



HOW TO MANAGE COOKIE CONSENT IN GOOGLE ANALYTICS?

- ☒ **Step 1: Implement a consent management platform**
- ☒ **Step 2: Configure Google Consent Mode**
- ☒ **Step 3: Integrate your CMP with Google Analytics**
- ☒ **Step 4: Test your implementation**
- ☒ **Step 5: Document and maintain**