

# Set Up Consent Mode on Websites — Tag Platform

Chapter 6

academy.kspl.tech | Koenig AI Academy

# Learning Objectives

---

- Explain the four consent parameters in Consent Mode v2 and how they differ from v1
- Configure a Consent Initialization trigger and default consent state tag in GTM
- Wire a CMP consent update event to dynamically update consent state in GTM
- Verify consent state and tag behavior using GTM Preview's consent debug panel
- Confirm that modelled conversions appear in Google Ads when user consent is withheld

# Consent Mode v2: Four Parameters and the Upgrade from v1

---

- Google Consent Mode is the API layer between your cookie banner and your Google tags.
- Both accept only "granted" or "denied".
- Version 2, launched November 2023, added two downstream parameters: `ad_user_data` and `ad_personalization`.
- Updates to Consent Mode for EEA Traffic These are not cookie controls.

# The Consent Initialization Trigger: Fire-Order Guarantee

---

- GTM triggers execute in this sequence: Consent Initialization → Initialization → all other triggers.
- That top slot exists for one purpose: to set the default consent state before any tag can read it.
- Tag Manager Consent Mode Support documents this trigger type as non-negotiable for a correct consent implementation.

# Default Consent State: Denied by Default

---

- Your default consent state tag runs a single `gtag('consent', 'default', {...})` call.
- The denied-by-default pattern is the correct starting position for EEA users:
- The `wait_for_update: 500` parameter is critical when your CMP loads asynchronously.
- Without it, those users see an unnecessary denial window on every page load.

# Wiring Your CMP to GTM: The Consent Update Flow

---

- When a user clicks "Accept All," your CMP must tell GTM which consent types were granted.
- Use the official template.

# What Fires, What Blocks, and What Is Modelled

---

- Basic Mode: Tags are completely blocked until consent is granted.
- Only general, non-advertiser-specific modelling is available.
- When `ad_storage` is granted, both tags fire normally with full cookie access.

# Continue Learning

Full course available at:

[academy.kspl.tech](https://academy.kspl.tech)