

Consent Banner Evaluation

⌚ approx. 20 min

Module: Consent Management and Conversion Tracking

Type: audit

Task: Open your shop in a private browsing window. Evaluate your consent banner against the four criteria: clarity, control, friction, and trust. Give each category a score from 1 to 5 and note down three concrete suggestions for improvement.

Review checklist

- ☐ Open your shop in a private browsing window. Evaluate your consent banner against the four criteria: clarity, control, friction, and trust. Give each category a score from 1 to 5 and note down three concrete suggestions for improvement.

My most important insight

Next actions

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1. If I were a visitor, how would I feel about my own consent banner?

2. What assumption about our consent rate have we never actually validated?

3. What does a lower consent rate actually cost us in data quality?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.