

GOOGLE IS REMOVING THE ABILITY FOR ANALYTICS SETTINGS TO OVERRIDE ADS BEHAVIOUR. THIS HAS MAJOR IMPLICATIONS FOR MARKETING DATA. HERE'S YOUR QUICK GUIDE TO GETTING PREPARED.

## YOUR 3 POINT CHECKLIST



### 1. CONDUCT A GCD AUDIT

When a user clicks "Accept," does the very next tracking hit carry the correct "Granted" value in the gcd parameter, or is there a brief window where hits are still going out with a "Denied" value? A gap — even if it's milliseconds — could cause an issue.

### 2. PRIVACY DISCLOSURE

Does your privacy policy cover what Google does with data when consent is granted — not just what you do? Because the legal weight now rests entirely on the consent banner, we're ensuring our clients' privacy policies explicitly mention the association of data with Google's signed-in user information.

### 3. SERVER SIDE VERIFICATION

Do consent decisions made on-site reach Google correctly, even when using advanced tracking setups? For our [Server Side Tracking](#) clients, we're ensuring the server isn't stripping these vital consent strings before they reach Google.

**Launch!**  
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## QUESTIONS TO BRING TO YOUR TEAM



### ARE WE ON BASIC OR ADVANCED CONSENT MODE?

Basic Consent Mode limits data collection but leaves significant gaps when users decline — Advanced Consent Mode allows anonymous modelling pings that keep your conversion data meaningful even without full consent. If you're unsure which you're running, now is the time to find out. [Read Launch's guide to consent mode.](#)



### WHAT PERCENTAGE OF OUR USERS CURRENTLY DECLINE COOKIES?

If 40% of your users decline cookies and you're not on Advanced Consent Mode, that's 40% of your conversions potentially disappearing from your reports after June. Pull this from your CMP (Consent Management Platform) dashboard — it should be readily available.



### HAS OUR CONSENT BANNER BEEN REVIEWED BY BOTH LEGAL AND OUR TRACKING TEAM?

After June 2026, the banner does two jobs: satisfying data protection law and acting as the technical trigger for your entire Google Ads measurement setup. Make sure legal checks the wording and your tracking team checks the firing behaviour. You need both signed off. [Here is a Launch guide to keeping your cookie banner legally compliant.](#)



### ARE WE USING SERVER-SIDE TAGGING, AND IF SO, IS CONSENT BEING PASSED CORRECTLY

Server-side tracking offers real advantages for data accuracy and page speed, but it introduces an additional layer where consent signals can be inadvertently stripped before they reach Google. If your team has moved server-side, it's worth a specific check to confirm consent strings are surviving the journey intact. [Here's a Launch blog on Server-side tracking.](#)