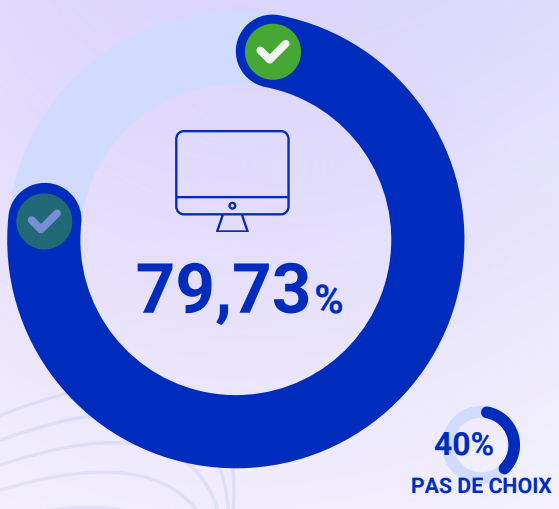
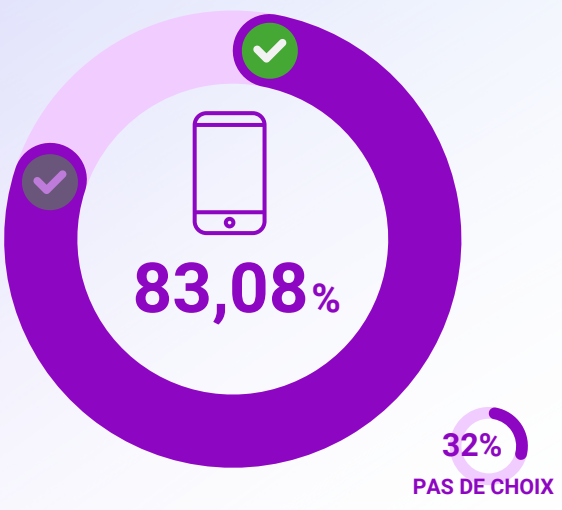
COMMANDERS ACT

BAROMÈTRE PRIVACY ÉDITION 2024

TAUX DE CONSENTEMENT MOYEN





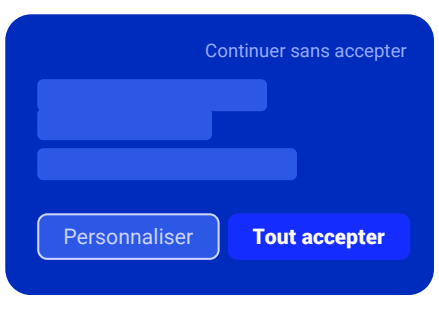
TAUX DE CONSENTEMENT DESKTOP

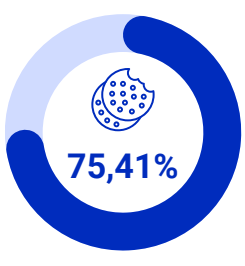
	Taux de Consentement	Taux de rejet	Pas de Choix	Opt-in
B2B/Corporate	78,93%	21,07%	42,24%	44,92%
Banque/Finance	79, 41%	20,59%	43,03%	45,15%
Energie	74,18%	25,82%	44,43%	39,40%
Média/Divertissement	93,36%	6,64%	19,60%	41,46%
Institutionnel	71,92%	28,08%	32,14%	47,20%
Retail/Distribution	76,83%	23,17%	32,08%	51,39%
Voyage/Tourisme	78,26%	21,74%	28,49%	46,45%
Industrie Automobile	90,60%	9,40%	42,24%	51,22%
Secteur Industriel	79,33%	20,67%	32,97%	52,09%
Tech	90,73%	9,27%%	35,96%	57,75%
Food & Beverage	80,12%	19,88%	68,27%	24,61%
Mode/Design	86,54%	13,46%	27,65%	61,15%
Services financiers	74,57%	25,43%	30,51%	50,34%
Moyenne totale	**79,73%**	**20,27%**	**40,31%**	**46,45%**

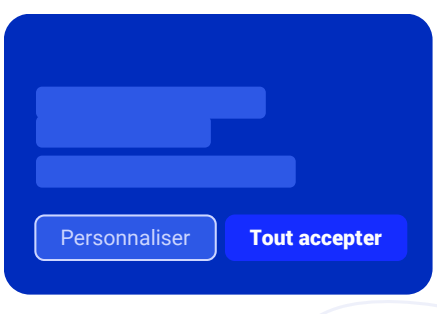
TAUX DE CONSENTEMENT MOBILE

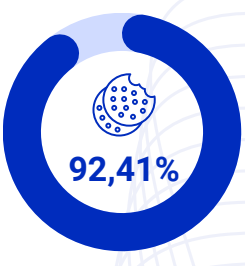
	Taux de Consentement	Taux de rejet	Pas de Choix	Opt-in
B2B/Corporate	80,32%	19,68%	32,85%	54,23%
Banque/Finance	81,24%	18,76%	31,93%	54,42%
Energie	78,60%	25,82%	32,23%	52,56%
Média/Divertissement	96,13%	3,87%	45,51%	52,25%
Institutionnel	73,26%	26,74%	25,71%	53,11%
Retail/Distribution	82,34%	17,66%	25,48%	60,51%
Voyage/Tourisme	78,37%	21,63%	26,92%	56,28%
Industrie Automobile	93,26%	6,74%	34,06%	60,78%
Secteur Industriel	79,33%	20,67%	27,45%	57,39%
Tech	90,73%	7,41%	40,26%	55,39%
Food & Beverage	83,04%	16,96%	43,64%	45,25%
Mode/Design	90,45%	9,55%	23,15%	69,01%
Services financiers	78,44%	21,56%	26,65%	56,60%
Moyenne totale	**83,08%**	**16,92%**	**31,67%**	**55,80%**

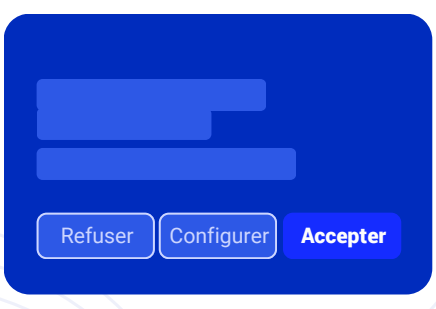
BANNIÈRES LES PLUS PERFORMANTES

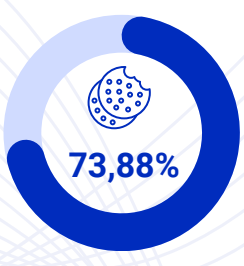












LES BONNES PRATIQUES

POUR OPTIMISER VOS TAUX DE CONSENTEMENT

- Une collecte *first-party* pour conserver le choix et le répliquer *cross-device*
- Choisir des couleurs de boutons valorisant le consentement
- Votre logo dans la bannière augmente la confiance et l'envie d'accepter
- Déplacer régulièrement la mention "continuer sans accepter"

LES NORMES RECENTES A ADOPTER

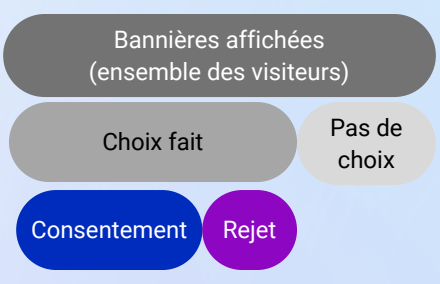
Activer Google Consent Mode V2 à l'aide d'une CMP certifiée

Certified CMP Partner

Mettre en place des bannières IAB à l'aide d'une CMP conforme au TCF V2.2

iab europe Transparency and Consent Framework

MÉTHODOLOGIE



Etude menée sur 1584 bannières déployées sur des sites français entre le 1er et le 31 Mars 2024.

Rappel des définitions des taux cités :

Consentement : proportion des visiteurs ayant accepté sur ceux ayant exprimé un choix (les "pas de choix" sont exclus)

Rejet : proportion des visiteurs ayant refusé sur ceux ayant exprimé un choix (les "pas de choix" sont exclus)

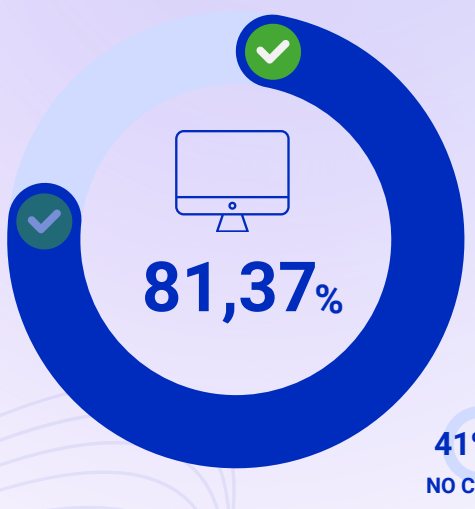
Pas de choix : visiteurs n'ayant pas exprimé leur choix

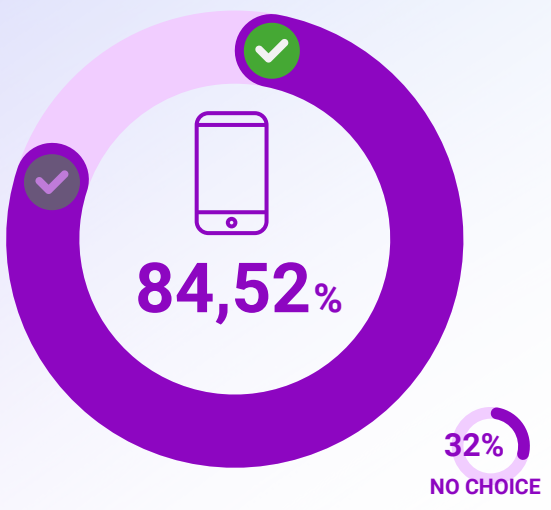
Optin : visiteurs ayant consenti sur l'ensemble des visiteurs

COMMANDERS ACT

PRIVACY BAROMETER 2024 EDITION

AVERAGE CONSENT RATE





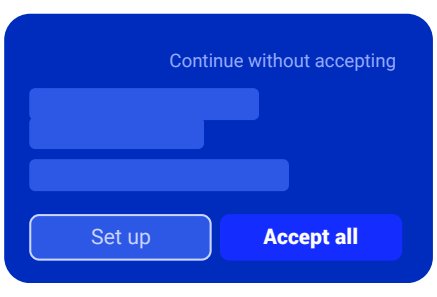
DESKTOP CONSENT RATE

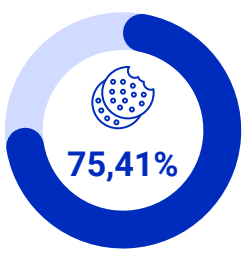
	Consent Rate	Reject Rate	No Choice	Opt-in
B2B/Corporate	78,93%	21,07%	42,24%	44,92%
Banking/Finance	77,55%	22,45%	43,30%	44,04%
Energy	73,95%	26,05%	44,27%	39,40%
Media/Entertainment	95,02%	4,98%	49,48%	48,61%
Public Sector	71,92%	28,08%	32,14%	47,20%
Retail/Distribution	83,36%	16,64%	49,48%	51,39%
Travel/Tourism	78,34%	21,66%	28,22%	55,35%
Automotive Industry	91,12%	8,88%	42,56%	51,53%
Industry Sector	79,33%	20,67%	32,97%	52,09%
Tech	90,80%	9,27%	35,96%	57,75%
Food & Beverage	80,12%	19,88%	68,27%	24,61%
Fashion/Design	86,54%	13,46%	27,65%	62,15%
Financial Services	75,18%	24,82%	32,17%	49,20%
Average Rate	**81,37%**	**18,63%**	**40,53%**	**47,41%**

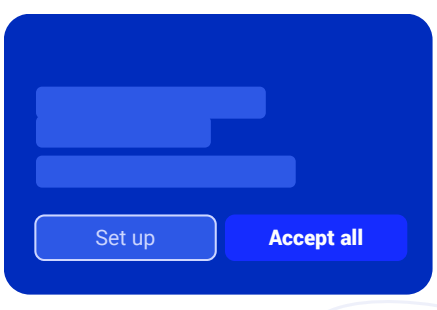
MOBILE CONSENT RATE

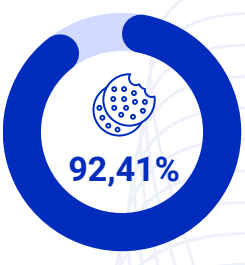
	Consent Rate	Reject Rate	No Choice	Opt-in
B2B/Corporate	80,32%	19,68%	32,85%	54,23%
Banking/Finance	80,39%	19,61%	33,17%	53,13%
Energy	77,96%	22,04%	32,23%	52,56%
Media/Entertainment	96,13%	3,87%	45,51%	52,25%
Public Sector	73,26%	26,74%	25,71%	53,11%
Retail/Distribution	87,48%	12,52%	28,01%	62,30%
Travel/Tourism	78,48%	21,52%	27,23%	56,12%
Automotive Industry	93,62%	6,38%	34,68%	60,43%
Industry Sector	81,11%	18,89%	27,45%	57,39%
Tech	92,67%	7,33%	40,56%	55,13%
Food & Beverage	83,04%	16,96%	43,64%	45,25%
Fashion/Design	90,45%	9,55%	23,15%	69,01%
Financial Services	78,85%	21,15%	29,76%	54,19%
Average Rate	**84,53%**	**15,48%**	**31,98%**	**56,70%**

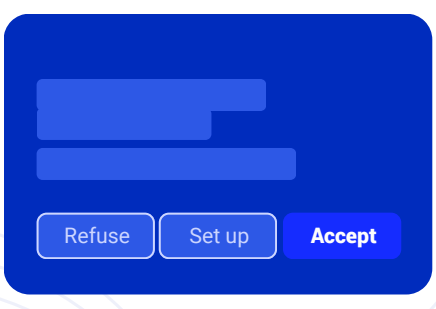
TOP PERFORMING BANNERS

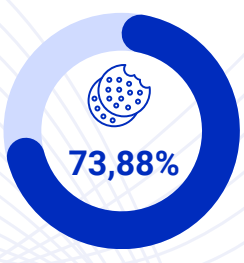












BEST PRACTICES

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

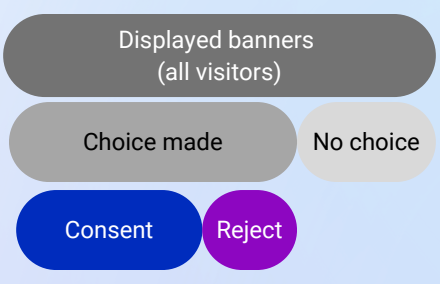
Activate Google Consent Mode V2 using a certified CMP

Certified CMP Partner

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

iab europe 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

COMMANDERS ACT