Usercentrics Cookiebot

Consent Mode V2:

An all-in-one course



UNIT 4

A look at the future

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If you've reached this unit, it means you're almost done with this course. Congratulations! Since you've conquered the present, it's now time to peer into the future. What are the long-term effects of the Digital Markets Act (DMA)? How bright is the future of privacy-led marketing? What can you expect from other platforms going forward? And the most crucial question of all: how can you stay competitive in this changing landscape? Finish this course with a bang and ensure you're empowered to face whatever lies ahead.

Module 1: How privacy-led marketing may evolve

- We can't predict the future, but we do know that this shift towards more privacy control for users is the beginning of a new era and there's no turning back.
- The Digital Markets Act (or DMA) is another step towards making big tech companies respect the privacy choices of their users.
- It's already important to adapt your online marketing & tracking to new regulations, but the importance is ever-growing.
 - Europe is only leading the way to more regulations in more regions of the world. We can see similar trends in South America, the Middle East, Australia, New Zealand, and across Asia. Both national and international businesses will need to work with regulations to avoid fines as online customers can be located anywhere.
 - There is an increasing demand for privacy by consumers worldwide, especially in Europe. Consumers tend to choose products and services from businesses that respect their privacy choices and avoid companies that don't offer this.
 - Transparent documentation for data usage, and proper consent management processes help build trust with consumers and increase customer loyalty, thus driving business growth and revenue.

- The future of online marketing and website tracking is evolving into "privacy-led marketing". Technologies like Google Consent Mode that enable combining important data collection while respecting consumers' privacy choices are the new standard.
- End of third-party cookies has no direct effect on using Google Consent Mode. Some of the features can be used to mitigate potential data loss from the end of third-party cookies. "Google Signals", "User-IDs" or "User-Data" can only be used if Google Consent Mode is implemented properly.

How will this affect marketers in particular, and how can you stay competitive?

- Marketeers will need to learn about the privacy regulations that apply to their businesses and target markets.
- They need to have an understanding about which data can be collected under which circumstances. They also need to be across what cookies and other tracking technologies they are using, including those from third parties, and for what specific purposes.
- There will be more changes like Google Consent Mode in the future, which might affect the data that can be collected. Marketeers should stay up to date with the current and evolving legal and technical landscape, especially with influential companies like Google.

Should we expect the same from Meta and the other DMA gatekeepers?

• While Google Consent Mode is primarily a solution for Google tools like Ads, Analytics, and others, other "Gatekeeper" companies will probably offer similar solutions for their services, as they also need to comply with the DMA.

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Looking for extra support?

Navigating marketing privacy compliance practices for your business doesn't have to be a solo adventure. Explore the wealth of resources available at Usercentrics and Cookiebot™ websites to master the inner workings of Google Consent Mode V2 and future-proof your consent management strategies. Remember: with the right tools, compliance isn't just a requirement—it's an opportunity.

Learn more on our website

