

# CONSENT = REVENUE

## HOW TO TURN PRIVACY INTO A GROWTH LEVER FOR MOBILE GAMES AND APPS

### About this report

This report draws on market research, proprietary monetization data from GameBiz Consulting, and Consent Management Platform (CMP) benchmarks from Usercentrics to show how consent strategy directly impacts app revenue – and what the best-performing teams do differently.

AI tools were used in its production. The research, analysis, and editorial decisions were made by humans with deep expertise in mobile app monetisation and privacy.



# THE \$525,000 YOUR APP IS LEAVING ON THE TABLE

**Picture two apps, side by side.**

Same 100,000 DAU in Europe.  
Same ad partners. Same creative.

One earns \$584,000 a year.  
The other earns \$1.11 million.<sup>1</sup>

**The only difference is their consent setup.**

Most app teams have never run that calculation – because consent has always lived in the legal department. A banner to ship, a box to tick, a fine to avoid.

But in a post-ATT, privacy-first ecosystem, the question isn't **"Are we compliant?"**  
It's: **"How many of our users are actually monetizable?"**



Because in today's mobile economy, consent is no longer just a legal requirement.

It's a revenue multiplier.





# 1.

## The two-tier ad market



**Consented users are worth significantly more – in some markets, nearly double.**

When Apple launched App Tracking Transparency (ATT), the industry focused on opt-out rates – how many users would refuse tracking. But the more interesting story was quieter: for the first time, researchers could put a hard number on exactly how much more a consented user is worth.

A landmark 2024 analysis of billions of ad impressions across 19 countries found that [trackable impressions command a significant premium over untrackable ones](#).<sup>2</sup>

### What a consented user is worth, by market



Source: Kraft, Bleier, Skiera & Koschella

In the U.S., a consented user generates roughly 50% more ad revenue than a non-consented one. Every percentage point of opt-in you improve translates directly into revenue.

A separate large-scale analysis reinforces this: analyzing 218 million ad impressions across more than 10,500 publishers, the researchers found a 23% average price drop when user tracking is unavailable.<sup>3</sup>

A consented user isn't just worth more per impression. They're a user you can retarget, attribute accurately, and use to train better bidding models. Your user acquisition (UA) campaigns perform better. Your re-engagement campaigns become possible. Your bidding algorithms stop flying blind.



**Consent sits at the top of your monetization stack.**

**Everything below it depends on it.**



## 2.

# The revenue gap: real numbers, real apps



### Let's unpack that \$525K.

GameBiz Consulting measured the direct revenue impact of consent configuration across dozens of mobile apps.<sup>1</sup>

Same two apps, same 100K DAU in Europe — one with an optimized CMP, one without.

App A (no CMP): \$584,000/year

App B (CMP, 90% opt-in): ~\$1,110,000/year

Difference: over \$525,000, annually, from consent alone.



Source: GameBiz data from proprietary client engagements, shared via the App Compliance & Monetisation Course co-produced by Usercentrics and GameBiz Consulting (2025).

### What's driving that gap?

Ads served without data restrictions show 167 percent higher effective cost per mille (eCPM) than restricted ads. Match rates are 136% higher for unrestricted requests.<sup>4</sup> Scale that up for a larger app and the number becomes very large, very fast.

### Is 90% opt-in actually achievable?

Yes. Across Usercentrics' CMP customer base, the average opt-in rate is 80%. Top performers reach 90%+. Unoptimized implementations fall as low as 64%.



## Where does your app sit?

64%

No  
optimisation

80%

Usercentrics  
average

90+%

Top  
performers

Source: Usercentrics

**That 30-point spread is almost entirely explained by product decisions – and the results speak for themselves.**

One mobile games publisher – a Usercentrics client that prefers to remain anonymous – gained access to ad demand in regulated markets, improved monetization efficiency, and achieved a 10–15% uplift in ad lifetime value (LTV) after implementing and optimizing their consent strategy.<sup>6</sup> Another studio achieved an opt-in rate of 92–96% through a well-balanced CMP implementation, helping to ensure the majority of users are served more relevant – and higher-paying – ads.<sup>6</sup>

The broader ATT landscape confirms the opportunity is growing. AppsFlyer's April 2025 data shows 50% of users globally now consent to tracking – up 10 points since launch. Gaming opt-in has reached 51%, up from 31% in 2021. iOS ad spend grew 26% year over year, outpacing Android's 10%.<sup>7</sup>

➤ **The old gaming gap was never about how much gamers care about privacy – it was about showing the prompt before the user had played anything. And it's closing.**





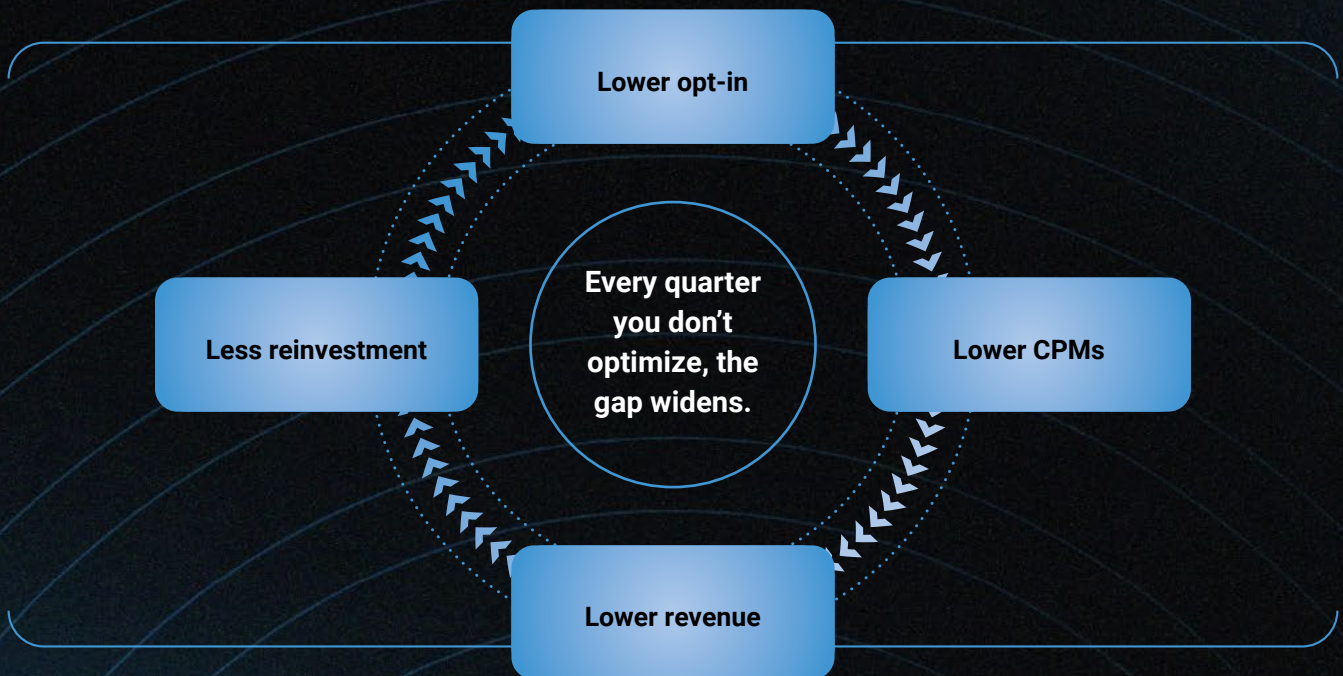
# 3.

## Consent debt



Just like tech debt, small inefficiencies in your consent flow compound over time. A lower opt-in rate drags down CPMs, which reduces revenue, which leaves less to reinvest in growth. Most teams don't realize it's happening.

### Consent debt: how small gaps compound



Source: Usercentrics

A 10-point drop in opt-in rate doesn't just reduce today's revenue. It degrades your bidding data, weakens your retargeting pools, and makes every subsequent campaign less efficient. Over 12 months, the gap widens.

The cost is steep: in the US, ATT caused a 20% fall in ad revenue from Apple users – driven by trackable traffic dropping from 73% to just 18%.<sup>2</sup>



**At scale, that's not a marginal difference — it's the difference between a viable ad-funded business and one that can't sustain itself.**



# 4.

## From compliance to performance: what the best teams do differently



The difference between 65% and 90%+ is almost entirely down to product decisions. Here's how to get there.



### Know your numbers

What's your opt-in rate by market? What's the eCPM gap between consented and non-consented traffic? What share of impressions go through Transparency and Consent Framework (TCF) 2.3-dependent partners? If your consent setup doesn't surface these, you're flying blind. You can't optimize what you can't measure.



### Win the iOS pre-prompt

The custom screen before Apple's native ATT prompt is your most valuable consent real estate. It's the only chance to explain the value exchange in your own words. Build tailored versions for each top market. On Android, your TCF consent banner is the equivalent lever – same logic: explain the value and customize the design.



### Time it like a conversion lever

Show consent after the user has experienced core value, not before. Move the prompt to after the tutorial, after the first win, after five minutes of engagement. Same banner, meaningfully better results. AppsFlyer data shows that prompt timing alone can swing opt-in rates by up to 30%.<sup>8</sup> It's the highest-impact change most apps can make and it costs nothing.



### Test like you test everything else

A/B test copy, button labels, layout, prompt timing. Ship the winner. Test again. It's the same loop you run on onboarding, your store listing, and your in-app purchase (IAP) offers. Button configuration alone can swing opt-in rates by up to 27%.<sup>4</sup>



### Make it native

Generic consent banners feel imposed. Native-looking banners – your colors, your fonts, your tone – perform better because users engage with them as part of the experience, not an interruption. A consent banner that looks like it belongs in your app's UI converts better than one that feels like a legal requirement.



### Localize

A banner served in the user's language outperforms a one-size-fits-all default. A message tuned for Germany (transparency, clarity) outperforms the same one used where personalization framing lands better. Your top-grossing markets probably span three or four languages. Your consent banner should too.



### Audit your vendor list

How many vendors are in your CMP? For most apps, far more than necessary – and a long list reduces trust and opt-in. Check which ones actually generate meaningful revenue and cut the rest. One of the highest-return changes you can make.





# 5.

## The next five years



The apps that win on monetization won't be the ones with the biggest UA budgets. They'll be the ones with the cleanest, most trusted data relationships with their users – because that's what the entire ad tech stack is being rebuilt around.

The competitive advantage goes to apps that have already built consent optimization into their growth workflow. They'll compound their data advantage every quarter while competitors are still treating consent as a legal project that got finished two years ago.



**The real growth lever isn't acquiring users – it's converting them into consented users.**

### But wait – do I need to pay for this?

#### **Free vs. paid CMP: does the tool matter?**

It's a fair question. If your ad network already bundles a CMP, why pay for one?

Because most free CMPs can't support the optimization that drives those results. They don't let you customize the banner, A/B test layouts, or access the analytics you need to know whether your consent flow is actually working. You get a default banner, a default configuration, and no visibility into performance. That's compliance – not optimization.

The revenue impact is real. The 26-point spread between an optimized and standard out-of-the-box consent setup – the difference between the two apps in Section 2 – starts with the tool you use.

And that's just the revenue side. A performance CMP also gives you automatic monitoring of legislative changes across 100+ jurisdictions, no user caps, and a lightweight SDK that won't slow your app down.

A CMP built for performance pays for itself. It's one of the fastest-returning investments in your stack.





# FIND YOUR \$525K.

EVERY APP HAS A  
CONSENT REVENUE GAP.  
MOST JUST HAVEN'T  
CALCULATED IT YET.

See how Usercentrics helps the best-performing  
apps turn consent into revenue.

EXPLORE THE APP CMP >

[usercentrics.com/in-app-sdk/](https://usercentrics.com/in-app-sdk/)







## ABOUT USERCENTRICS

Usercentrics is a leading data privacy technology company that helps businesses collect, manage, and activate consented data with confidence.

Trusted by 2.4 million websites and apps across 195 countries, the company processes more than 8.8 billion user consents every month.

Through its platform – spanning consent management, server-side tagging, and AI data governance – Usercentrics gives businesses the compliance infrastructure to grow, innovate, and operate responsibly in an AI-first world.

[Learn more at usercentrics.com](https://usercentrics.com)



## ABOUT BUSINESS OF APPS

Business of Apps is the leading B2B media and information platform for the global app industry, reaching over 500,000 professionals every month.

Through data, insights, events, and expert-led content, Business of Apps helps the people building, marketing, and monetising mobile apps make smarter decisions.

Since 2012, it has been the go-to resource for app growth teams worldwide.

[Learn more at businessofapps.com](https://businessofapps.com)





# Sources

- <sup>1</sup> Revenue gap model (\$525,600/yr for 100K DAU in Europe) — GameBiz Consulting, App Compliance & monetization Course (Usercentrics / GameBiz, 2025). Proprietary client engagement data from a commercial training course co-produced by Usercentrics and GameBiz Consulting. Assumes 100K DAU, 4 impr/DAU, 40% served by TCF 2.2 partners, 90% opt-in, eCPM \$20 unrestricted / \$10 restricted. Course: <https://courses.usercentrics.com/course/app-compliance-monetization>
- <sup>2</sup> Trackable impression premiums (+51% US, +44% UK, +60% AU, ~45% avg across 19 countries); 20% ad revenue decline from ATT in the US — Kraft, L., Bleier, A., Skiera, B., & Koschella, T. (2024). Granular Control and Privacy Decisions: Evidence from Apple's App Tracking Transparency (ATT). Paper: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4598472](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4598472). FTC PrivacyCon 2024 presentation: <https://www.ftc.gov/system/files/ftc.gov/pdf/3-Skiera-Economic-Impact-of-Opt-in-versus-Opt-out-Requirements-for-Personal-Data-Usage.pdf>
- <sup>3</sup> 18–23% ad price decrease without tracking — Laub, R., Miller, K., & Skiera, B. (2024). The Economic Value of User Tracking for Publishers. Paper: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4251233](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4251233). Analysis of 218 million ad impressions from 10,526 publishers.
- <sup>4</sup> eCPM 167% higher unrestricted; match rate 136% higher; 27% opt-in swing from button configuration — GameBiz Consulting & Usercentrics proprietary data, App Compliance & monetization Course (2025). GameBiz TCF/CMP report: <https://www.gamebizconsulting.com/unlock-the-secrets-of-googles-latest-tcf-cmp-guidelines-gamebiz-consulting>
- <sup>5</sup> Opt-in benchmarks (64–96%, avg 80%) — Usercentrics & GameBiz Consulting, App Compliance & monetization Course (2025), Module 3.5.
- <sup>6</sup> Case studies (10–15% LTV uplift; 92–96% opt-in) — Usercentrics client implementations, App Compliance & monetization Course (2025), Module 4.5. Publisher names withheld at client request.
- <sup>7</sup> ATT: 50% global opt-in; iOS ad spend +26% YoY — AppsFlyer (April 2025). Post-ATT Growth: Four Years of App Tracking Transparency. Press release: <https://www.appsflyer.com/company/newsroom/pr/post-att-growth/>. Gaming opt-in 51%, non-gaming 46% (Q1 2024) — AppsFlyer (April 2024). <https://www.appsflyer.com/company/newsroom/pr/att-data-findings/>
- <sup>8</sup> 30% swing in opt-in rates from prompt timing — AppsFlyer (2022). The ATT Prompt: Why and When to Show It. Blog: <https://www.appsflyer.com/blog/trends-insights/att-opt-in-rates-higher/>. See also: 5 Ways to Increase Your ATT Opt-in Rates.