



Good work – you’re almost there

By using sitewide tagging, enhanced conversions for web, Consent Mode, and Google Analytics 4 together, your business is able to generate and use first-party data. This lets you accurately measure your ad campaign’s performance and drive results.

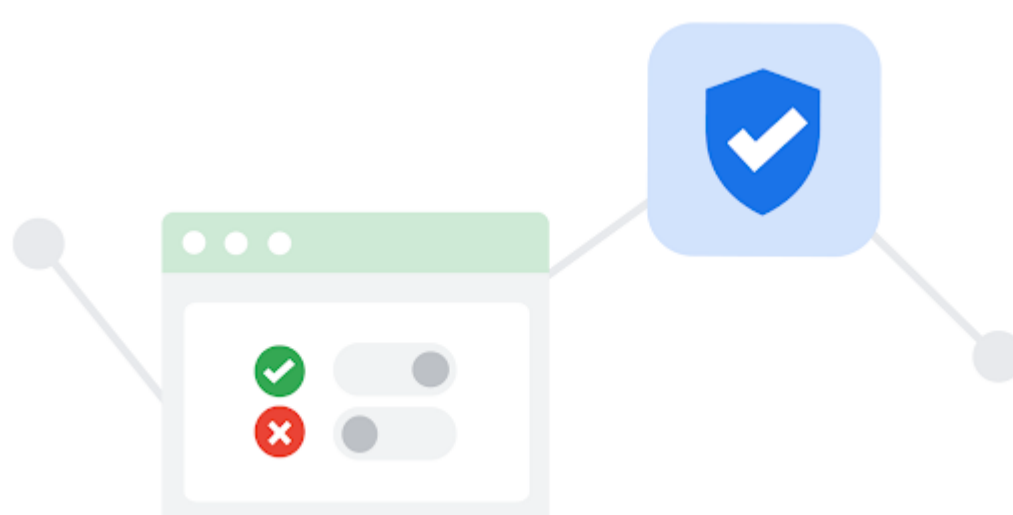
Based on your results, you can take additional steps to improve your privacy-first ad strategy by implementing the following solutions:

1. Set up Consent Mode

How you benefit

Consent Mode lets you adjust how your site’s tags behave based on the consent status of your users, so you can recover lost conversions if consent for cookies isn’t granted. This works with enhanced conversions to give you a complete picture of your ad campaign’s performance.

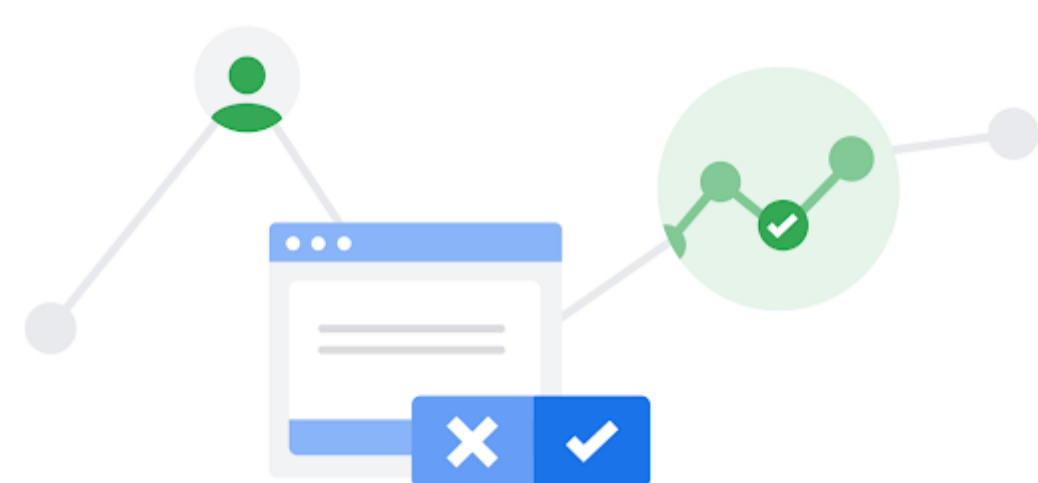
[Set up solution](#)



How it works

If a customer chooses not to consent to cookies, Consent Mode recovers the conversion using modelling, so you can measure conversions while respecting your user’s consent choice.

[Set up solution](#)



How to get started

You’ll need admin access to your backend website, Google Ads, and Google Analytics 4. Also, check if you are using a consent management platform, and if your consent banner allows for cookie blocking.

[Set up solution](#)



Watch a tutorial

Learn how to implement Consent mode to build your privacy-centric measurement strategy. Watch this Google Ads tutorial on YouTube to get started.

[Watch now](#)



2. Set up Google Analytics 4

How you benefit

Google Analytics 4 uses Google AI to surface customer insights from your first-party data, so you can gain a complete understanding of your customers and improve your marketing ROI.

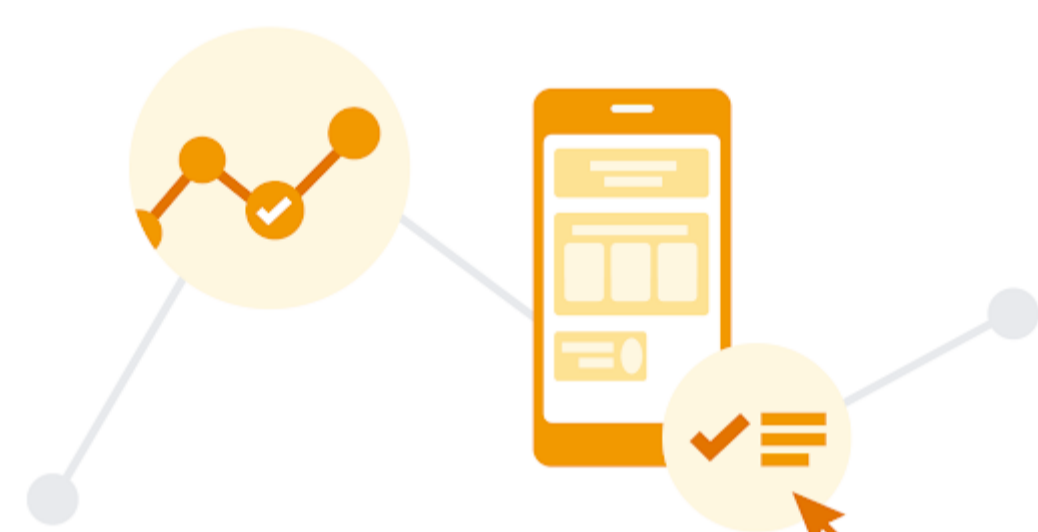
[Set up solution](#)



How it works

Using the first-party data you collect, Google Analytics 4 can create reports that give you customer insights and build custom audiences.

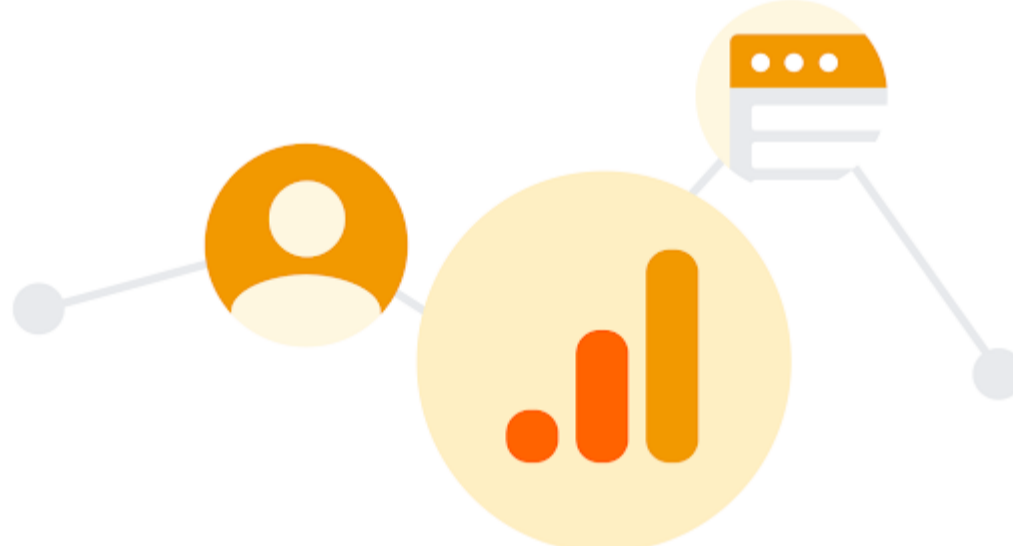
[Set up solution](#)



How to get started

You’ll need admin access to your website and Google Analytics. Also, bring a list of up to five audiences and events that you’d like to set up.

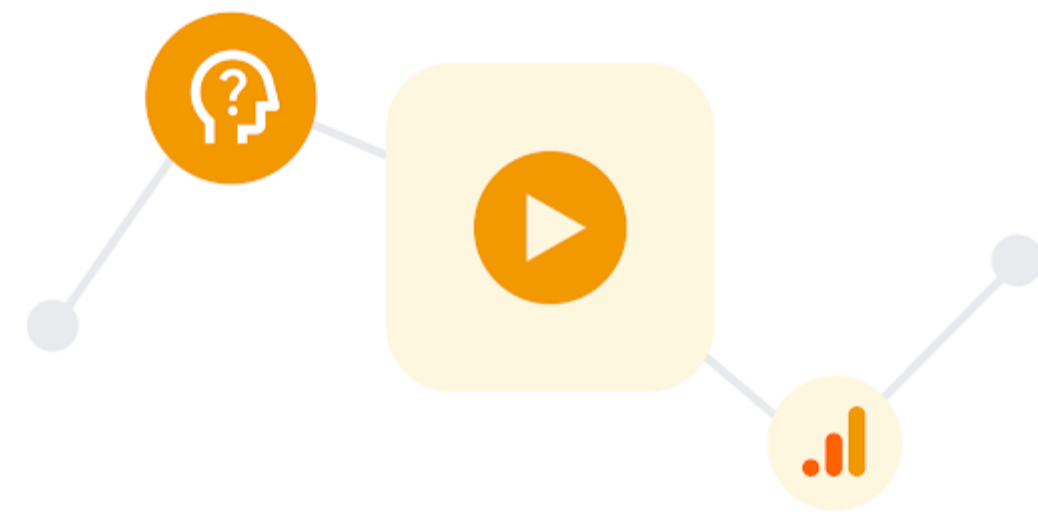
[Set up solution](#)



Watch a tutorial

Learn how to get insights into your business by setting up Google Analytics 4 using Google Tag Manager. Watch this Google Ads tutorial on YouTube to get started.

[Watch now](#)

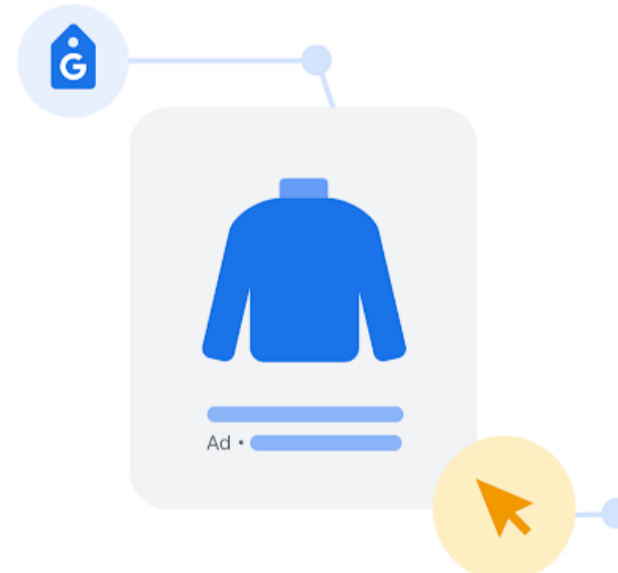


How Ads Privacy solutions work together

By working in sync to generate and use first-party data, these solutions allow you to optimise ad performance.

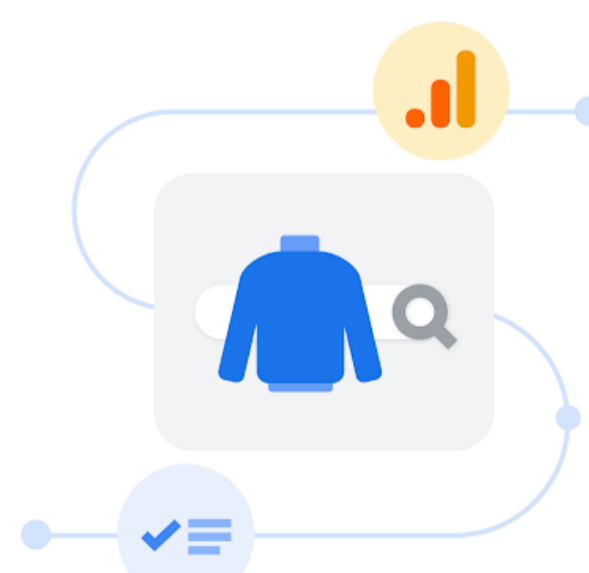
A customer clicks on your ad

Sitewide tagging sets first-party cookies on your site to measure engagement and observable conversions, so you can see which keywords, ads, ad groups, and campaigns are driving customer activity.



They browse your website

Google Analytics 4 gives you a complete view of the customer journey and uses Google AI to surface customer insights to help you improve your marketing.



They make a purchase

Enhanced conversions for web fills in the gaps to improve the accuracy of your conversions, and Consent Mode solves for unknowns if your customer didn’t consent to cookies. Together, you get the most robust understanding of your ad campaign’s performance.

