** Fire tags
- **Block Tags:** Not fire tags

**URL_passthrough**
When a user lands on your website after following an ad, information about the ad may be appended to your landing page URLs as a query parameter. In order to improve conversion accuracy, Google tags usually store this information in first-party cookies on your domain. However, if ad_storage is set to denied, Google tags will not save this information locally. To improve ad click measurement quality when ad_storage is denied, you can optionally elect to pass ad click information through URL parameters across pages. To enable this capability, set the url_passthrough parameter to true. Read more.

**Write**
"Write" means the same as modify/create. This means updating or making a new record of the data which is being stored. For example, if a website collects an email address from a user, it may need to write the email address into its storage, which would be the creation of a stored field. Also, if a user wishes to update the user address on file with the website, the website may write the new email address on the existing field in storage.