

Google Consent Mode v2

Configuring your website to be compliant

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Dear Sir/Madam,

Consent Mode is a Google-introduced API designed to help websites manage how user data is collected based on their cookie consent preferences.

It's essential for any website using Google's analytics and advertising services to ensure they respect user privacy while still ensuring to gather those valuable insights.

If you're utilising Google Analytics, Google Tag, Google Ads, Floodlight, Search Ads 360, or Conversion Linker, integrating Consent Mode is not just beneficial...it's crucial for compliant data collection.

The Digital Markets Act (DMA) comes into effect for Digital Market Gatekeepers (such as Google) in **March 2024**. We're not expecting enforcement to be immediate, especially for UK sites, but certainly, this is when accounts could be flagged, so it's essential that you consider implementing the latest **Consent Mode v2** updates at the earliest opportunity. Failure to do so may result in gaps in your data and limited access to certain features which is something we would want to prevent with the outlined proposal.

If you require any assistance or guidance with ensuring your site is compliant with the latest regulations and Google Consent Mode and wish to ensure your data collection is not limited due to the correct signals not being received by the affected Google platforms, please feel free to get in touch with us via the [Client Portal](#) and we'll ensure that our analytics experts are on-hand to assist.

Kindest Regards

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What is Consent Mode v2?

Google Consent Mode is an open API developed by Google that lets your website run all its Google services, such as Google Analytics, Google Tag Manager and Google Ads, based on the consent state of your visitors/end-users.

Google Consent Mode governs the behaviour of all Google tags and scripts on your website based on the visitor consent sent by your website's consent management platform, typically CookieBot or Civic UK when using Pixl8 Groups Ready* Products or Preside Platform.



Consent mode overview by Google

[Click here to find out more](#)

Why is it important?

If your website utilises Google's services for analytics or advertising and you cater to audiences in regions with stringent data privacy laws (like the EU, EEA, and the UK), Consent Mode v2 is essential.

The EU's General Data Protection Regulation requires websites that have visitors from within Europe to request and obtain their explicit consent *before* processing any of their personal data.

Cookies and visitor tracking tools used for analytics and advertisement on your website (e.g. Google Analytics, Google Ads, Google Tag Manager etc.) process data from visitors, such as unique IDs, IP addresses, search and browser history are classified as "personal data", which is why you must inform users and ask for their consent before activating any of these tracking tools.

Which Google services does Consent Mode affect?

The following services currently support Google Consent Mode:

- Google Analytics - GA4
- Google Tag
- Google Ads
 - Google Ads Conversion Tracking and Remarketing
 - Search Ads 360
- Floodlight
- Conversion Linker

What could happen if I don't?

Failing to implement Consent Mode v2, especially for businesses targeting users in the EEA, could significantly impact your data collection and advertising effectiveness **post-March 2024**. Without it, you'll miss out on essential user data, affecting anything from audience targeting to remarketing strategies and even how your budget is spent on ads.

The greatest impact will be on advertising which could lose features like audience targeting, and conversion modelling and if your account is using enhanced conversions this would also be at risk.

Analytics will also, if compliant, have greater data gaps due to being unable to send cookieless hits used for modelling in GA4.

What are the next steps?

Pixl8 needs to change your consent management platform (CMP) and analytics configurations. Some of these changes need to happen in stages so we can ensure that the signals are being received correctly.

- Phase 1

- Update the CMP (e.g. CookieBot, Civic) to send the appropriate calls based on the visitor's consent choice
 - *E.g. if they consent, depending on which category, ensure the relevant signal is enabled*
- Update Google Tag Manager to ensure the correct exceptions are in place to honour the consent mode signals for ALL tags
- Test the signals are being received correctly

- Phase 2

- Update the website to add the default consent mode signals to equal "denied"
 - E.g. `analytics_storage: "denied"`
- Revert the Google Tag Manager installation script so the default is to allow the script to execute but with the new signals in place
 - Non-Google accounts e.g. Facebook, LinkedIn, and HotJar will also need exceptions as blockers e.g.

This trigger fires on

`consent status - marketing` contains denied

- If consent is received, ensure that the Consent Management Platform (CMP) allows the relevant tracking data to be pushed
- Test that the data is coming through correctly in Analytics or other platforms.

Pricing

This proposal outlines our approach and indicative costs to deliver the required changes for ensuring compliance and compatibility with the new Google Consent Mode v2.

The costs included in our attached matrix are based on our current knowledge of the required changes. They may be adjusted if you have any bespoke requirements outside the scope of the two stages outlined in this proposal.

Costs Breakdown

Options	Costs (excl. VAT)
Phase 1	£475
Phase 2	£475
Project Management	£125
TOTAL	£1,075

NOTES:

- *Costs provided exclude third-party costs e.g. if 3rd party vendors are requested to be involved by the client.*
- *The above cost breakdown covers a standard set of tags that need to be reconfigured. If you have over 50 tags in your current Google Tag Manager implementation or you do not already use Google Tag Manager then the above costs are subject to change. Please contact us to discuss this further with our team.*

Thank You

We would like to thank you for partnering with Pixl8 as your digital technology partner and we look forward to working with you to further develop your online presence and website capabilities.

Should you have any questions please contact one of the Pixl8 team who would be more than happy to help.



Client Portal

[Click here to get in touch](#)