iubenda

iubenda for Google customers

With more than 140,000 clients, iubenda has been on a mission for over a decade to deliver powerful, accessible compliance software. Our extensive platform offers privacy policies, cookie and consent management, terms and conditions, and more – for all business types to get on the road to compliance. Our international team, driven by values of respect and collaboration, focuses on customer-first solutions.

Value proposition

Why customers should choose iubenda

- **Effortless setup:** Simply copy and paste our code for instant start-up.
- **Boost consent rates:** Our tools are designed to enhance user consent.
- **Built with performance in mind:** Our CMP outperforms competitors on Google's INP Core Web Vitals metric.
- **TCF compatible:** Seamless operation with IAB's Transparency and Consent Framework.
- **Easy implementation:** Plugins available for WordPress, Shopify, Joomla!, Magento, and PrestaShop, with guides for other CMSs. Native **mobile** and **CTV** support. Advanced **GTM** support. Simple setup: just embed one script.
- **Innovative rejection recovery:** Tactfully handle rejected consents with non-intrusive notices.
- **Legal expertise:** Products crafted to the highest standards, backed by a professional legal team.
- **Trusted by 140,000+ clients:** From personal to company websites, from small e-commerce businesses to global publishers.
- **Comprehensive compliance:** More than just a CMP – we cover your privacy and cookie policies, cookie banners, T&Cs, and more.
- **Global partner network:** More than 3,000 agencies reselling iubenda products.

Languages: Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English (UK), English (US), Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Portuguese (BR), Romanian, Russian, Slovak, Slovenian, Spanish, Swedish

Legislations/countries supported: EU & UK GDPR, EU ePrivacy, US privacy laws like CCPA+CPRA, CalOPPA, VCDPA, Switzerland's FADP, Brazil's LGPD

Platforms supported: Web (incl. mobile)   iOS   Android   CTV

www.iubenda.com/google-consent-mode-v2-certified-cmp

Plans and pricing*

iubenda offers subscription-based pricing and provides custom or tailored plans for larger needs. Agencies and web professionals can receive a free website plan along with quantity discounts. A free plan with limited features is available for testing purposes and basic needs.

A three-month free trial is automatically applied when setting up iubenda from Google Ads/Analytics. Alternatively, a 10% discount is available via clicking on this link.

Essentials (€4.99/month)
- Up to 25k pageviews/month + €0.05 per 1,000 extra pageviews
- Minimal iubenda branding
- One language

Advanced (€19.99/month)
- Up to 50k pageviews/month + €0.05 per 1,000 extra pageviews
- Unlimited languages
- Geolocation-based consent settings (e.g., request GDPR opt-in consent only from European users)

Ultimate (€79.99/month)
- Up to 150k pageviews/month + €0.05 per 1,000 extra pageviews
- Everything available in Advanced
- Detailed consent analytics
- No iubenda branding
- Rejection recovery features
- Cookie consent paywall
- Native mobile app integration
- White-labeling

www.iubenda.com/pricing

Consent Mode is available and active by default in all iubenda plans – no configuration needed.

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. This will avoid disruption and discontinuity of measurement.

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

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Consent banner and Consent Mode implementation steps

Self-service available
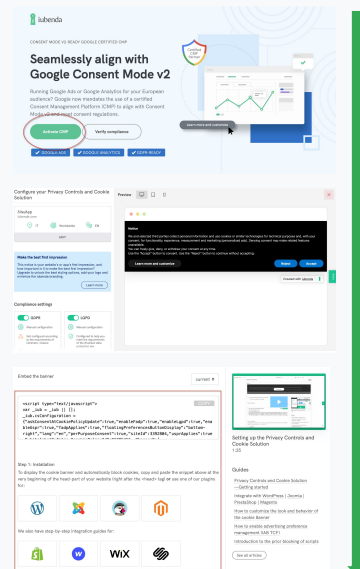
Get started in three easy steps

1. Visit iubenda.com/google-consent-mode-v2-certified-cmp, click on "Activate CMP", and follow the wizard to create an account and set up the CMP. You can go for the automatic configuration tailored for your website by iubenda or customize any detail of your consent and cookie banner.
2. Choose one of the many integration options available: Copy/paste the embedding code in your website, use our GTM template, or go for one of our CMS plugins.
3. You're all set. Consent Mode is enabled by default with the iubenda CMP. No further configuration is needed.

No technical skills are required to use iubenda. The minimum level of expertise required is the ability to install your CMS iubenda plug-in or copy/paste the CMP embedding script in the <head> section of your website.

🕐 Less than 10 mins: typical time taken by a customer to implement a banner with Consent Mode activated.

www.iubenda.com/google-consent-mode-v2-certified-cmp

Consent banner activation and setup available directly in Google Ads/Analytics.

Support and services

www.iubenda.com/google-consent-mode-v2-certified-cmp

Implementation support

- Availability for all users and customers via email, ticket, or Google Meet
- Legal team also available for supporting partner agencies and enterprise clients
- Dedicated support for Google services as part of our status as a Google CMP Partner (Gold Tier)

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Troubleshooting support

- Availability for all users and customers via live chat, email, or ticket during business hours
- Priority and telephone support for partner agencies and enterprise clients
- Dedicated support for Google services as part of our status as a Google CMP Partner (Gold Tier)

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🤝 *We have several partner agencies who can also take care of the iubenda implementation: www.iubenda.com/en/help/15138-partner-directory*

How to get in touch

- Dedicated email for Google customers: google-dedicated@iubenda.com
- Documentation available at www.iubenda.com/help

www.iubenda.com/google-consent-mode-v2-certified-cmp