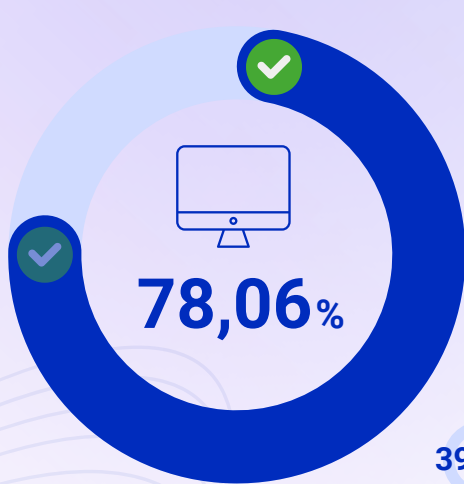




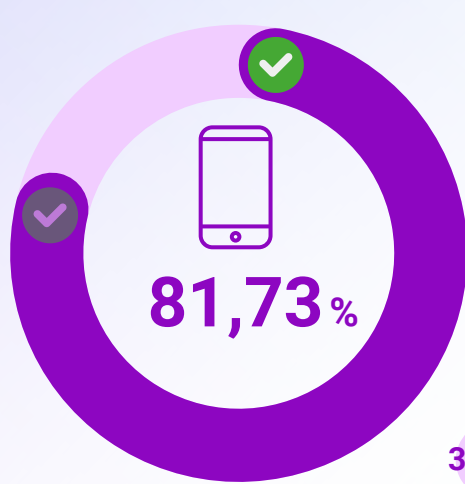
COMMANDERS ACT

# PRIVACY BAROMETER 2025 EDITION

## AVERAGE CONSENT RATE



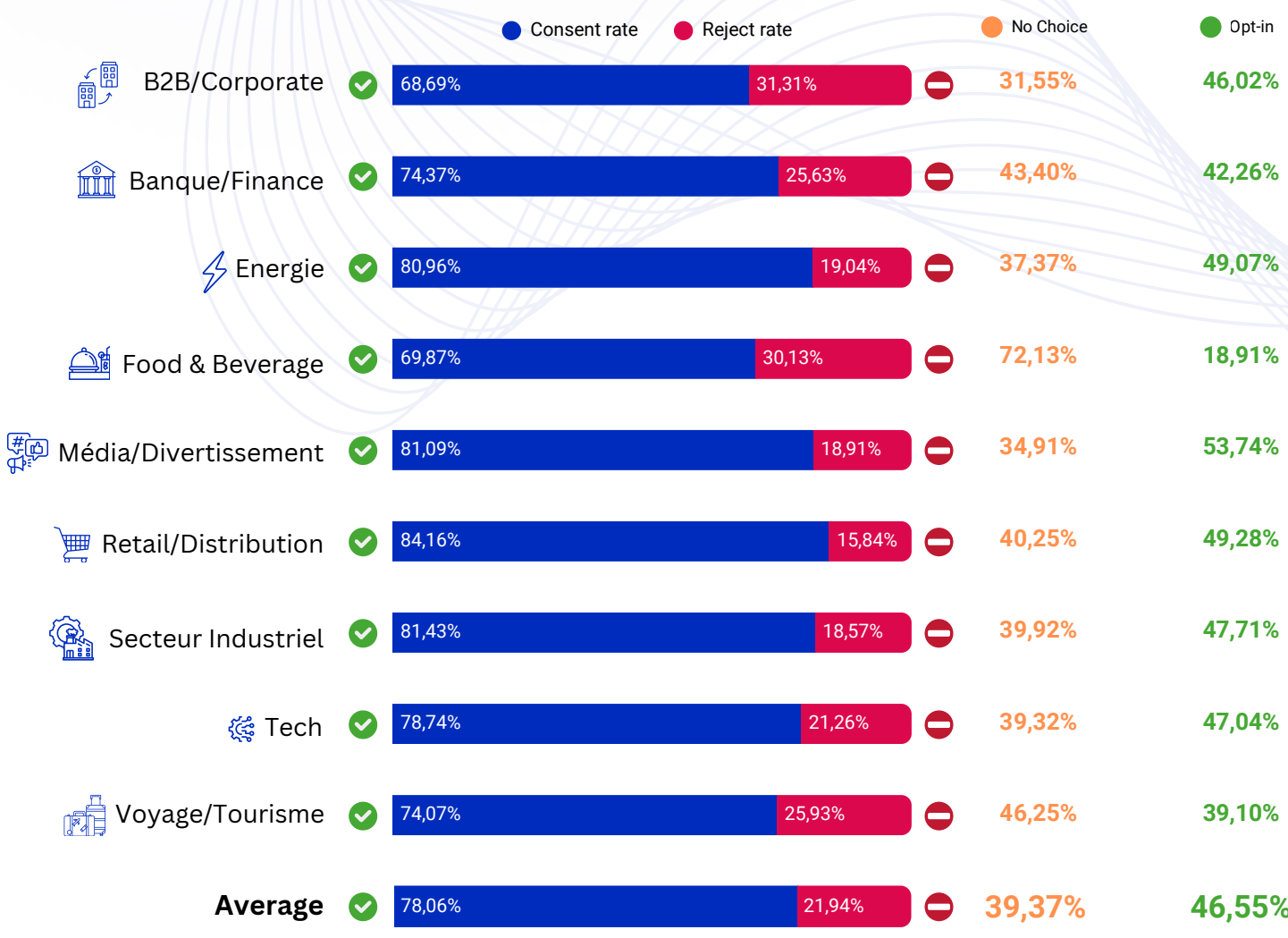
39%  
NO CHOICE



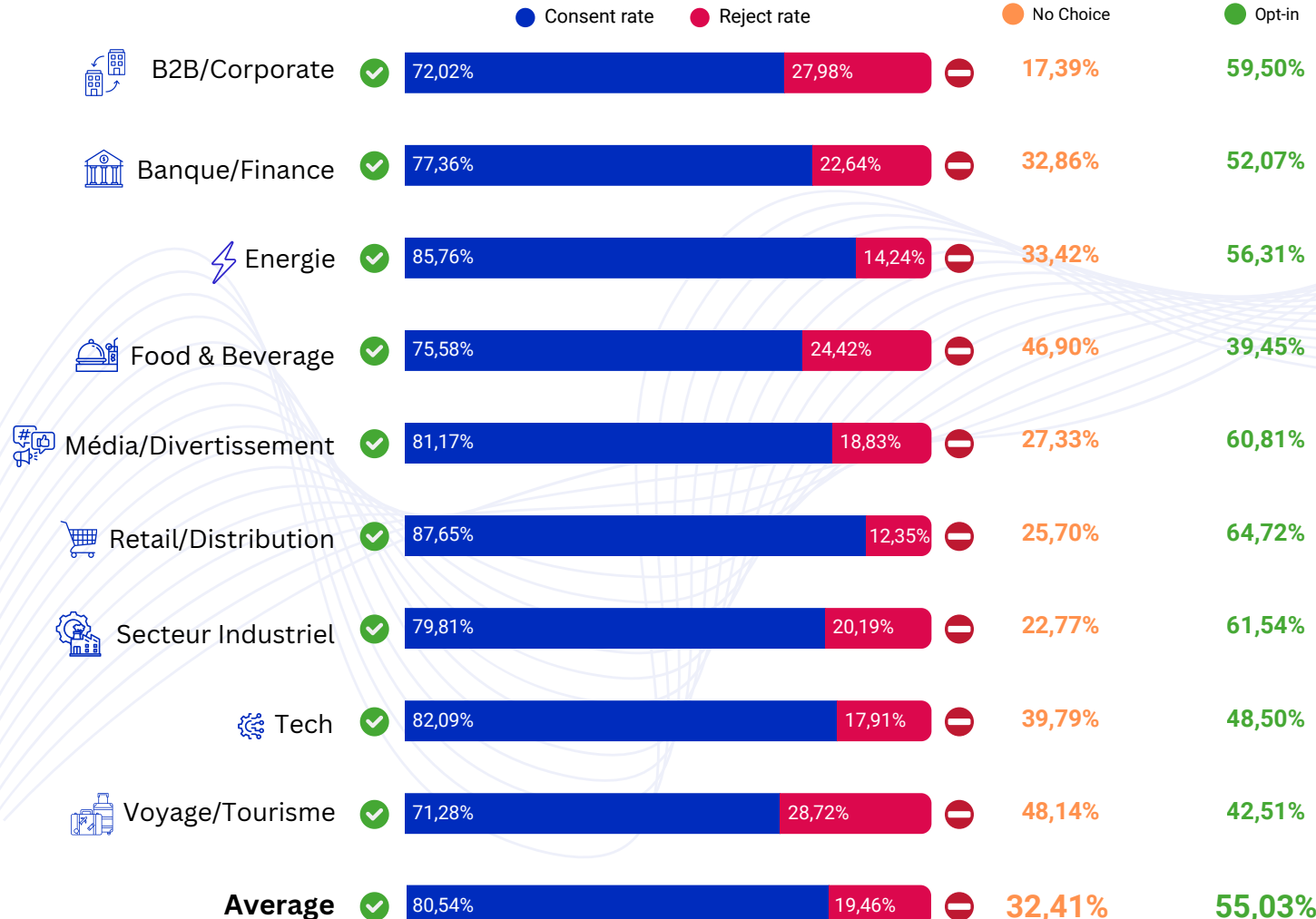
32%  
NO CHOICE



## DESKTOP CONSENT RATE



## MOBILE CONSENT RATE



## BEST PRACTICES 2025



Activating **accessibility properties** on your CMP improves your consent rate by **+1,5% on average**



**Up to +25%** on consent with consistent and well-prepared **A/B Testing**

Compliance to the latest standards of **Google & IAB** : **+2%** consent rate on average



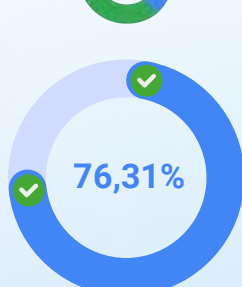
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**Cookie Scanner in real time** allows you to detect new cookies as soon as they appear, which makes for better transparency and **reinforces compliance**



## GOOGLE CONSENT MODE & IAB TCF V2.2

HOW DO THE NEW STANDARDS IMPACT YOUR CMP ?



## METHODOLOGY

Study carried out on 1301 banners deployed on sites around the world between 1 and 31 May 2025.

**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



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