

# TrustArc Cookie Consent Manager for Google

TrustArc has over 25 years of experience in scalable privacy management programs for global organizations. Known for excellent services, privacy intelligence and automation, TrustArc's trusted platform manages over 100 billion of consent impressions for businesses globally.

## Value Proposition

### Why TrustArc?

- **Easy installation** and **highly configurable** for privacy-first optimal experiences
- **Real-time reporting** on consent metrics and executive dashboards
- **Automated website discovery**, categorization and management of tracking technologies and potential risks
- **Notable Features:** Known user capability across multiple browsers and devices, financial incentive notice to support loyalty or referral programs for CCPA and CPA, extensive support of global frameworks (e.g., IAB GPP, IAB TCF 2.2, etc.), and auto-block functionality that enables you to block the HTML tags that can potentially drop cookies on your website until the users have given consent
- **Technical Account Management:** Dedicated Technical Account Manager to support your implementation and optimization of your consent experiences and tracker management. Includes managed support, recurring tracker audits, and guidance for customized deployments across regions
- **Benefits:** Ensure the best customer experience to improve consents and build trust while honoring and recognizing privacy and advertising requirements
- **Case Studies:** [Fortune 500 Consumer Products Company](#), [G2 Reviews](#)



**Languages and countries supported:** 42 languages supported. Utilize geo-detection to provide consent experiences for all countries, US states, and Provinces in Canada



Platforms supported:



iOS



[Product Page](#)

## Plans & Pricing\*

**Cookie Consent Manager:** Self-serve consent management platform includes Google Consent Mode.

**Cookie Consent Manager - Managed Services:** Consent management platform includes Google Consent Mode, supports extensive frameworks (e.g. IAB TCF, IAB GPP), and Technical Account Management services.

**5% discount** available for Google customers.

*All prices are customized based on the number of consent managers, URLs, and if Professional Services are included. Please contact us for a quote. Free trials for proof of concepts can be provided upon request.*

\* 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



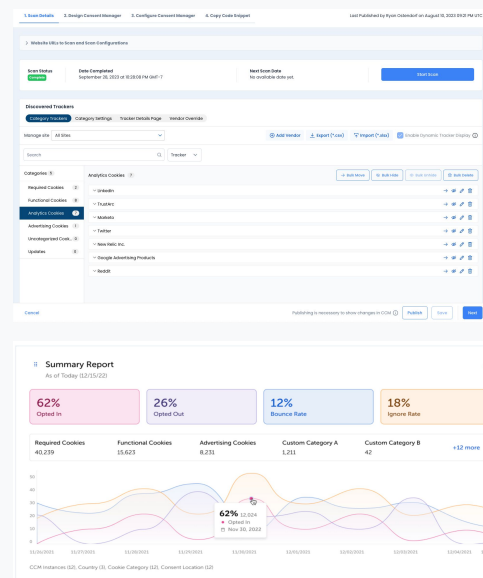
Self serve and services options available

### Get started in minutes with 5 easy steps

- **Step 1:** Add your scan details and inform the website URLs to get started. Trackers will automatically begin discovery (auto-identified and categorized).
- **Step 2:** Design your banner within the interface to reflect your brand's look and feel.
- **Step 3:** Select your consent experience and location settings (e.g., comply with GDPR or CCPA or set up your custom experience with GPC or DNT).
- **Step 4:** Publish your banner by embedding the script tag directly in your site or via GTM.
- **Step 5:** Choose one of the two options to enable Google Consent Mode by using the community template or javascript.



<1 hour for Self-service depending on your system and setup



## Support & Services

[Service Level Agreements](#)



### Implementation & Troubleshooting

#### Standard Self-serve



- Dedicated Account Manager
- Customer support via email ticket system
- Customer support via online conference call

#### Managed Service



- Dedicated Account Manager
- Customer support via email ticket system
- Customer support via online conference call
- Dedicated Technical Account Manager which includes a complete onboarding process with training, ongoing configuration changes, technical requirements guidance, ongoing audit reviews to ensure a seamless customer journey

## How to get in touch

#### Sales

- Call us at +1 888.878.7830
- Email us at [contact-sales@trustarc.com](mailto:contact-sales@trustarc.com)
- Request a [demo](#)

#### Customer Support

- Available 24/7 Support

#### Technical Account Manager

- Contact details are provided by Technical Account Manager