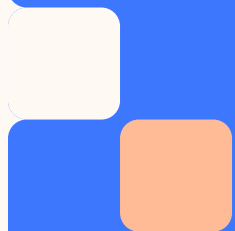


BindMedia




# Beyond Compliance:

How consent  
affects consumers.





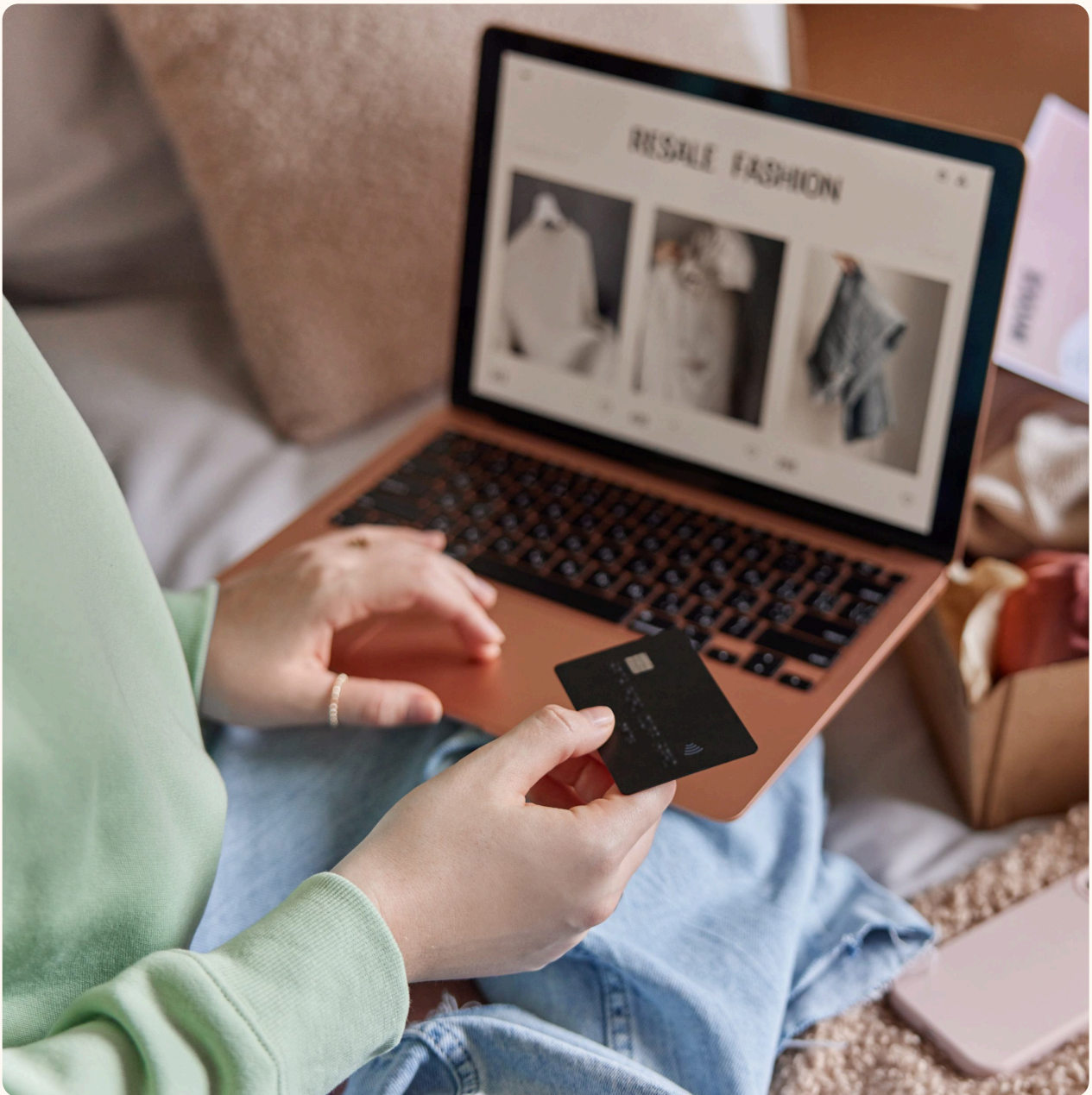
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Claim a tangible edge  
over your competitors  
by revising how you  
approach consent  
management on your  
website to retain  
customers.





# Introduction.

Dealing with consent has been something organisations from small to gargantuan have been tackling for several years now, but how much do you really know about consent and the impact it has on your end users and your bottom line?

Today I want to dive into why you should be giving consent more consideration and how doing so can improve your business in the eyes of your customers, leading to increased conversions, smaller analytics gaps and a better web community.

# Think with Google studies.

Unsurprisingly, Google has been interested in this topic for quite some time releasing several papers on the subject, one in particular I would like to draw attention to: [[Privacy by Design](#)];

This study highlights some key findings that every business should be taking note of.

- ❖ The study found that 43% of users would choose a second choice brand over their preferred brand based on their consent experience. And we are not talking about consent versus no consent, so forget that binary idea of basic compliance!
- ❖ They also found that users took consent compliance as seriously as data breaches/security incidents, so the potential negative impact of mishandling consent had significant repercussions on a business in the view of its consumers.
- ❖ They condensed down the experience for a positive consent impact into the three M's (And no, we are not talking about Marketing Mix Modelling... today). These are quickfire ways to guide you through improving the consent process in your business:

**Meaningful.**  
**Memorable.**  
**Manageable.**

What this paper tells us, in summary, is that compliance may be mandatory to avoid fines or ad account suspension, but there is prime real estate and a tangible edge to have over your competitors by revising how you approach consent management on your website. Not to mention the prospect of missing out on potential customers just because you've implemented the minimum requirements is just painful.



## 43%

of users would choose a second choice brand over their preferred brand based on their consent experience.

# Improve. Improve. Improve. Improve. Improve. Improve.

## How to improve your consent experience.

Great, so you are on board and fired up to prove you are taking consent beyond just compliance and into the experience - but where do you start?

## First let's quickfire through the basics:

- ☒ Readable and understandable consent banner
- ☒ Consent categorisation to provide user level choice
  - Viewer friendly descriptions of what the impact of these category choices are
- ☒ Widget for allowing users to change consent easily (not some hidden link buried in your privacy policy!)
- ☒ A privacy policy page outlining the detailed use of data, as well as informing the user of cookie sources

Next up is diving into those three M's mentioned earlier by Google:

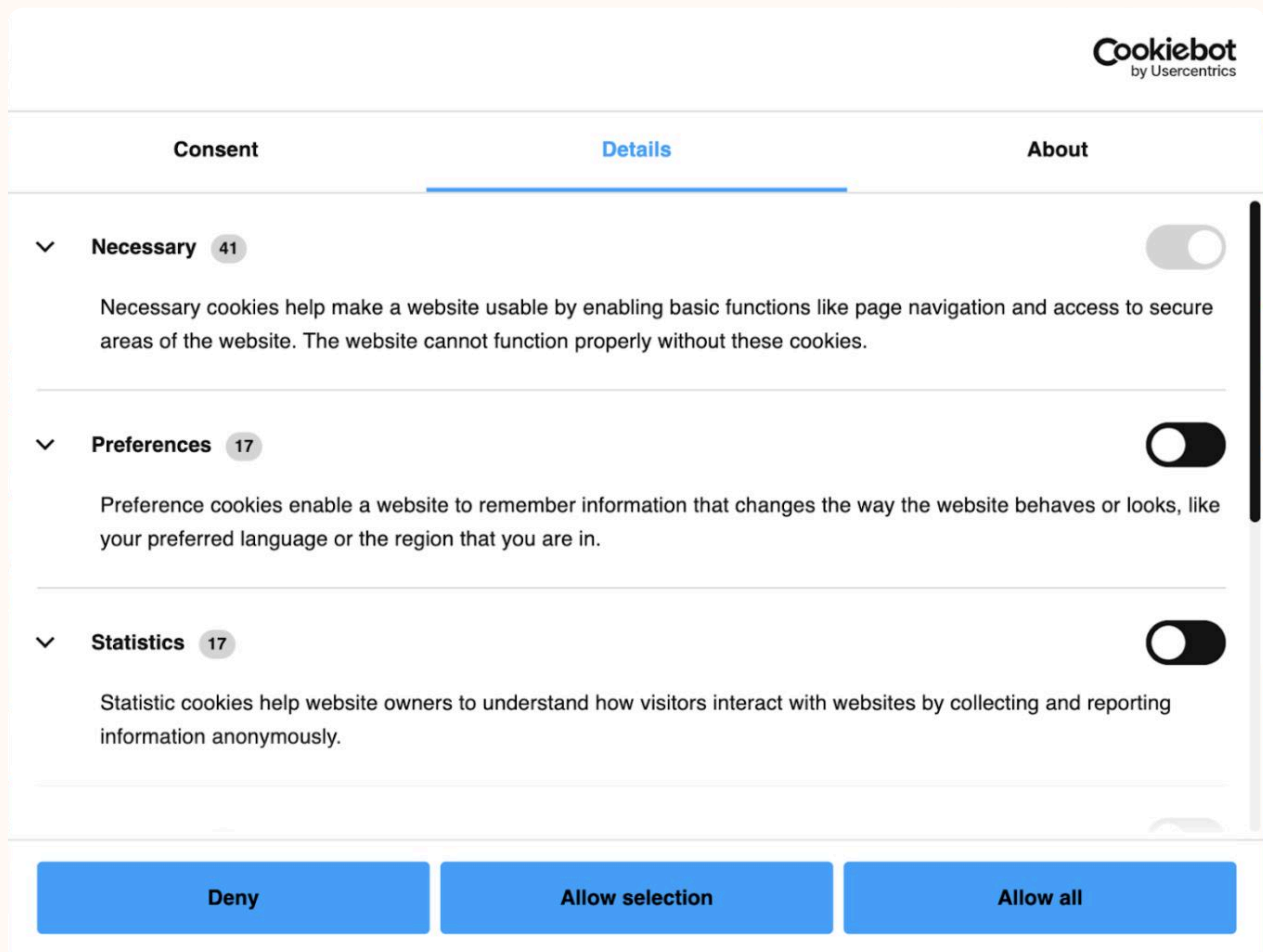
# Meaningful.

To make a consent experience meaningful you need to make it really clear what the end user is getting out of this experience. Too many companies fall into the trap of explaining why they want the information, rather than focusing on how they can provide value to their customer. Why not turn this on its head?

Let's take a few examples of standard cookie banners and how they present information to the end user:

Here is a standard cookiebot banner, it covers the basic requirements and informs the user what they are agreeing to, however note the lack of emphasis as to what the user gets out of it.

The only part of this banner that touches on the end user's experience is in reference to the preferred language or region, and it's dry and lacks site specific context. Do you think this would resonate with your customers, do you think it leaves a memorable experience?



Our next contender gives more contextual detail, it mentions log-in details and video performance, which have more relevance to your average user. The advertising section allowing to share pages with social networks is a particularly nice touch.

However, I'd say it still lacks some customer centric language and suffers from being a bit of a dry wall of text.

**TrustArc** ✕

### Cookies and Related Technologies on This Site

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Please choose whether this site may use cookies or related technologies such as web beacons, pixel tags, and Flash objects ("Cookies") as described below. You can learn more about how this site uses cookies and related technologies by reading our privacy policy linked to below.

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#### Functional Cookies

These Cookies allow us to analyze your use of the site to evaluate and improve its performance. They may also be used to provide a better customer experience on this site, such as by remembering your log-in details, optimizing video performance, or providing us information about how our site is used.

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#### Advertising Cookies

These Cookies are used to show you ads that are more relevant to you. We may share this information with advertisers or use it to better understand your interests. For example, Advertising Cookies may be used to share data with advertisers so that the ads you see are more relevant to you, allow you to share certain pages with social networks, or keep track of when visitors return to our site.

[Detailed Settings](#)  NO  YES

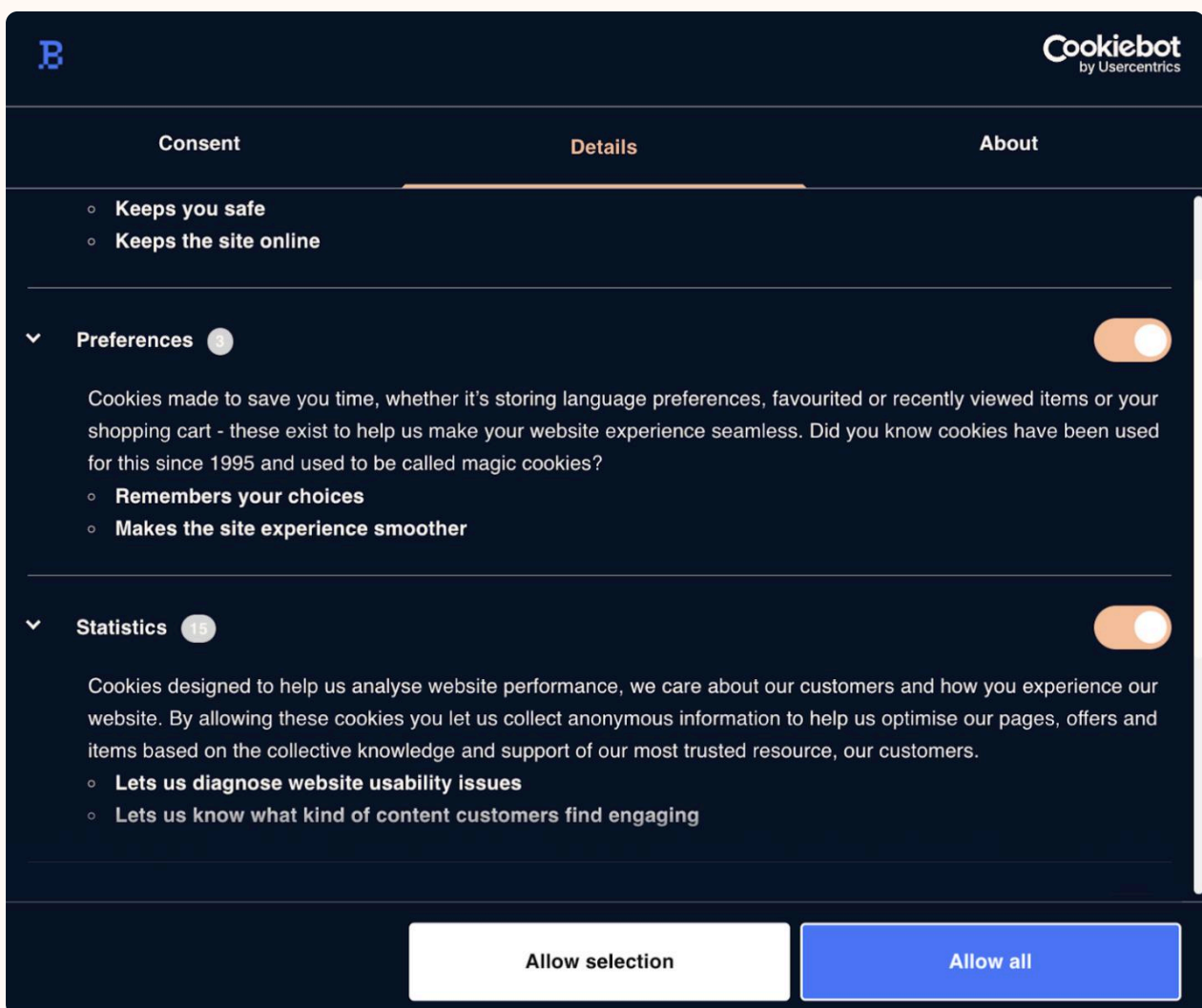
**SUBMIT PREFERENCES**

**ACCEPT ALL**

Learning from the shortfalls of the above we could improve the meaning of this otherwise mundane interaction through applying some basic concepts:

- ❏ Tie together consent categories better to core user actions
- ❏ Use user friendly language
- ❏ Give stronger examples of the effect on the end user

Note that we shifted the emphasis on what the user gains, broke out information in easy to digest formats, and relaxed the language for the end user.



# Memorable.

With users visiting hundreds of sites and interacting with countless banners, making a consent experience memorable for a customer can be a tall order. The good news is so many people aren't currently trying it doesn't take a lot of work to implement currently.

Here are a few options you could use:

Giving an update email once in a while to users to remind them of their consent choices, thanking them for

their trust and how their data is being used. This will make you stand out against your competitors and establish new levels of trust with the end user in comparison.

Another method is providing a popup on certain visit thresholds, either something as simple as saying thank you for their trust, or could go as far as a coupon or offer. Again shifting the mindset towards rewarding your customers for choosing to trust your brand, rather than just expecting them to.

# Manageable.

To make the experience manageable firstly you should have already implemented the most basic solution: making it easy for users to change their consent choices. But again, many companies don't. A simple floating icon to re-engage with consent is a no brainer.

Another top win is a page that displays user consent details around their current opt in status.

Most sites already have a privacy policy page anyway, so making this a little more bespoke to the end user is a great start.

Additionally bonus points for tying this into the memorable aspect of consent by linking directly in the reminder email you are sending out to users every once in a while.

Your consent applies to the following domains: [www.cookiebot.com](http://www.cookiebot.com), [admin.cookiebot.com](http://admin.cookiebot.com), [manage.cookiebot.com](http://manage.cookiebot.com), [support.cookiebot.com](http://support.cookiebot.com), [www.cybot.com](http://www.cybot.com), [admin.usercentrics.eu](http://admin.usercentrics.eu), [account.usercentrics.eu](http://account.usercentrics.eu)

Your current state: Allow all.

Your consent ID: B25ymK7mtuftCinmKAgJfdwL4yEQxfeSS7zuiCsM8pnTo3Hhueqn8Q==

Consent date: Thursday, April 17, 2025 at 08:58:59 AM GMT+1

[Change your consent](#) | [Withdraw your consent](#)

Cookie declaration last updated on 20/04/2025 by [Cookiebot](#):

# Measuring consent impact.

So let's say you've taken all this on board and decided to really A/B test your consent experience, how do you gather the required data to prove it has worked?

This is a tricky thing to handle, as many companies have no data on the users that haven't consented, meaning the only way they can check consent levels generally is through their CMP. Although this method is easy to track, our research has shown that overall consent rate is not linear through the customer funnel. Meaning if you lose 40% of user data to non-consent on your landing pages, that does not summarily mean you are missing 40% of your conversion actions (before we even start to talk about consent modelling).

So what is the solution? Well one quite simple method is using cookieless pings via consent mode and hooking up your Google Analytics platform to BigQuery. This allows you to understand your observed versus cookieless data across events. This isn't a perfect solution as you miss out on a lot of the smart things that happen under the hood in GA4, but you do gain visibility around consent levels throughout your entire funnel helping you make informed decisions on consent experience impact.

If you want to know more about how cookieless pings and BigQuery connections can help, then check our other article on the subject matter [here](#).

Even if you aren't looking to use BigQuery data, even just setting up Google Tag Manager and your CMP correctly can have big impacts.

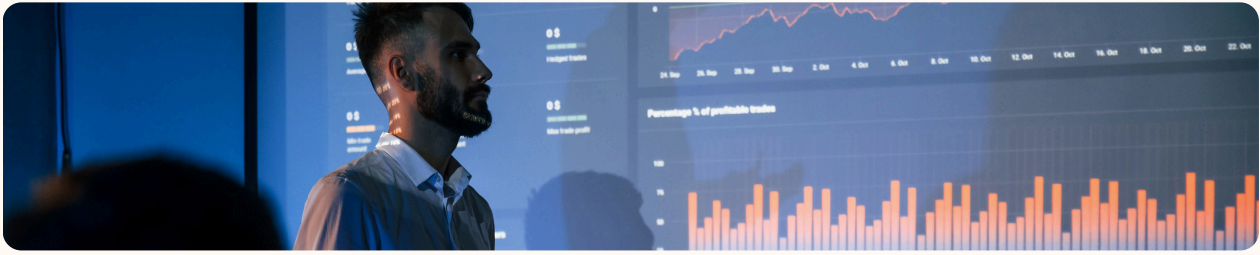
One of our clients saw these results:

125%

increase in visible users.

25%

increase in conversions after working with us to better integrate their CMP with their tracking.



## Intangible analytics.

One of the key complaints we heard when GDPR enforcement practices came into place was loss of data, that no matter how smart your setup, that ultimately you had less data than before. This is an inescapable fact, you can mitigate this, but that's as far as you can go within the realms of compliance.

So your website users counts have decreased, you see less of your download actions and overall it feels as though your web performance has taken a hit.

But an important factor in consent analytics that I don't often hear about, is the intangible effects (I know, I feel dirty even using the word).

We are all on a (mostly) even playing field, and these changes have impacted other businesses too, so presuming you and your competitors have mitigated these factors as well as you can, is this just a case of a bad pill to swallow?

A common pitfall in analytics is tracking what you've lost rather than what you've gained, as landscapes shift and dynamics change our mindsets of tracking often don't adapt fast enough. In this case, we've already talked about a dynamic that most businesses aren't talking about.

### How many customers are you potentially losing to bad consent?

The point of analytics is to help inform strategies and tactics for your website and marketing to achieve business objectives, such as **winning customers**. So yes, you may have less data to work with, and yes by following best consent practices you might find you have a little less again, but is that harming your overall objective or is it just challenging the status quo of your current reporting metrics?

We've seen the research that indicates that 43% of users would pick their second choice brand over their first based on poorly handled consent. Imagine that right now you are losing even 10% of potential customers because your competitor took consent more seriously than you. Are the extra pageview details, gated download metrics and engagement time figures really the top priority for overcoming your competitors strategy?

If I was dying of thirst and hunger in a river, I know I'd drink first and hunt after - food (like analytics data) is always important, but when you have a solution for a problem within your grasp, *carpe diem*.

# Conclusion.

Consent isn't just about legal compliance, there is of course a minimum requirement, but we live in an age where users are bombarded by sub-optimal consent experiences daily.

We know that this experience is important for end users and their opinion of your brand and their overall experience of your website. If you are willing to spend resources on improving your website experience, then you should be investing resources in how you handle consent, because like it or not, it is an intrinsic part of the website experience, and often the first experience users have with you online.

By even just spending a little time considering this experience from the users perspective, adjusting language to better fit your customer base and shoring up the collection of the data that you can receive - you can put yourself ahead of the competition to retain customers. Even better than that, the statistics from the study cuts both ways.

# 43%

**of your competitors' customers could be up for grabs.**

I'm looking forward to seeing how this aspect of user experience develops over the coming years, but right now, just by putting in a little effort to the core principles, you can stand a head above your competition, strengthen user trust, and stop losing out because it's just a "legal requirement thing".

Invest in your user experience, and treat it with the respect any other website experience overhaul deserves and let me know your results.

## Resource Reference

- [Privacy By Design](#)
- [Consent Mode](#)

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