

Consent Management and Conversion Tracking

Learning objective: You'll understand how consent management and conversion tracking work together, which decisions your consent banner influences economically, and how to design consent in a way that strengthens both compliance and conversion.

Key Takeaways

- The consent banner is a commercially relevant touchpoint.
- Clarity, control, minimal friction, and trust are the core design principles.
- Consent Mode and server-side tracking help close data gaps legally.

Framework steps

1. **Understanding the Business Case**
2. **Design Principles**
3. **Setting Requirements**
4. **Legal Compliance**
5. **High Consent Rate**
6. **Clarity**
7. **Control**

Key points at a glance

CONCEPT

Why the Consent Banner Is a Conversion Factor

The banner is often the first interaction a visitor has with your shop.

CONCEPT

The Two Goals of a Good Consent Banner

Legal goal: informed, voluntary, and revocable consent.

CONCEPT

Consent Design Principles

Clarity: what is being tracked and why?

CONCEPT

Google Consent Mode at a Glance

Consent Mode adjusts the behavior of Google tags based on the user's consent.

The higher the opt-in rate, the more real conversion data you have to work with.

their team

A documented consent strategy with a target opt-in rate.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.