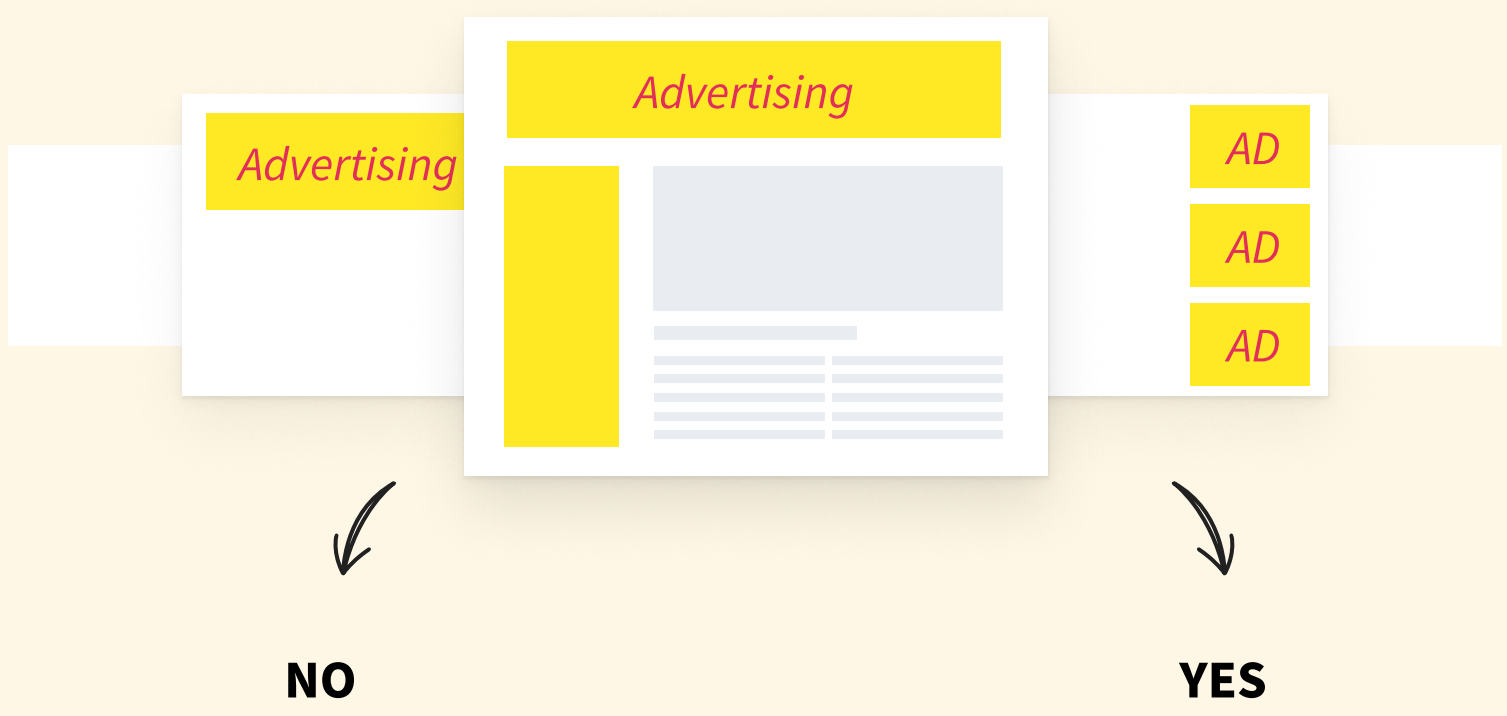


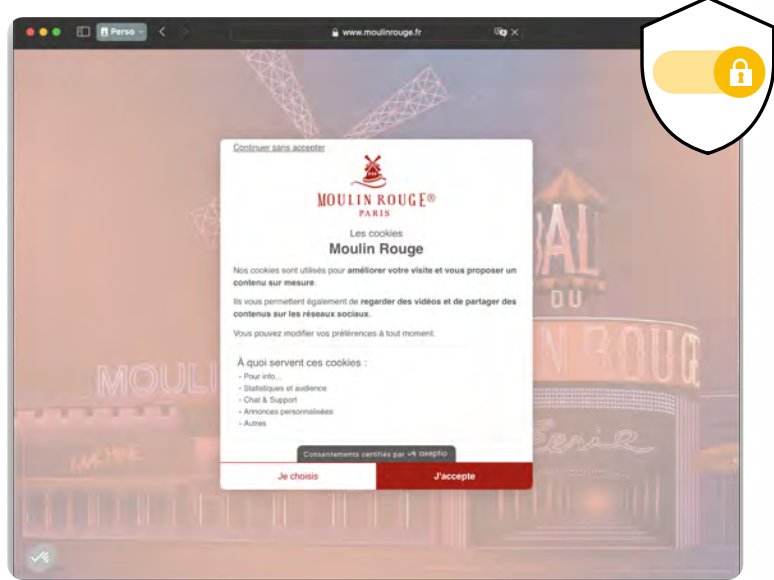
Am I affected by Google's new requirements?

Do you display ADVERTISING?
on your website ?



Axeptio for Brands

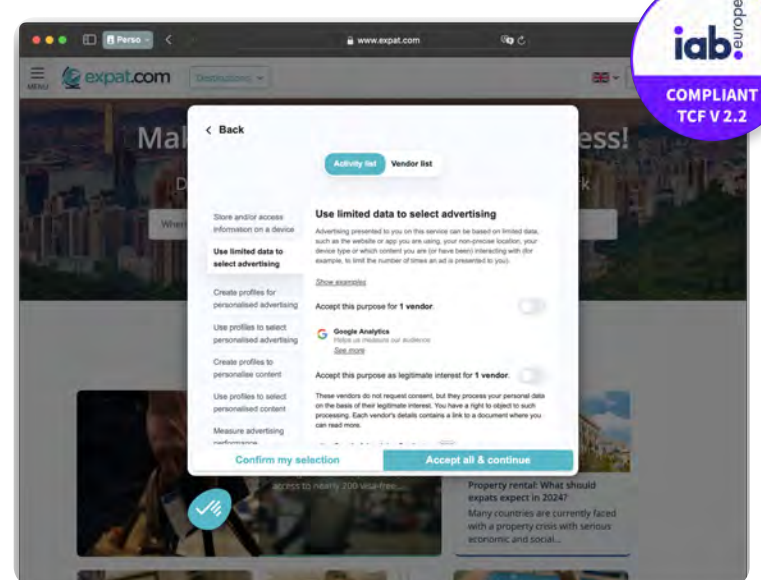
The widget you know and love, live on 60k websites and offering the best user experience, fostering a positive brand image and retention.



You do not run ads? Then rest assured your configuration will keep running as intended, with Google products and all the other services you use.

Axeptio for Publishers

Discover our new CMP, compatible with IAB TCF v2.2, certified by Google, and built to work hand-in-hand with your monetization stack.



If you are currently using Axeptio for Brands, but need to run ads on your pages, then contact your Customer Success Officer. We will migrate your setup, **with no additional cost.**

TCF v2.2 is not required

With the Axeptio for Brands widget, you can continue to use the following Google services:

No consents required

Google Fonts
Google provides the most widely used online fonts service, that gets loaded on billions of pages.

Google Tag Manager
The control tower that captures events, orchestrates tracking and dispatches events to many other tools

Simple consent required

Youtube
Embedded iframe tags are part of the content and advertising ecosystem Google maintains

Google Maps
Every website embedding Google Maps brings a part of the Google stack with it.

Recaptcha
Bot detection software that also teaches Google Street View algorithm to recognize motorcycles

Google Consent Mode V2 required

Google Analytics
The well-known analytics platform, that processes and gathers data points about browsing and transactions

Google Ads
Conversion tracker that connects the session with the Ads clicked in the search results

TCF v2.2 is required

Following the May 2023 announcement, implemented in Jan. 2024, Google now requires the use of a certified CMP, compatible with version 2.2 of the IAB Transparency & Consent Framework (TCF).

You must therefore migrate to our Axeptio for Publishers solution

TCF consent required

Google AdSense
Serves text, image, video, or interactive media ads, which are targeted to site content and audience

Google Ad Manager
Formerly known as **DoubleClick** for Publishers. Complete ad exchange platform, for bigger publishers

Google AdMob
Mobile advertising platform designed for app developers to monetize their mobile applications

Tags can either be...

Sent **after** a consent event from the CMP. This is what Google refers to as **Basic Consent Mode**. It is the safest option in terms of compliance,

loaded **before** the CMP, with the **Advanced Consent Mode**. Compliance is still uncertain, as no exemption has been officially granted; nevertheless, it is the most accurate method.

We are here to support you in migrating your current configuration and help you maximize your performance.

Contact us

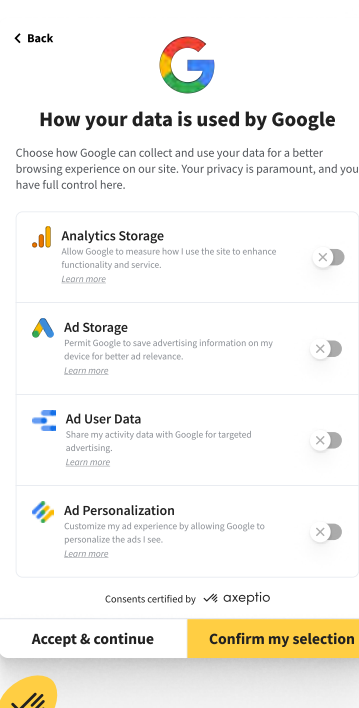


Google Consent Mode v2

From March 2024, the use of a CMP compatible with Consent Mode v2, will be mandatory for tracking British and GDPR-covered European audiences with Google Analytics and Google Ads tools.

Axeptio for Brands

By March 6, 2024, if your configuration references a Google product, a screen dedicated to Google Consent Mode will appear, and will be used to collect consent for the two new purposes: **add_user_data** and **ad_personalization**.



Axeptio for Publishers

Google Consent Mode v2 is built into this CMP, thanks to the association of IAB categories with the signals required by Google.

