

Ketch for Google Customers

Ketch is redefining responsible data use for the AI era. The Ketch [Consent Management Platform](#) (CMP) helps brands collect, control, and activate permissioned, privacy-safe data across every device, system, and third-party application. For Google Customers, Ketch is the ideal CMP solution to enable simplified privacy operations and support

Value Proposition

Why do businesses choose Ketch?

- **Automated compliance** with every major law (GDPR, CCPA, and more) and protocols including IAB frameworks and Global Privacy Control; pre-built policy templates connected to user-facing privacy notices
- **400+ customizations** available for modifying every element of the frontend, visitor-facing privacy experience
- **Responsive SDKs (software development kits) for iOS, Android, and React**, with automatic updates to reflect changes
- **Pre-built integrations** with popular systems and apps, with no coding required to configure and deploy; instantly enforce consent preferences across your entire data ecosystem—marketing, analytics, ad tech, and beyond
- **Advanced cookie scanning** including real-time categorization and dynamic blocking aligned to consumer preferences
- **Seamless Integration with Google Tag Manager (GTM) & beyond:** plug-and-play integration with GTM, CDPs, and ad platforms ensure cookies and tracking technologies activate only when user consent is granted.



Ketch is supported worldwide and in 30+ languages.



Platforms supported



Web (incl. Mobile)



iOS



Android



React Native



Unity



Flutter



Connected TV

And many more...

Plans & Pricing*

Ketch Consent Management Platform (CMP) pricing is flexible to grow as your business grows. Pricing is based on the number of unique visitors to your website/digital properties per month. All plans include Google Consent Mode implementation.

EARLY STAGE	GROWTH		ENTERPRISE
Free	Starter	Plus	Pro
\$0 / Month	\$150 / Month	\$333 / Month	Custom Pricing
< 5,000 unique visitors For small businesses with basic privacy banner needs.	< 30,000 unique visitors For moderate traffic websites and apps.	< 100,000 unique visitors For high traffic websites and apps.	100,000+ unique visitors For medium-to-enterprise brands with sophisticated privacy requirements.

* When selecting a service tier and particularly when choosing a free tier, please be sure to check whether your business needs can be met within the conditions, limitations and caps applying to the tier in order to avoid disruption and discontinuity to measurement

Disclaimer: Subject to change at any time; CMPs should be contacted directly for the latest information on their services.

Consent Banner and Consent Mode implementation steps



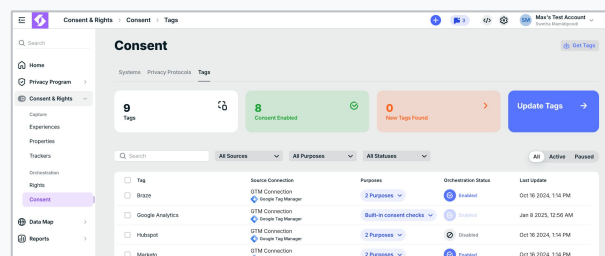
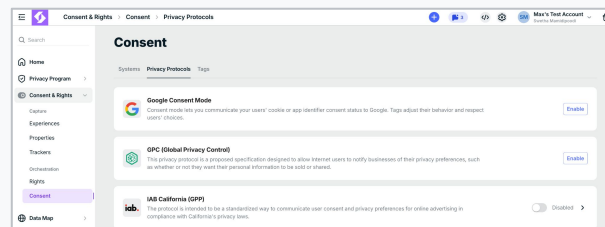
Self serve available

Get started in 4 easy steps:

1. [Sign up for a free account](#) on our website or [contact us](#).
2. Create your consent banner in Ketch. (400+ customization options available to match your brand style and language preferences.)
3. Deploy the Ketch Smart Tag (a piece of javascript code) on your website or digital property.
4. In your Ketch instance, connect your Google tag manager container or enable Google Consent mode for Google tags.
5. (Optional) Map your tags to purposes of data processing.
6. (Optional) Initiate a sync between Ketch & GTM to push your changes to your container.



Under 30 minutes from start to finish!



Support & Services

[Contact Support](#)



Implementation support

All Ketch plans include support services ranging from email only to phone and Slack access. [Contact us](#) to discuss your specific needs.

Every Ketch customer can access our [documentation library](#) with extensive, implementation guidance including self-guided video tutorials and demos.



Troubleshooting support

All Ketch plans include troubleshooting support, ranging from email only to phone and Slack access. [Contact us](#) to discuss your specific needs.



Looking for an implementation partner? Check out the Ketch Partner Program [here](#).

How to get in touch

[Contact us](#) directly to see a demo

Want to try Ketch at no cost? [Sign up for free](#) to get started today.

<https://www.ketch.com/>