HAMZA EL KHARRAZ

THE GUIDE

CONSENT MODE V2





Chapter I: What is Consent Mode?	2
The user grants tracking	3
The user denies tracking	3
Chapter II: How Does Consent Mode Work?	5
Consent Management Platform (CMP)	6
Display cookie banner	6
Send consent signal to Google Tag Manager	7
- ad_storage	7
- analytics _storage	7
Consent Overview in Google Tag Manager	8
Chapter III: Consent Mode v2: What Has Changed?	9
ad_personalization	10
ad_user_data	10
Two Types of implementations: Basic And Advanced Consent Mode	11
Advanced Consent Mode	11
Basic Consent Mode	11
Chapter IV: How to Switch to Consent Mode v2?	13
You Are Using Google Tag Manager Template	14
Consent mode CMP	15
You Added the CMP Script to Your Website	15
Chapter V: Example of Implementing Consent Mode v2 for Google Ads	17
Step 1: Configure The Consent Management Platform (CMP)	
Step 2: Google Ads configuration with Consent Mode	
Option 2: Basic Consent Mode	23
Final Words On Consent Mode	

Chapter I: What is Consent Mode?



Businesses need a way to stay compliant with ever-changing privacy regulations. On the other hand, they need to stay on top of what is going on their websites. How can you reconcile what seems like two contradictory Goals? According to Google, the answer may be consent mode.

The short version of how this works is by controlling how your tags behave when a user grants or denies tracking.

Businesses need a way to stay compliant with ever-changing privacy regulations. On the other hand, they need to stay on top of what is going on their websites. How can you reconcile what seems like two contradictory Goals? According to Google, the answer may be consent mode.

The short version of how this works is by controlling how your tags behave when a user grants or denies tracking.

The user grants tracking

Your tags send all the users' data without taking away any identifiers.

The user denies tracking

In this case, the data still gets sent but the without any personal data. This is the case because there are no cookies to store this data. Google call this type of data cookieless pings. In some cases, we don't want to send any kind of data to Google. We will talk about this in the Basic Consent Mode Section.



Chapter II: How Does Consent Mode Work?



As we said in the previous chapter, consent mode allows you to keep track of users who did not consent by sending cookieless pings. The data is used for modeling.

The goal is to guess how many conversions happened in total. Without Consent Mode, you won't see conversions of people who opted-out of tracking.

In order for consent mode to work, you need two things.

Consent Management Platform (CMP)

The main role of CMP is to manage users' privacy choices. Another role is to share these choices with Google Tag Manager. This will determine how much information we can share with Google Ads, for example.

Display cookie banner

		Powered by Cockiebot
Consent	Details	About
This website uses cookies		
We use cookies to personalise content share information about your use of ou it with other information that you've pro	t and ads, to provide social media feature ur site with our social media, advertising a avided to them or that they've collected for	s and to analyse our traffic. We also and analytics partners who may combine
t with other information that you ve pro	ovided to them of that they ve conected in	

A CMP will display a cookie banner when a new user visits your website.



Send consent signal to Google Tag Manager

Once the user makes his choice, GTM receives a signal with the user's choice. GTM will use it to determine how a tag will execute.

Assuming the user denies any kind of tracking, the signal will look like this:

Unset

ad_personalization: "denied"

ad_user_data: "denied"

ad_storage: "denied"

analytics_storage: "denied"

functionality_storage: "denied"

personalization_storage: "denied"

security_storage: "granted"

- ad_storage

controls how your Google Ads tags will behave

- analytics _storage

parameter are responsible for managing Google Analytics tags.

The other signals do not control the behavior of our tags. Consent mode v2 we have two new parameters Ad_user_data and ad_personalization which we will talk about when we introduce consent mode v2.



Consent Overview in Google Tag Manager

This feature controls how your tags will behave in the presence/absence of consent. Once a CMP sends the signal, GTM will use it to determine how to execute each tag.

To enable consent settings:

Go to GTM container > Admin > Container settings > Enable Consent Overview.

× Edit container		1	Save	:
	Container Settings Container name www.analygo.co - client-side Target platform Image platform <t< td=""><td></td><td></td><td></td></t<>			

Chapter III: Consent Mode v2: What Has Changed?



The only noticeable difference is the new parameters in the updated version: ad_personalization and ad_user_data.

ad_personalization

Google Ads uses this signal to display ads adapted to your browsing history.

ad_user_data

As the name suggests, GTM sends the user's personal data to Google Ads.

Required Tags	Google Consent Mode	Google Consent Mode V2
ANALYTICS_STORAGE	0	0
AD_STORAGE	0	0
AD_USER_DATA	8	0
AD PERSONALIZATION	8	0

The differences between the new parameters and ad_storage and analytics_storage, is that, unlike the latter, they don't control WHAT data we can send to Google Ads, for example. They tell Google Ads HOW the data can be used.

If a user opts-out of ad_personnalization then Google Ads will not deactivate remarketing for this user.

Two Types of implementations: Basic And Advanced Consent Mode

Advanced Consent Mode

Advanced consent mode is when you send data to Google even when the user opts-out of tracking. The data is anonymous with no identifiers. The purpose of collecting it is to compare it with what people who accepted cookies. This comparison will help Google estimate the 'real' number of conversions and traffic.

Basic Consent Mode

Advanced consent mode might not be a good approach from a privacy point of view in our point of view. This is especially true if you operate in the EU region. You might want to configure basic consent mode in this case.

The basic version of consent mode doesn't send any kind of data to Google. You can think of it as the more strict version.



Chapter IV: How to Switch to Consent Mode v2?



To update your set, you only need to add the new parameters ad_personnalization and ad_user_data. The method you will use depends on whether you are using a GTM template or you added the CMP script to the website.

Although you can set up consent mode v2 manually (method #3) we highly recommend using one of the recommended CMP by Google. This will reduc the amount of manual work you have to do (and chances of making an error...)

You Are Using Google Tag Manager Template

In this case, you need to enable ad_user_data and ad_personalization in GTM template. Here is an example with the CMP CookieYes.

× Untitled Tag	g 🗅	× New row Add
	Tag Configuration	Analytics Cookies Enabled •
	Тад Туре	Advertisiement Cookee
	CookieYes CMP	Enabled *
		Functional Cookies
	er Tag permissions # permissions	Enabled
	Wroste Key 🗇	Necessary Cookies
	Your website key	Enables +
		Enabled
	Default Consent Settings	Use data for ark cerumalization
	Analytics Advertisement Functional Necessary Blaze used data with Use data for alls Cookies Dockies Cookies Google personalization	Enabled +
		Regions @
	Add setting	All BOB
	> Other Settings	
	> Advanced Settings	
	Triggering	

Consent mode CMP

As you can see, we have all the parameters we discussed earlier.



If your CMP doesn't display the new parameters, try deleting it and adding it again to your GTM library.

You Added the CMP Script to Your Website

In this case, you need to add the two lines of code for each parameter. Your final script will look like this:

```
Unset
 window.dataLayer = window.dataLayer || [];
 function gtag() {
   dataLayer.push(arguments);
 }
 gtag("consent", "default", {
   ad_storage: "denied",
   ad_user_data: "denied",
   ad_personalization: "denied",
   analytics_storage: "denied",
   functionality_storage: "denied",
   personalization_storage: "denied",
   security_storage: "granted",
   wait_for_update: 2000,
 });
  gtag("set", "ads_data_redaction", true);
 gtag("set", "url_passthrough", true);
```

Chapter V: Example of Implementing Consent Mode v2 for Google Ads



You need two ingredients for the implementation to work.

Step 1: Configure The Consent Management Platform (CMP)

Aim for a CMP that integrates well with Google Tag Manager. A decent solution can send consent signals to GTM and thus minimizing the time you have to spend on implementation. While there are dozens of CMPs to choose from, I recommend choosing from this list provided by Google.

First, Add The CMP Tag Template to Google Tag Manager. In this example, we will use Cookie Yes. We need to add the CMP code to our website.

Google Tag Manager > New > Template Gallery > "CookieYes"

×	Choose tag type	ч	×	Import Tag Template	cookieyes	×
D	Discover more tag types in the Community Template Collery	*	?	CockieYes CMP by cookleyeshq		2
Featu	red					
al	Google Analytics	>				
۸	Geogle Ads	>				
0	Fleedlight	*				
۵	Google Tag Saraja					
0	Conversion Linker Scorple					
0	Featured Community CMP Templates Discover featured CMP templates that deeply integrate with GTM's consent configuration	*				
Custo	m					
0	Custom HTML Custom HTML Tag					
	Custom Image Custom Image Tag					
~	Matome Tracking Tag for Matomo Cloud matemeers	GALLERY				
More			Atten	tion: The templates provided by third a nunity Template Sallery are not provid attended shout the netformance number	earty parties in this Google Tag ed by Google. Google makes no by or content of the secures an	Manager promises or
	AB TASTY Generic Tag AB TASTY		provid	ted by the templates. Your use of this y User Policies.	Gallery is subject to the Commu	inity Template



Next, configure The CMP by adding consent settings

× Untitled Tag	0	× New row Add
	Tog Configuration	Analytics Cookias Disabled 💌
	Tag Type	Advertisement Cockies
	CookleYes CMP	Disubled
	• mikieseng	Puncterinal Cookies
	e+ Tag permissions	3 permeasure Enabled •
	Webure Key 🕤	Necessary Cookes
	Your website key	Enabled +
		Share user data with Google
	 Default Consent Settlings Analytics: Advertisement Functional Receivanty There use data with Unadata for edst 	Disabled *
		Use data for ads personalization
	Cotkies Cookes Cuokies Cookies Google personalization	Disabled
	Add Setting	Pregiana 💿
		All scin
	> Other Settings	
	> Advanced Settings	
	Triggering.	

By default, we will disable consent settings and keep only the necessary cookies.

Your website requires necessary Cookies (thus the name) to function. They keep track of your preferences so that you don't need to make the same changes when you visit a website the second time (language, login, etc.). I will select the "Consent Initialization" trigger.



× Untitled Tag 🗆		× Choose a tr	rigger				c
		Name †		Туре		Filter	
	Tag Configuration	All Pages		Page View	¢	14	
	Tall Libe	O Consent Initializ	stion - All Pages	Concent i	nitialization	-	
	CookieVe cookieve	Initialization - Al	II Pages	Initializat	08	-	
	e» Tay perm						
	Weissen Key (2) This field is required				<		
	Default Consont Set						
	Analytan P Caratien C						
	Disabled I						
ſ	Triggering						

Do not use this trigger for any other tag besides CMPs. The initialization trigger is great for this particular use, because it allows the CMP to collect user's choices before any other event.

Finally, let's preview the tag and see what signals are we getting from the CMP.

-		Analytics & Growth Mar	Arrean			
	11	Config	gtag("consent", "defau"	lt", {})		
	10	cookie_consent_update	Output of	0		
	9	Consent	Hits Se	nt		Data Laver
	8	Window Loaded 👩				
	7	DOM Ready	Event Consent State @			
	6	Container Loaded	Туре	On-page Default	On-page Update	
	5	Initialization 🕅	ad_storage	Granted	Denied	
			analytics_storage	Granted	Denied	
	4	Consent	functionality_storage	Granted	Denied	
	3	Set	personalization_storage	Granted	Denied	
	2	Consent Initialization	security_storage	Granted	Granted	
			ad_user_data	÷.	Denied	
	1	Message	ad_personalization	2	Denied	



As you can see, GTM is receiving the consent signals. We can now configure the Google Ads tags.

Step 2: Google Ads configuration with Consent Mode

The first thing we need to do is to enable the Consent Overview from the admin section.

 Tag Manager ham. 	nzaelkh × Edit container	Save
Workspace Versions Admin Accesses HAMZA ⊕ Acce ⊕ Acce ⊕ Acce	EL KHA bount Setta count Active er Manager	Container Settings Immanel Kahner Im

We can control how tags will behave when we receive consent signal using consent overview.



We need to determine what type of consent mode we want to set up.

Option 1: Advanced Consent Mode

 Tag Manager 	hamzaelkh × Goo	Ingle Ads - Phone call	Save
Workspace Versions A	Adresies	Faise *	
CORRERT WORKSIMCE	Tags	Conversion Linking	
Overview Tags Triggers Yariakles Folders Templates	Name * Conversion Conversion Conversion Conversion Conversion Conversion Conversion Privite Prev Track buth	 Advanced Settings Tag fring pointry (2) Enable custom tag firing schedule Ordy fire thes tag in published cortainers: (2) Tag fring options Once per event . Tag Sequencing (2) Additional Tag Metadata (2) Gonsent Settings (news) (2) Builtyn Comment Oracles (2) adjitosale Consent trequired (3) Not skit Not skit Not skit (2) Require additional consent for tag to the (2) 	

We need to leave in this case the default consent settings.

We are almost done. Let's save and check the payload.

To Elements Console Sources Network Performance Memory Application Lighthouse Recorder A	Performance insights 🔬 Analytics Debugger dataslayer 🗾 GA4 Debugger			
fvCjClzcy8oYEJ61pLgB 0 Invert I Hide data URLs I Hide extension URLs All Doc JS Fetch/XHR CSS Font I	mg Media Manifest WS Wasm Other Discked response cookies Discked			
10000 ms 2000 ms 30000 ms 30000 ms 50000 ms 50000 ms 70000 ms 80000	ms 90000 ms 100000 ms 110000 ms 120000 ms 130000			
Name	X Headers Payload Preview Response Initiator Timing Cookles			
386472606/?random=1705302063583&cv=11&tst=17053020aw=0&data=ads_data_redaction%3Dtalse&rfmt=3&tmt=4	cv: 11			
386472606?random=1705302963583&cv=11&fst=170530206uapv=14.2.1&uaw=D&data=ads_data_redaction%3D/alse	fst: 1705302063583			
🔤 386472606/?random=1001921686&cv=11&fst=17053020635XYW5md1Buc2VfaTMw0GpRlhMl3MH9nenegwMVf_E7Ah3rVAMn	be ffffff			
a 386472606/?random=1001921686&cv=11&st=17053020635M0vHtpFuD2RBnY9wEfkSqgQtCc5_Fmg&random=1802914304	quid: 0N			
386472606/?random=1001921686&cv=11&fst=17053020635SEGt2X_2UZwGcG02BXQh2AblKRqEq6Px1FWeINCQ_pOCKYxYT	newos: 1			
386472606/?random=1705302175408&cv=11&fst=17053021aw=0&data=ads_data_redaction%3Dfalse&rfmt=3&fmt=4	citra: 45He41a9v9172258739			
386472606?random=1705302175408&cv=11&fst=170530217uapv=14.2.1&uaw=0&data=ads_data_redaction%3Dfalse	0191 6111			
386472606/?random=1705302175670&cv=11&fst=17053021aw=0&data=ads_data_redaction%3Dfalse&rfmt=3&fmt=4	gest the head			
📃 386472606/?random=227835158&cv=11&fst=170630217540FWZXFIVEI3QWZmR2wzRmciEwipg6fF6d6DAxWwwTaCHe-SDKU	dense a			
3RR472606/7sandom=133567657&vv=114.fet=170530217567 tvV1KNI 80RmtCWTB2rFFiFewiOShHT6d6DaVWOvDeCHahrlaER 14 / 292 requests 6.4 kB / 2.7 MB transferred 10,1 kB / 16.9 MB resources Finish: 3.0 min DOMContentLoaded: 3.63 s Load:	u_w: 1680			

The tag is working as expected, and it's sending the consent signals to Google Ads.



Option 2: Basic Consent Mode

With basic consent mode, the tag won't fire unless consent is granted.

Workspace Versions	Admin	Enable custom tag firing schedule	
CURRENT WORKSPACE Staging	Tags	Only fire this tag in published containers.	
Overview Triggers Triggers Variables Folders Tempates	 Name * Conversion Cuestary re- Guittorn + Guittorn + Google A Google A Google T Piwith Physic Dack, Name 	Once per event Tag Sequencing () Additional Tag Metadata () Convent Settings (IREA) () Built in Convent Checks () Built in Convent for tag to file () Add required consent Add required consent Add required consent Add required consent Add required consent Add required consent Triggering Pring Triggers	

Furthermore, when we preview the set-up, you will notice that because of the

consent settings, the tag was blocked:

30 Click	<pre>dataLayer.push({event: "gtm.c</pre>	lick",})	
29 cookie_consent_update	Output of GTM-5L8CCQFZ @	i	/
28 Consent	Tags	Variables	Data Layer
27 Window Loaded		/	
26 Click	Tags Fired None		
25 DOM Ready	Tags Blocked by Consent Setting		
24 Container Loaded	Google Ade - Phone call	track buttons	
23 initialization 💼	Google Aus - Frione can		
22 Consent	Google Ads Conversion Tracking	Custom HTML	
21 Set	Tags Not Fired Show 7 tags did not fire		
20 Consent Initialization			



Final Words On Consent Mode

Google Consent mode is probably here to stay. For now, it's only required for Google Ads and GA4 in case it's linked to Google Ads. As we saw earlier, updating to consent mode v2 is as simple as adding the new parameters. Make sure to choose a consent management platform (CMP) that supports consent mode v2.

Before going about implementing consent mode, we highly recommend selecting a decent CMP from this <u>list made by Google</u>.



Hamza El Kharraz

Hamza is a Digital Analyst who after some years of working with agencies and scale ups moved to founding <u>analogy.co</u>, a consultancy and knowledge resource for businesses to make the most out of their data.