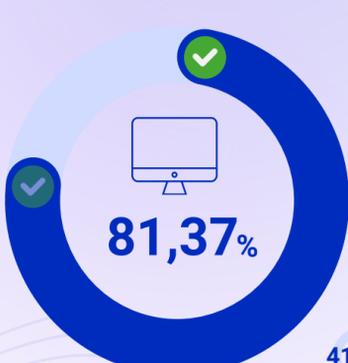




PRIVACY BAROMETER 2024 EDITION

AVERAGE CONSENT RATE

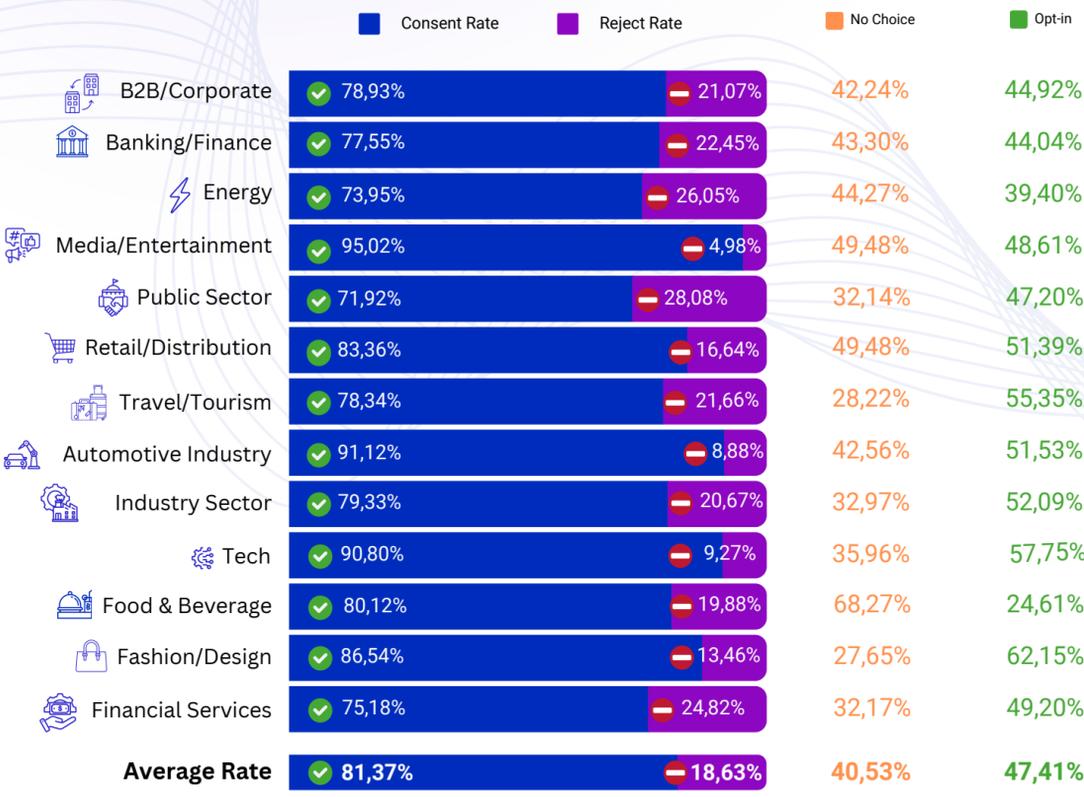


41% NO CHOICE

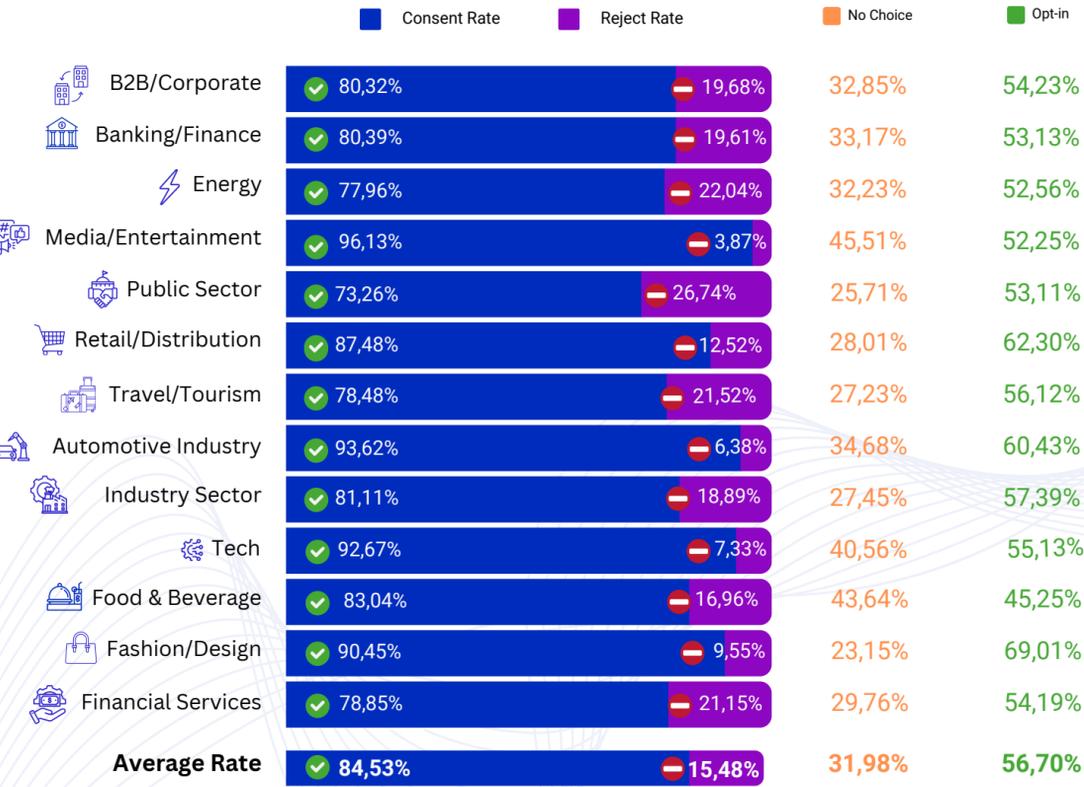
32% NO CHOICE



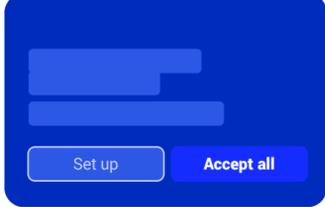
DESKTOP CONSENT RATE



MOBILE CONSENT RATE



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



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

Displayed banners (all visitors)

Choice made

No choice

Consent

Reject

