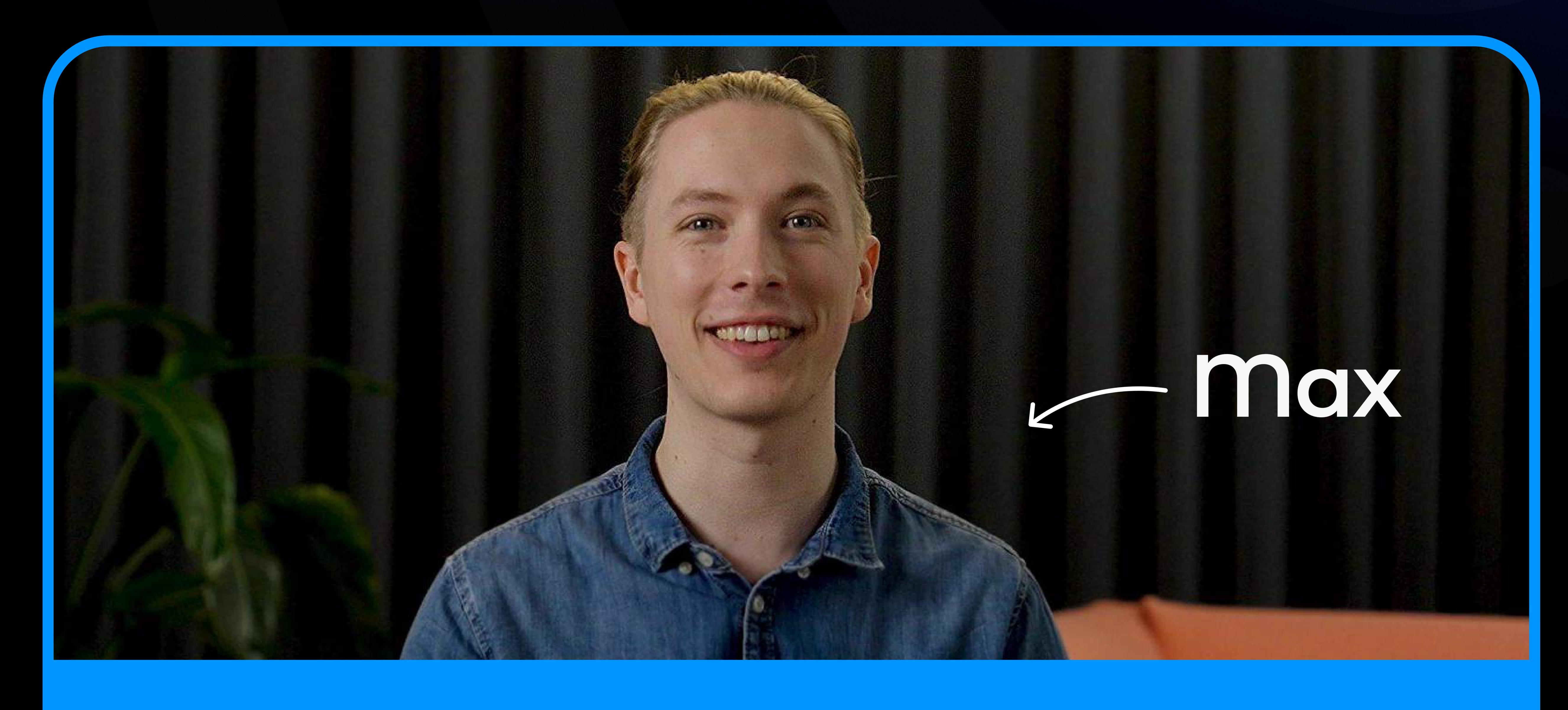
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Consent Mode V2:

An all-in-one course



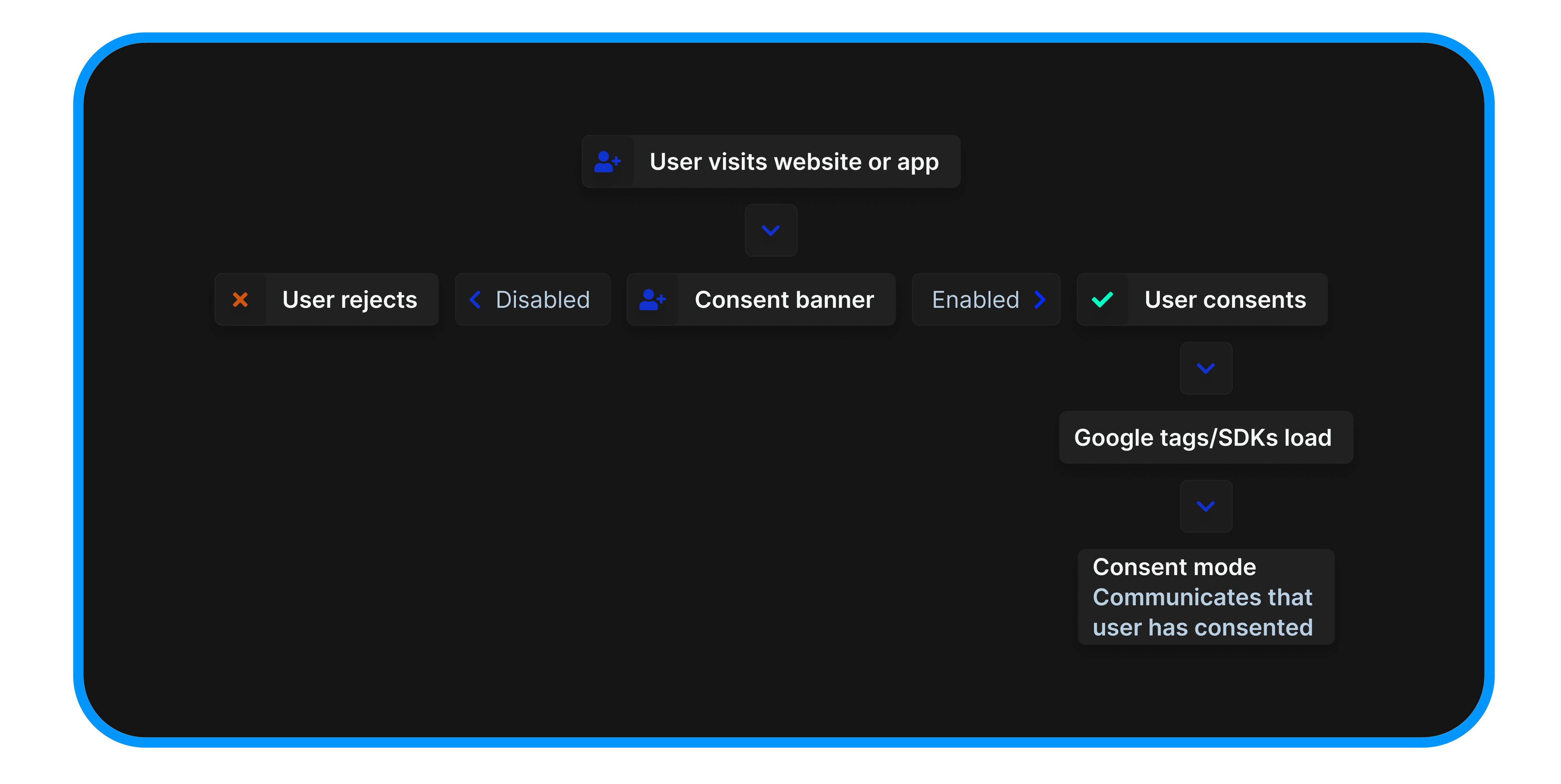
UNIT 2
Basic & Advanced modes

Basic & Advanced modes

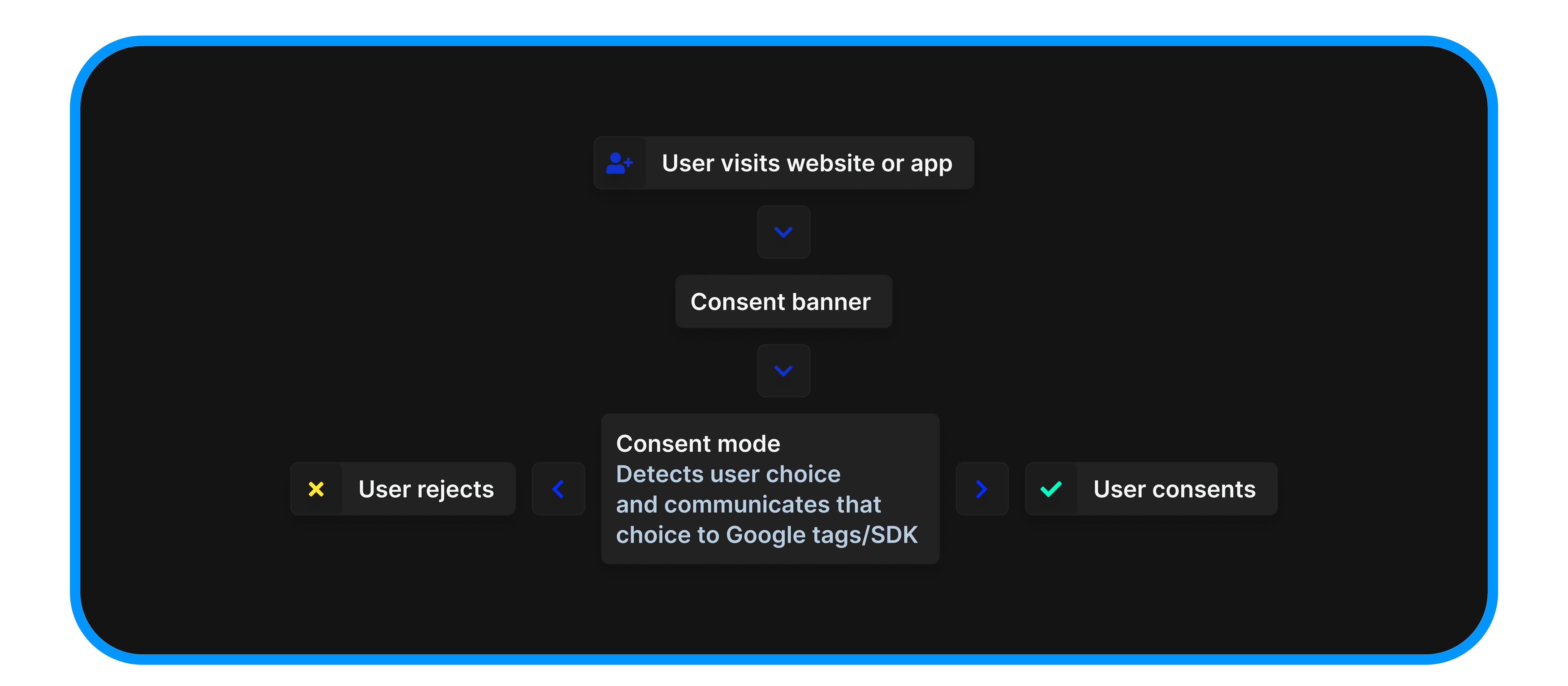
We've laid the groundwork: now let's get into the specifics. Basic vs Advanced: what's the difference? This unit covers how to tell these two modes apart, it delves into Advanced Consent Mode modeling and serves as a brief introduction to server-side tag managers. As you can see, we're getting into the nitty and gritty of it, bringing you one step closer to leveraging your newfound knowledge for ad success. You'll ensure your digital strategies remain effective and compliant, and you'll have a new achievement to boast about on LinkedIn.

Module 1: What are Basic & Advanced modes?

• The "Basic" version operates as follows. Using a Consent Management Platform (CMP), all tracking on the website or app is either enabled or disabled. Users who consent are fully tracked. While users who do not are not tracked and no data is sent to Google.



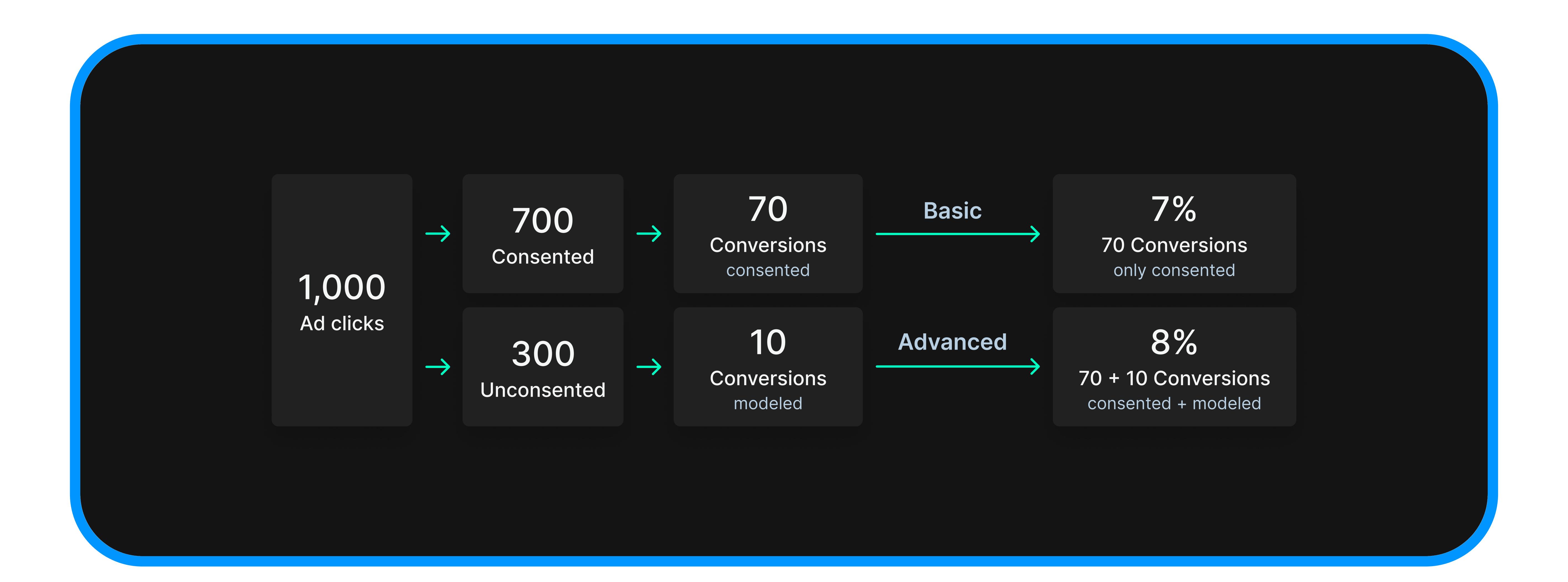
• In Advanced Mode, basic non-personal data is also collected from users who don't consent So you'll get at least some data from 100% of your users. This data is then used for Data Modeling.



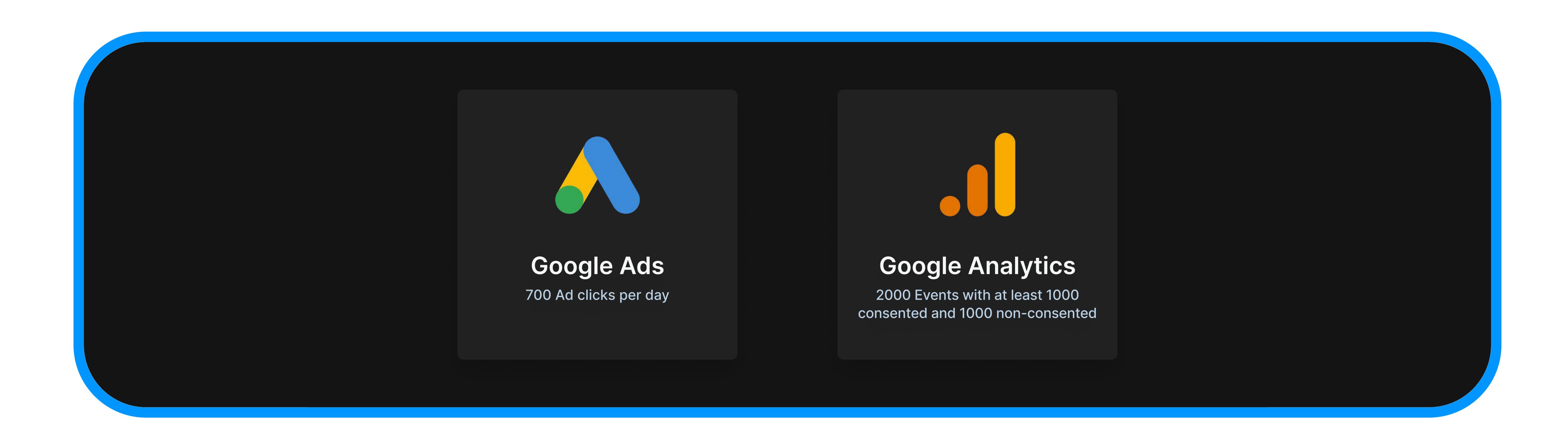
- Advanced Mode shows better insights about relative metrics like Bounce Rate and Conversion Rate because it includes the users without consents as well.
- Note: check if you're allowed to use it in your country/region. Consult with your Data Protection Officer or Legal Team first.

Module 2: Advanced Consent Mode modeling

- To get the most value possible out of your data, Advanced Consent Mode might be the best fit for you. The biggest benefit is the modeling feature.
 - The reduced, unpersonalized data collected from nonconsenting users is used for behavioral modeling inside Google Ads and Analytics. We can collect basic information from users who don't consent, as long as identifying information is not included.



- Google Ads will automatically use the modeled data to optimize campaigns and bidding strategies. This can be disabled, but is recommended if you use Advanced Consent Mode for better optimization and spending.
- In Google Analytics, the modeled data is automatically shown in reports, but you can turn modeled data off for specific reports.
- The modeling will not be applied to all metrics from GA4. Some absolute metrics like event count will always just show unsampled data. Relative metrics like Conversion Rate and Bounce Rate, and calculated metrics like Users, Sessions, and New User Count will include the modeled data.
- There are minimum thresholds that you need to comply with for a 7-day period, otherwise no modeled data will be used:



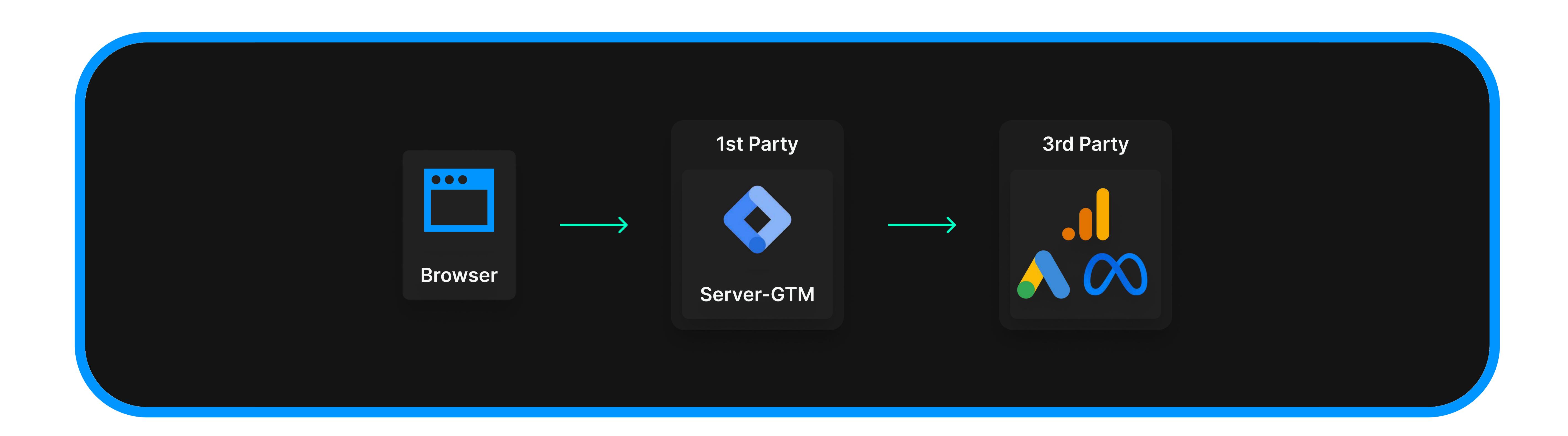
Module 3: Comparing Basic & Advanced Modes

- The main difference: Basic Mode only collects data from users that have given consent. While Advanced Mode also collects basic, non-personalized data from users that have not given consent.
- You can achieve improved Modeling of your data if you implement the Advanced Mode and reach a specific threshold.
- Basic Mode helps you to achieve and maintain compliance with Google's requirements and with your relevant privacy regulations.
- Advanced Mode can help you collect more and better data, but you should verify with your Data Protection Officer or qualified legal counsel whether using it in your region is compliant.

Module 4: Do I also need a Server-side tag manager?

- Google's Server-side Tag Manager acts as a proxy between your website or app, the visitor's device, and the Google servers. It enables you to remove, add, anonymize, or manipulate tracking data before sending it to Google.
- Using a Server-side Tag Manager is not necessary to implement Consent Mode, but in combination with Consent Mode, it is the best solution to collect your users' data while respecting their privacy.

- With Advanced Consent Mode, it can be especially crucial to use a Server-side Tag Manager, because you can check the data that is collected by Google from nonconsenting users, and remove or anonymize it if necessary.
 - Example: Google still tracks the IP address of non-consenting users with Advanced Consent Mode. This may or may not be allowed depending on your local regulations. With server-side tagging, you can remove or shorten the IP before sending the tracking data to Google.



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Looking for extra support?

Navigating marketing privacy compliance practices for your business doesn't have to be a solo adventure. Explore the wealth of resources available at Usercentrics and Cookiebot™ websites to master the inner workings of Google Consent Mode V2 and future-proof your consent management strategies. Remember: with the right tools, compliance isn't just a requirement—it's an opportunity.

Learn more on our website

