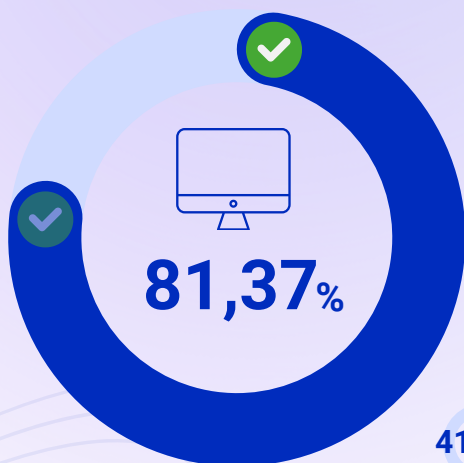


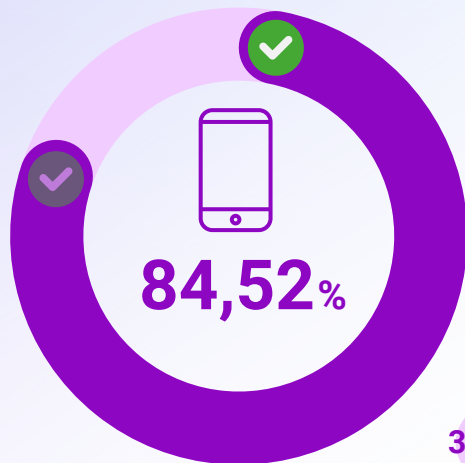


PRIVACY BAROMETER 2024 EDITION

AVERAGE CONSENT RATE



41%
NO CHOICE



32%
NO CHOICE



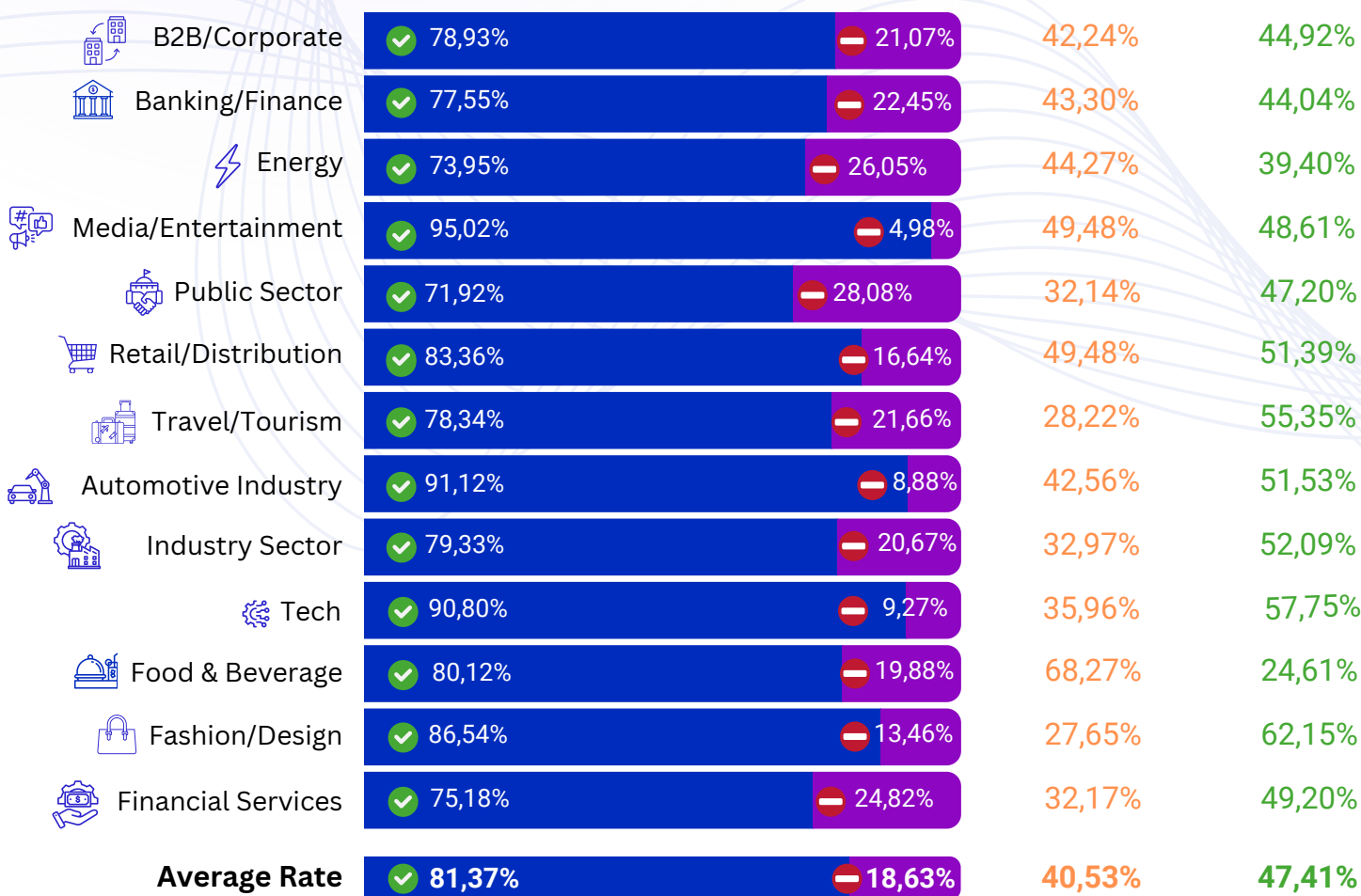
DESKTOP CONSENT RATE

Consent Rate

Reject Rate

No Choice

Opt-in



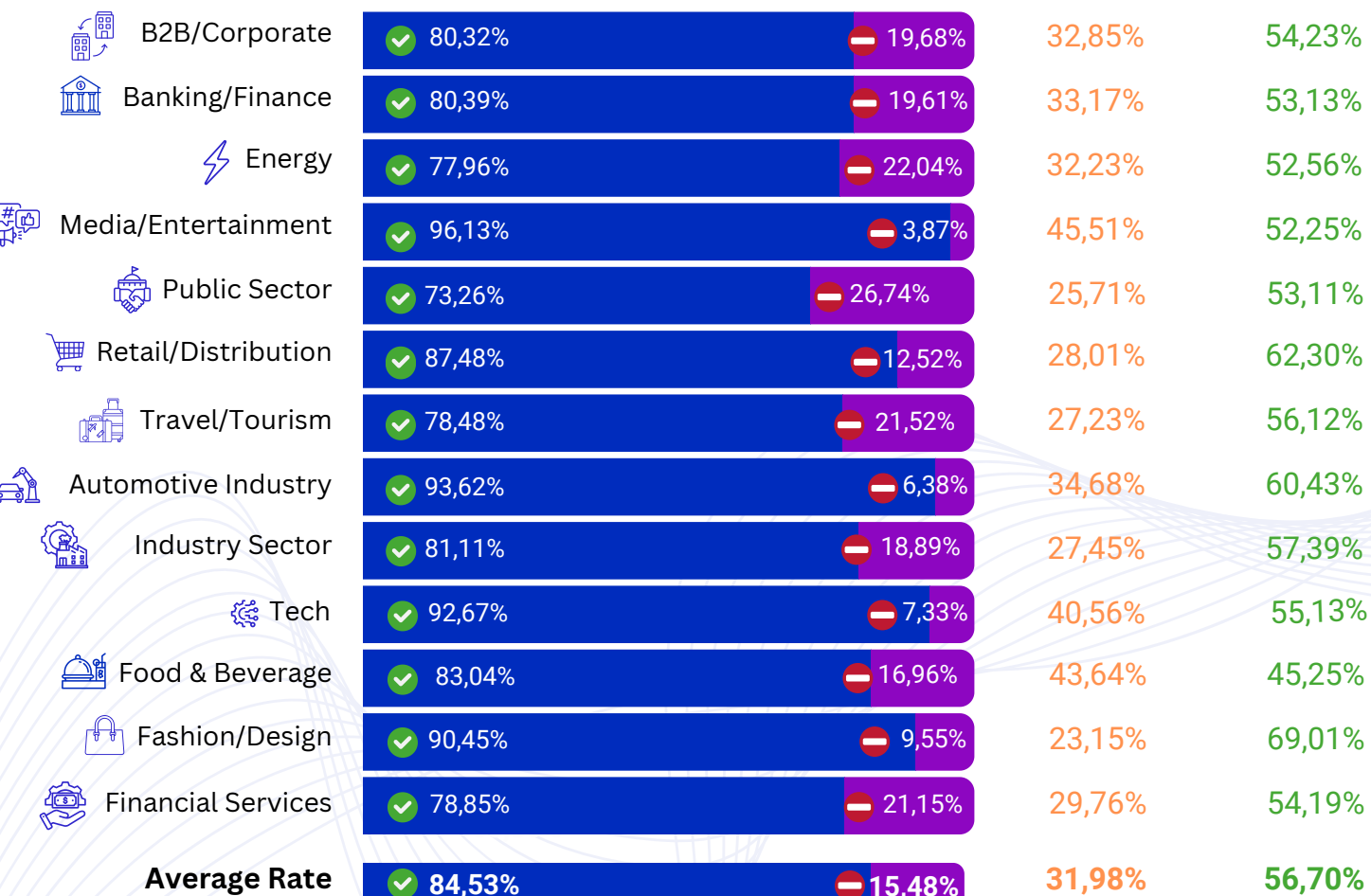
MOBILE CONSENT RATE

Consent Rate

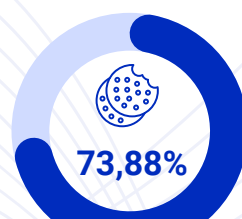
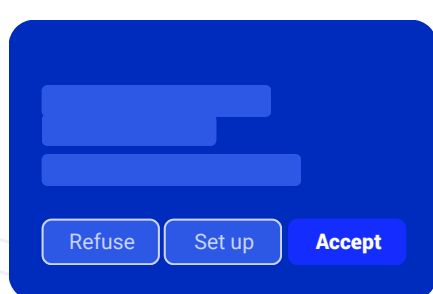
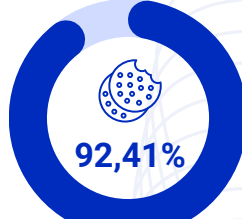
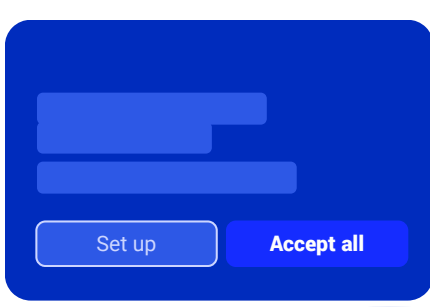
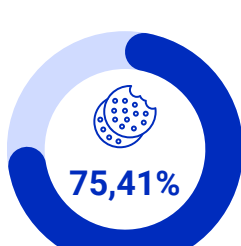
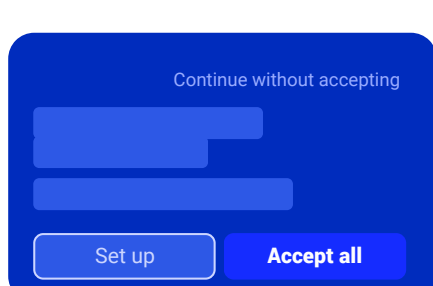
Reject Rate

No Choice

Opt-in



TOP PERFORMING BANNERS



BEST PRACTICES TO OPTIMIZE CONSENT RATES



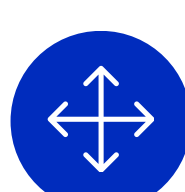
First-party collection
to retain choice and
replicate it cross-
device



Choose button
colours that
emphasize consent



Your logo in the
banner increases
confidence and the
desire to accept



Regularly move the
"continue without
accepting" message

ADOPT RECENT REGULATIONS

Activate Google Consent Mode V2
using a certified CMP

Set up IAB banners
using a TCF V2.2 compliant CMP



Transparency
and Consent
Framework

METHODOLOGY

Study carried out on 2115 banners deployed on sites around the world
between 1 and 31 March 2024.

Reminder of the definitions of the rates quoted:

Consent: proportion of visitors who accepted out of those who expressed
a choice ("no choice" excluded)

Rejection: proportion of visitors who refused out of those who expressed
a choice (excluding "no choice")

No choice: visitors who did not express a choice

Opt-in: visitors who consented out of all visitors

