

HAMZA EL KHARRAZ

— THE GUIDE —

# CONSENT MODE

V2



**A**NALYGO

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# **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.

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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.

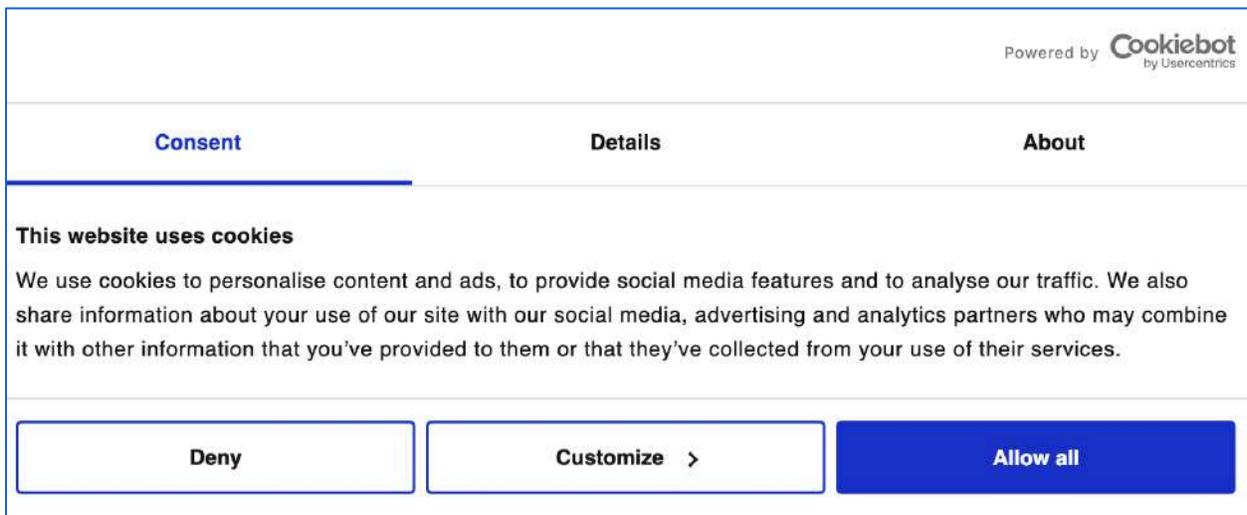
The goal is to guess how many conversions happened in total. Without Consent Mode, you won't see conversions of people who opted-out of tracking.

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



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.

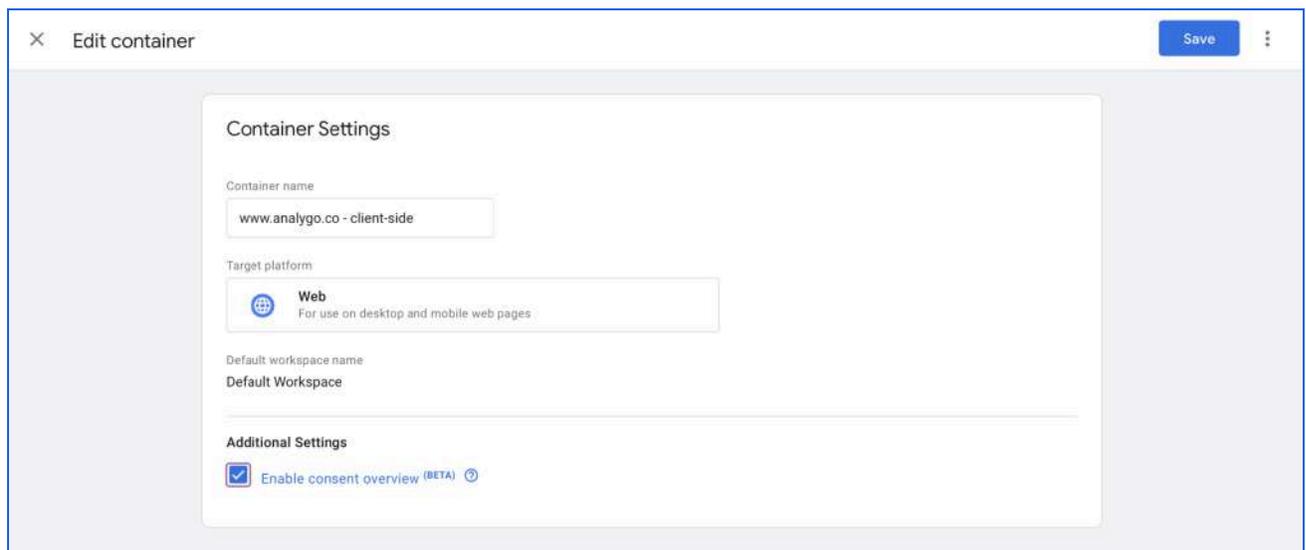
The other signals do not control the behavior of our tags. Consent mode v2 we have two new parameters Ad\_user\_data and ad\_personalization which we will talk about when we introduce consent mode v2.

## 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.*



# **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	✓	✓
AD_STORAGE	✓	✓
AD_USER_DATA	✗	✓
AD_PERSONALIZATION	✗	✓

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_personalization` then Google Ads will not deactivate remarketing for this user.

## Two Types of implementations: Basic And Advanced Consent Mode

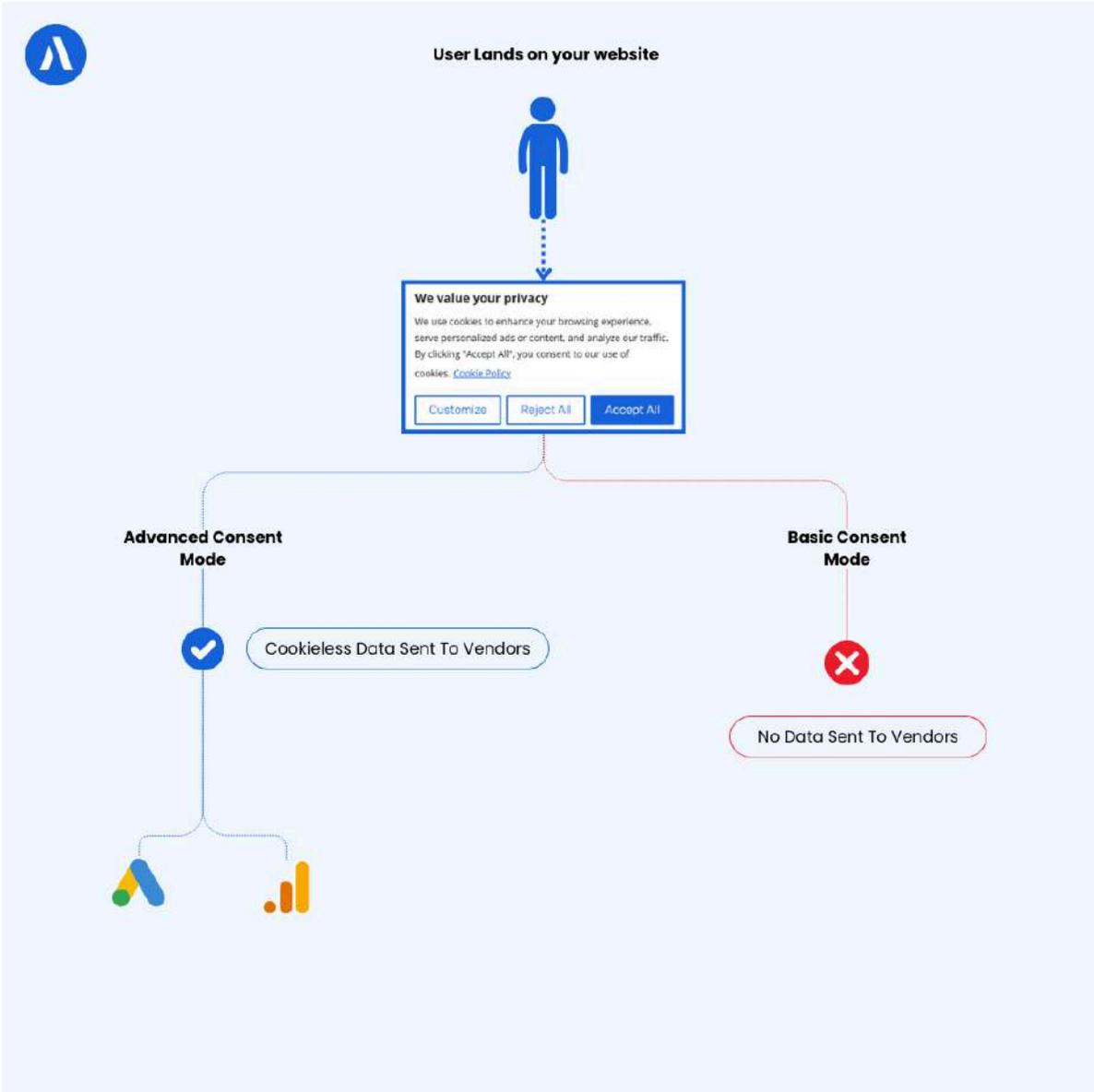
### Advanced Consent Mode

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.



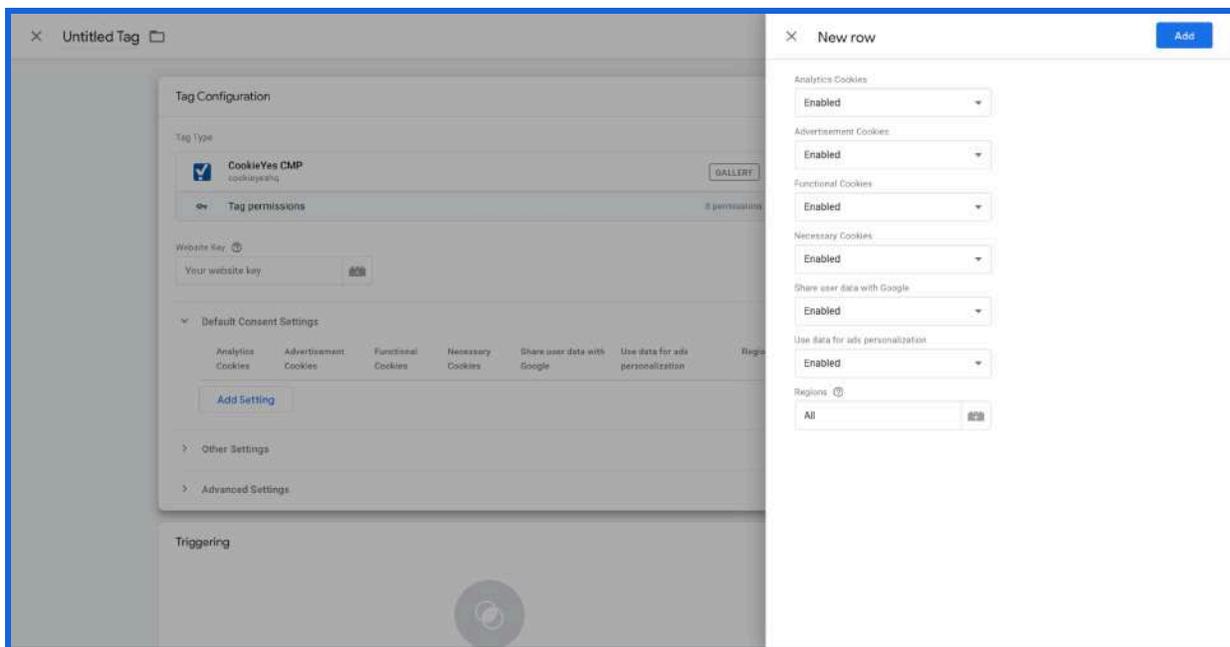
# **Chapter IV: How to Switch to Consent Mode v2?**

To update your set, you only need to add the new parameters `ad_personalization` 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 reduce 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.



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**

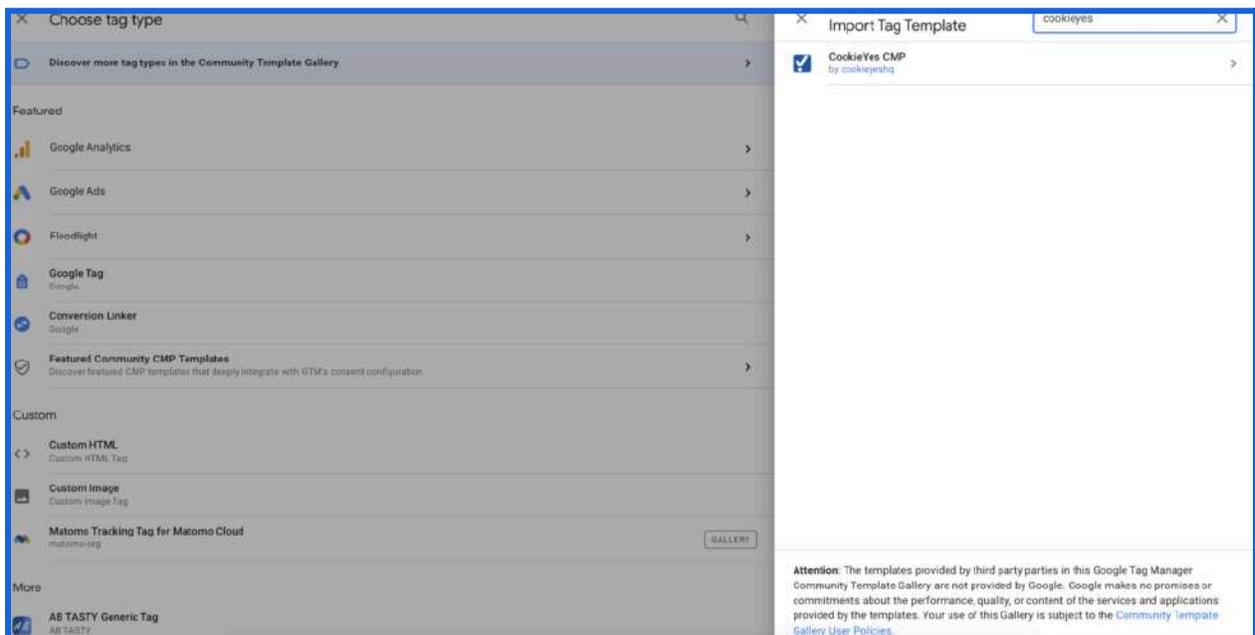
You need two ingredients for the implementation to work.

## Step 1: Configure The Consent Management Platform (CMP)

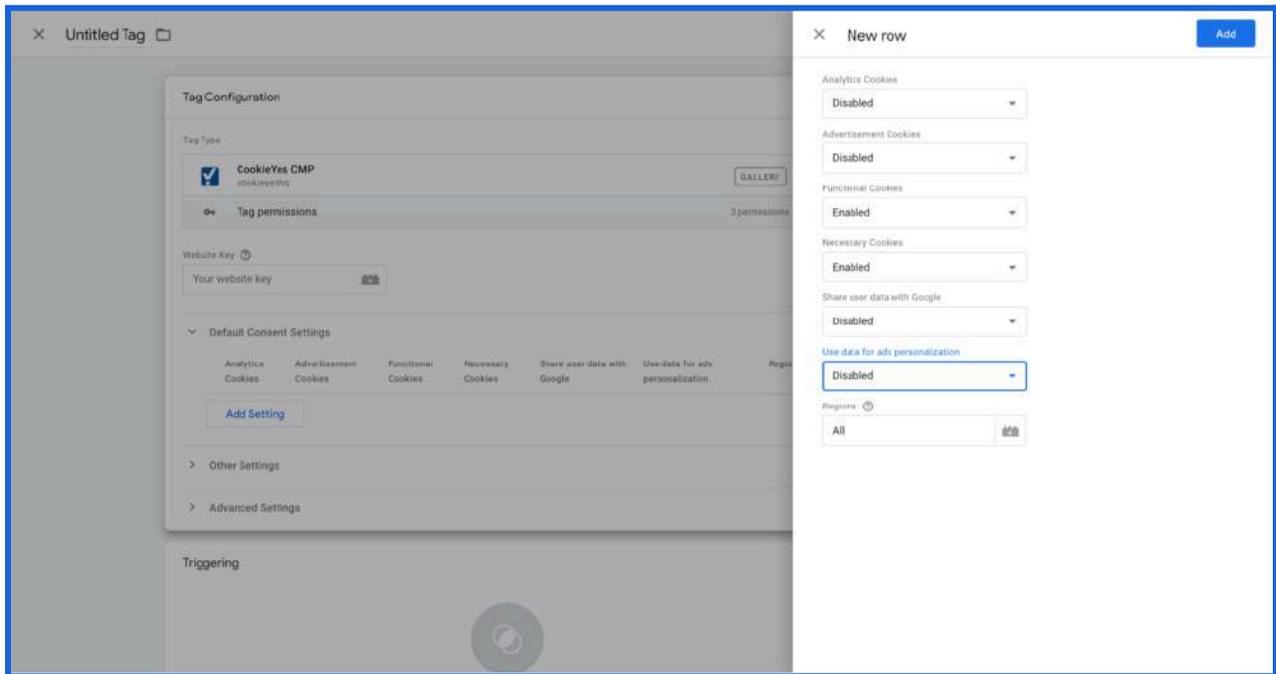
Aim for a CMP that integrates well with Google Tag Manager. A decent solution can send consent signals to GTM and thus minimizing the time you have to spend on implementation. While there are dozens of CMPs to choose from, I recommend choosing from this list provided by Google.

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"*



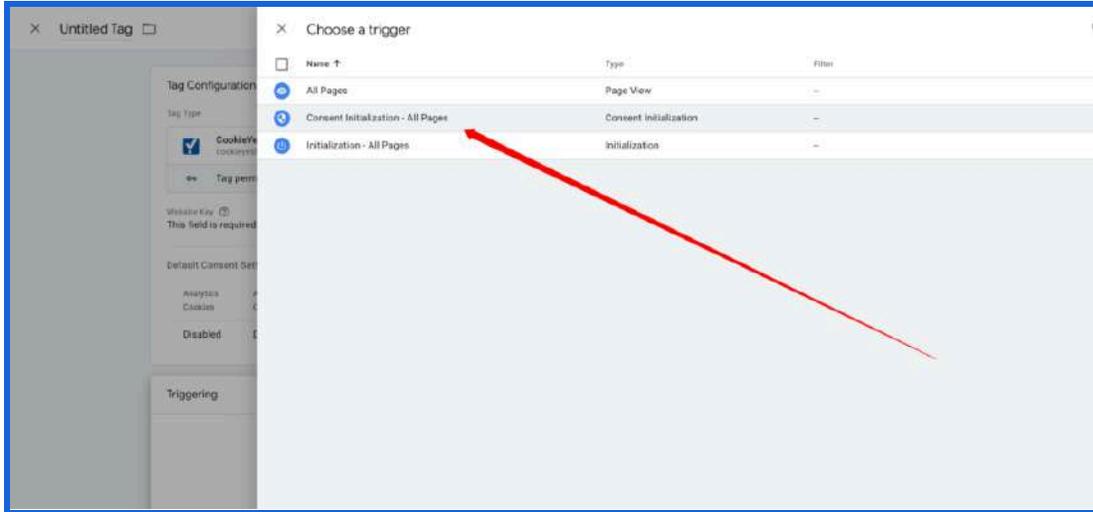
Next, configure The CMP by adding consent settings



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

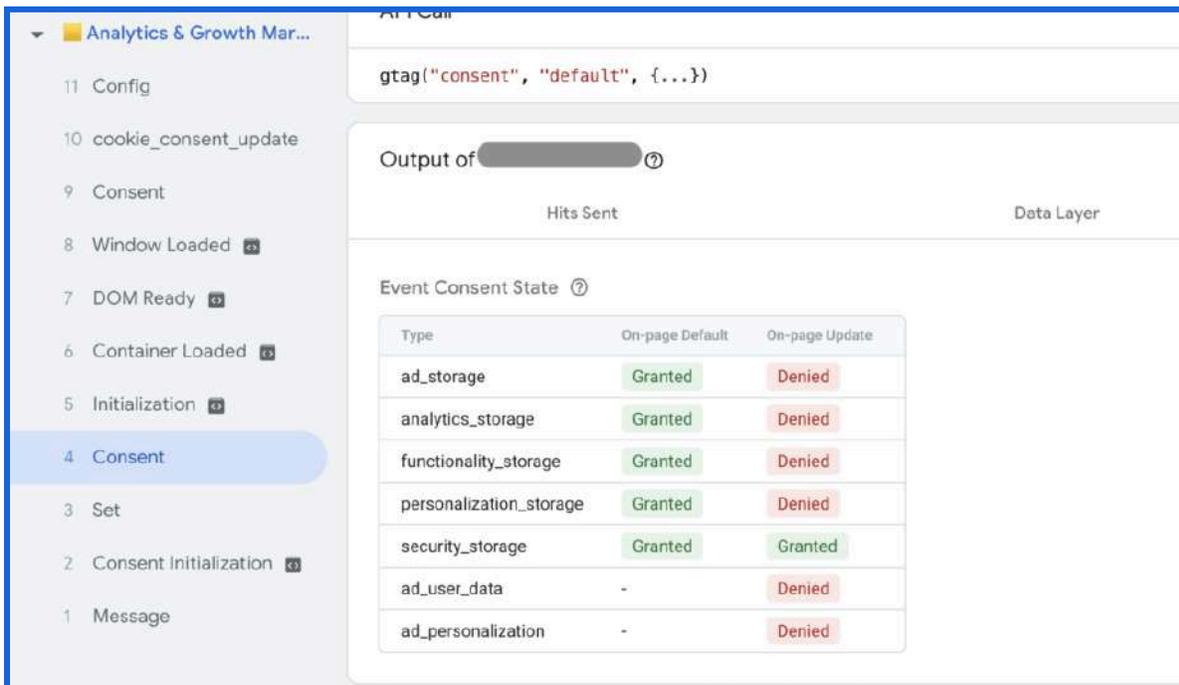
Your website requires necessary Cookies (thus the name) to function. They keep track of your preferences so that you don't need to make the same changes when you visit a website the second time (language, login, etc.).

I will select the "Consent Initialization" trigger.



*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.*

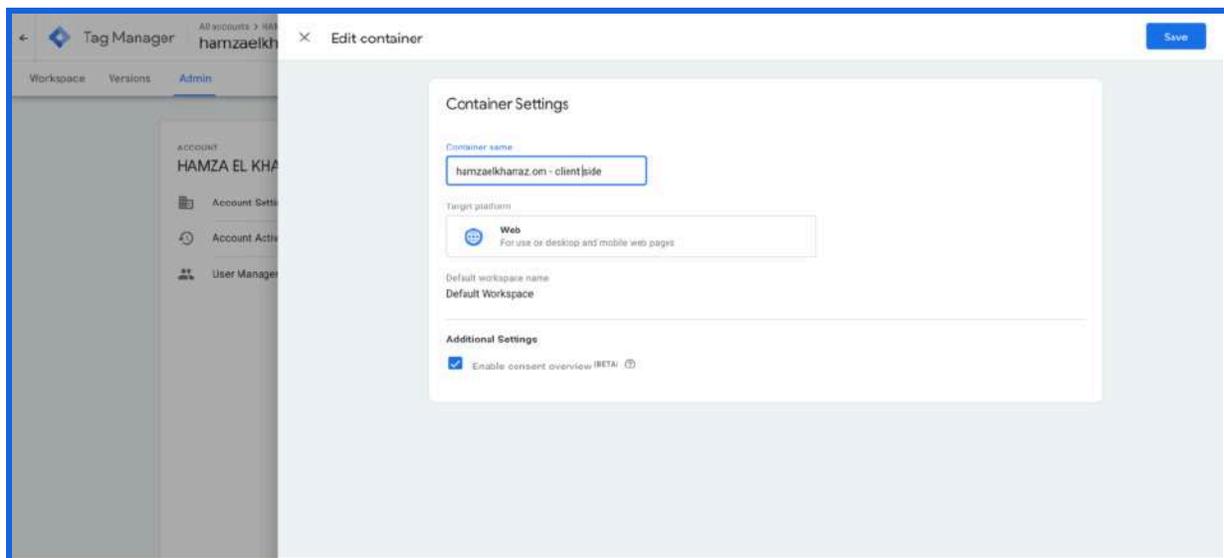
Finally, let's preview the tag and see what signals are we getting from the CMP.



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.

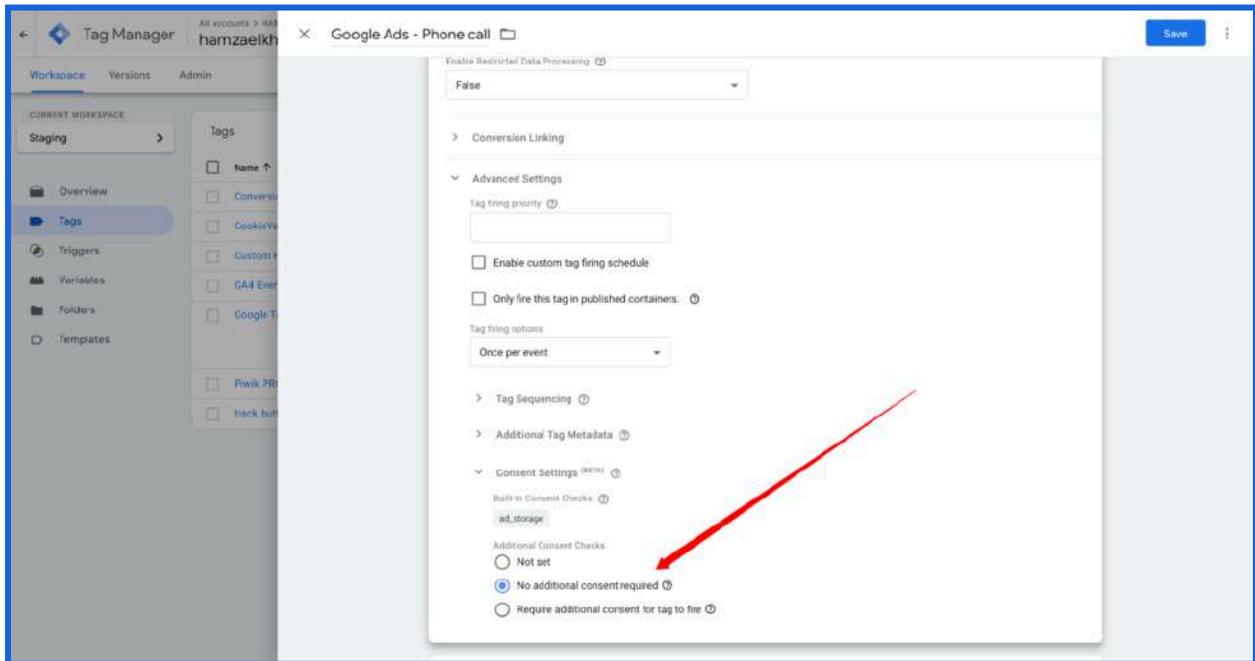


*We can control how tags will behave when we receive consent signal using consent overview.*

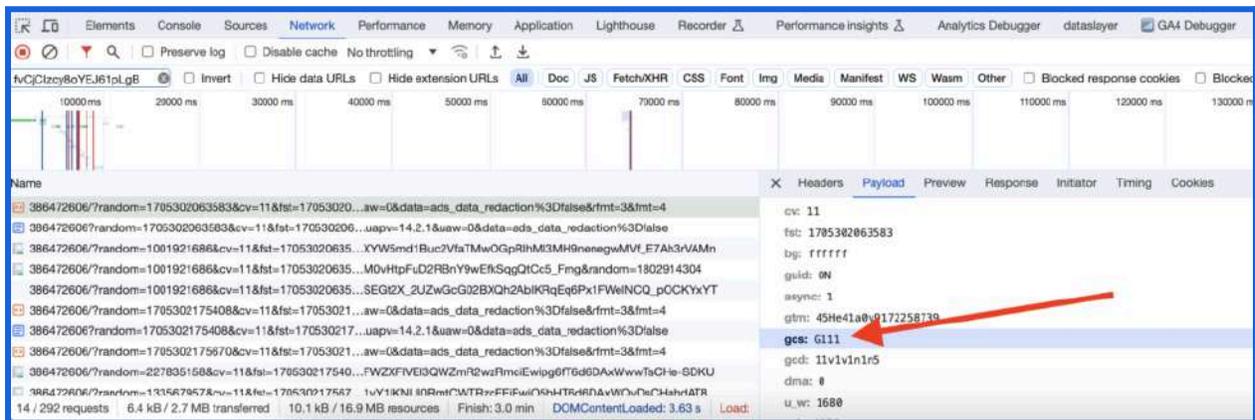
We need to determine what [type of consent mode](#) we want to set up.

## Option 1: Advanced Consent Mode

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



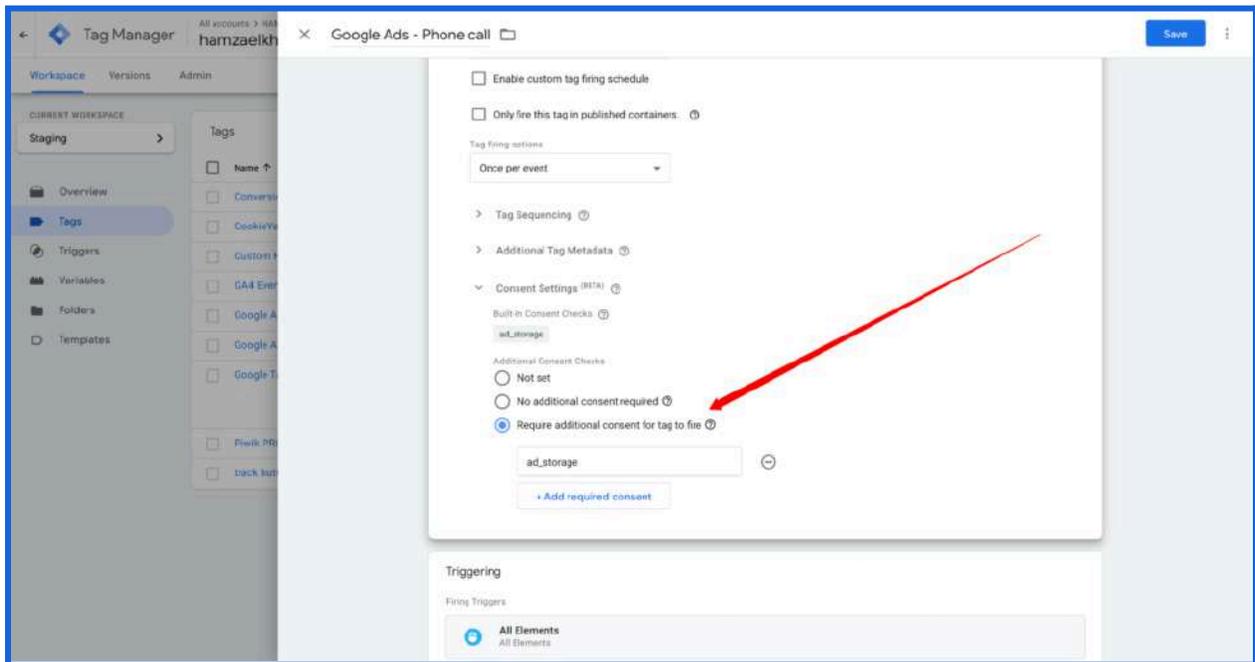
We are almost done. Let's save and check the payload.



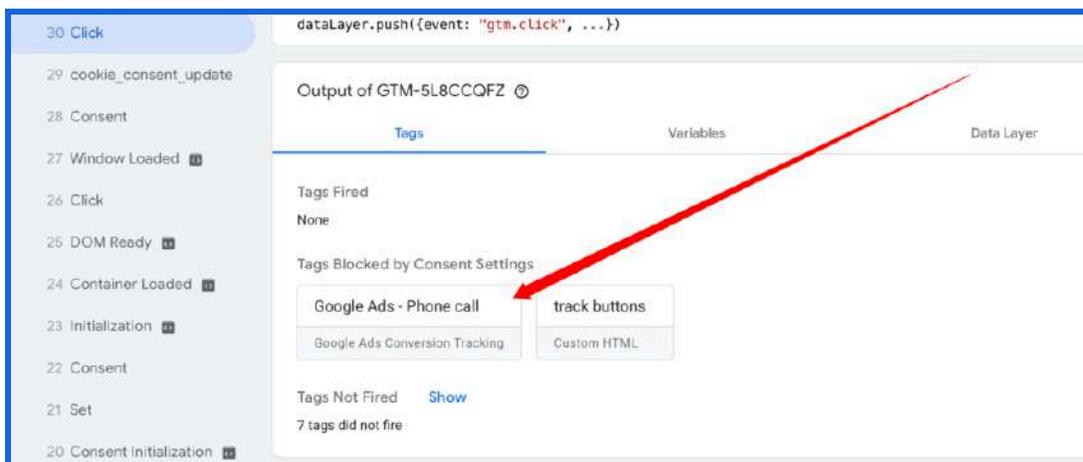
The tag is working as expected, and it's sending the consent signals to Google Ads.

## Option 2: Basic Consent Mode

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



Furthermore, when we preview the set-up, you will notice that because of the consent settings, the tag was blocked:



# 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 [list made by Google](#).



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Hamza is a Digital Analyst who after some years of working with agencies and scale ups moved to founding [analogry.co](#), a consultancy and knowledge resource for businesses to make the most out of their data.