

# TCFV2 User Guide

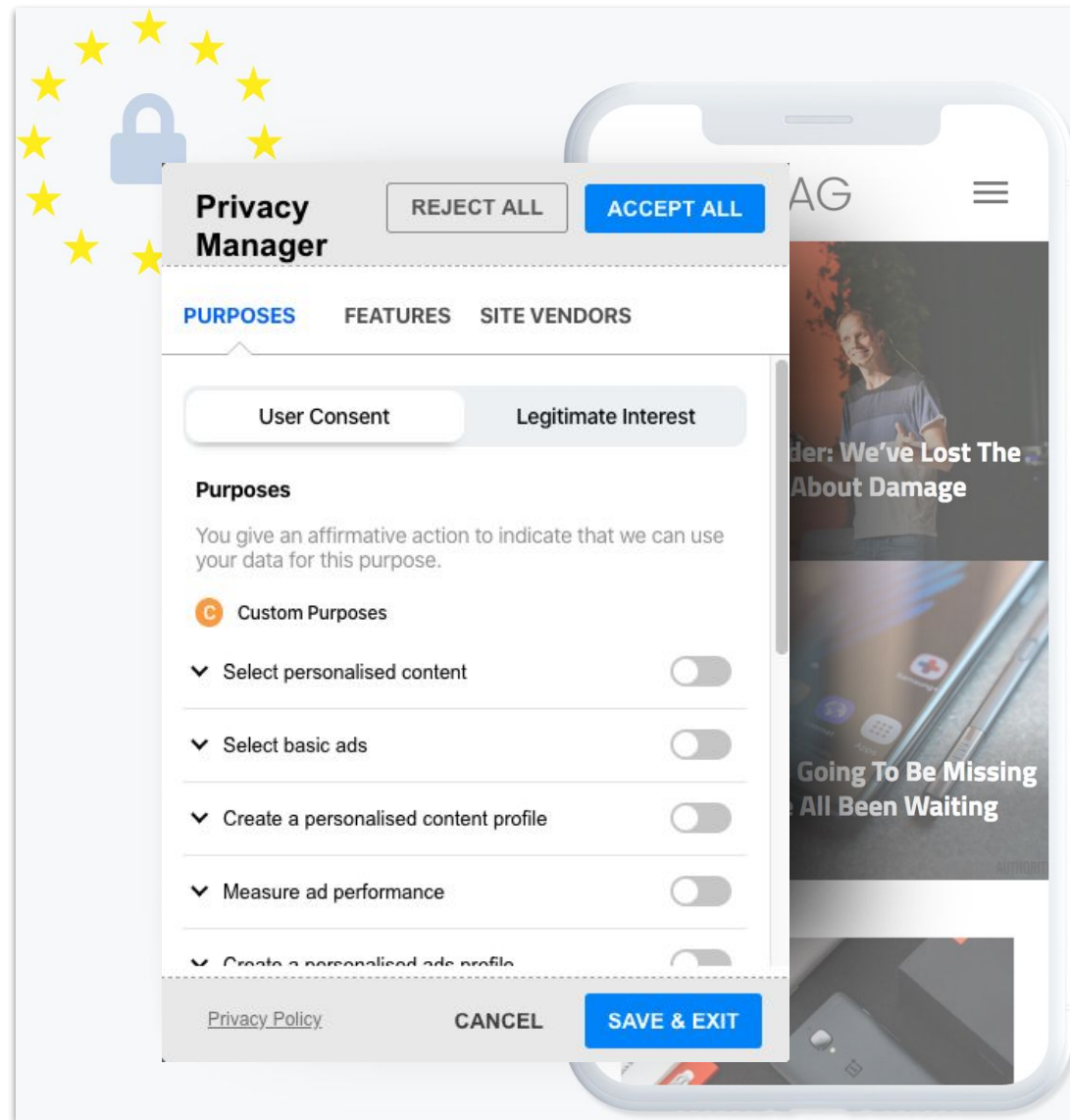
TCF v2 User Guide



# SOURCEPOINT CMP


Sourcepoint's CMP solution enables organizations to obtain user consent to ensure compliance with the European General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

Publishers can leverage the powerful targeting and delivery capabilities of Sourcepoint's Dialogue™ to create, test and analyze a variety of messages to maximize results and ensure the best possible user experience.



# Overview

- 01) [Sourcepoint User Interface](#)
- 02) [Properties & Property Groups](#)
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- 05) [Privacy Manager](#) (TCF v2)
- 06) [Message Builder](#)
- 07) [Scenario Builder](#)
- 08) [Partition Sets](#)
- 09) [Campaign Setup](#)
- 10) [Reporting Tool](#)

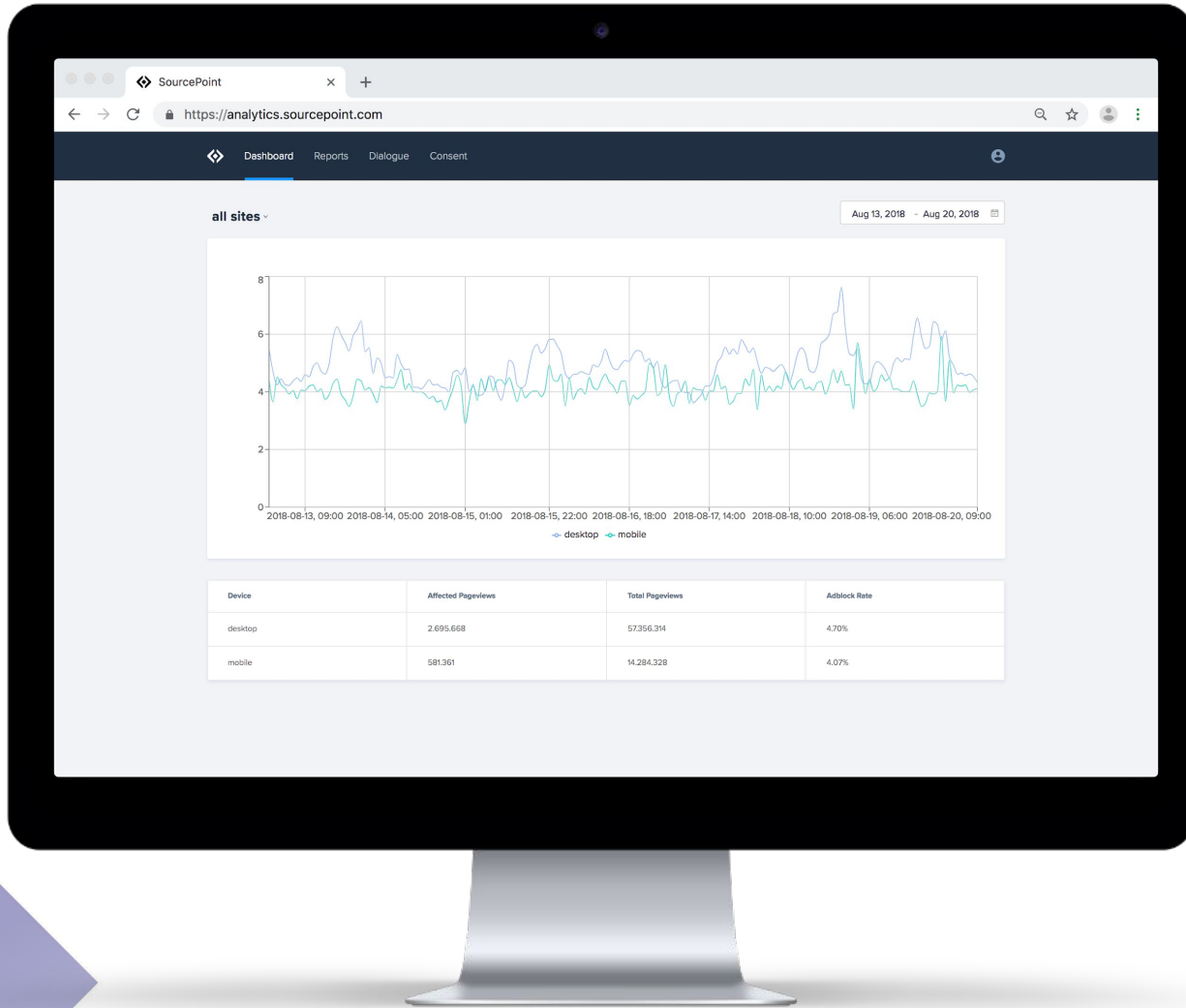


01



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SOURCEPOINT  
**USER INTERFACE**



# SOURCEPOINT USER INTERFACE

- The user interface can be reached at the following URL  
<https://analytics.sourcepoint.com/>
- Please log in with your e-mail address and password



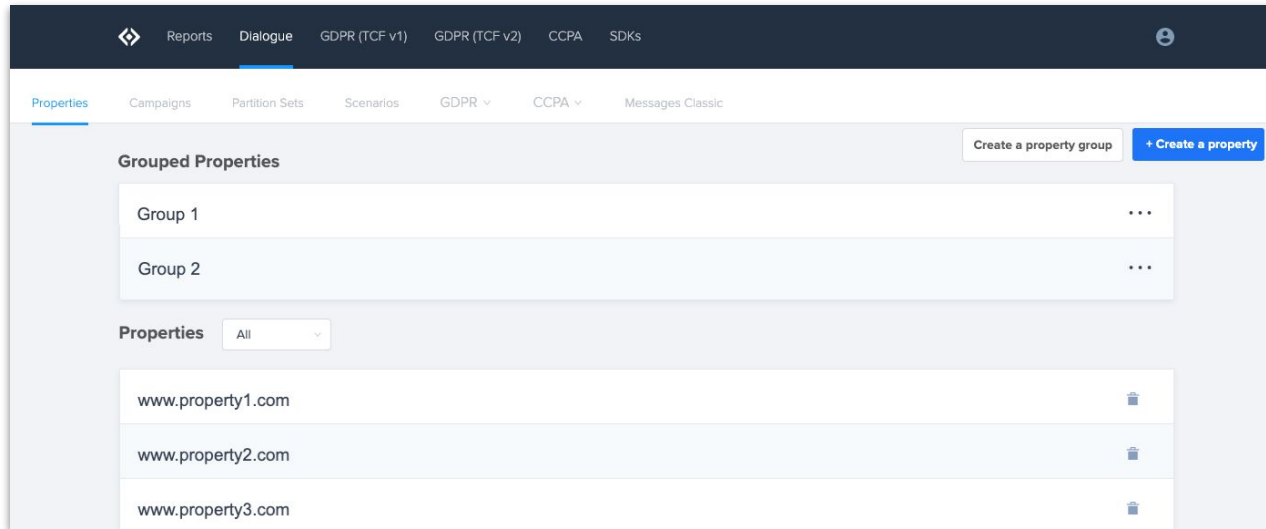
02



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PROPERTIES &  
**PROPERTY GROUPS**

# PROPERTIES & PROPERTY GROUPS

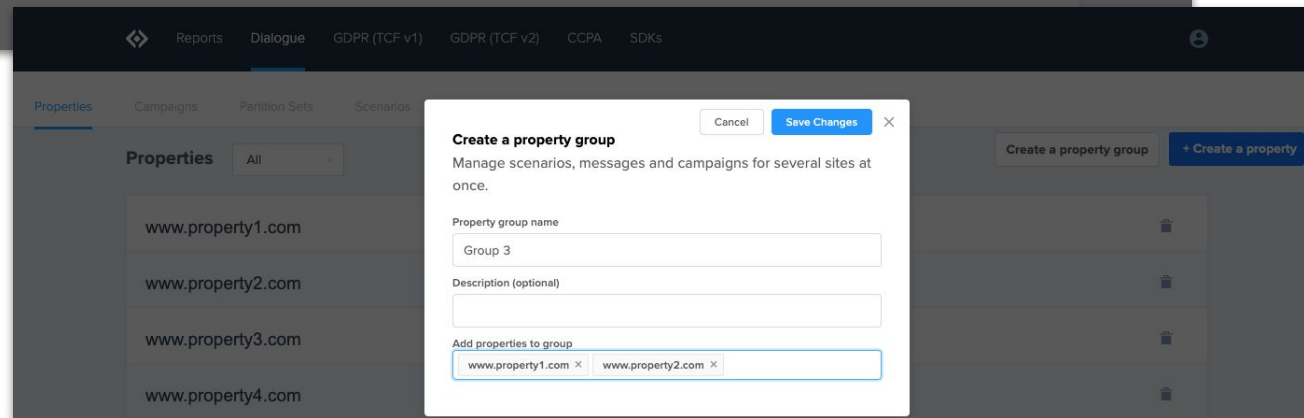
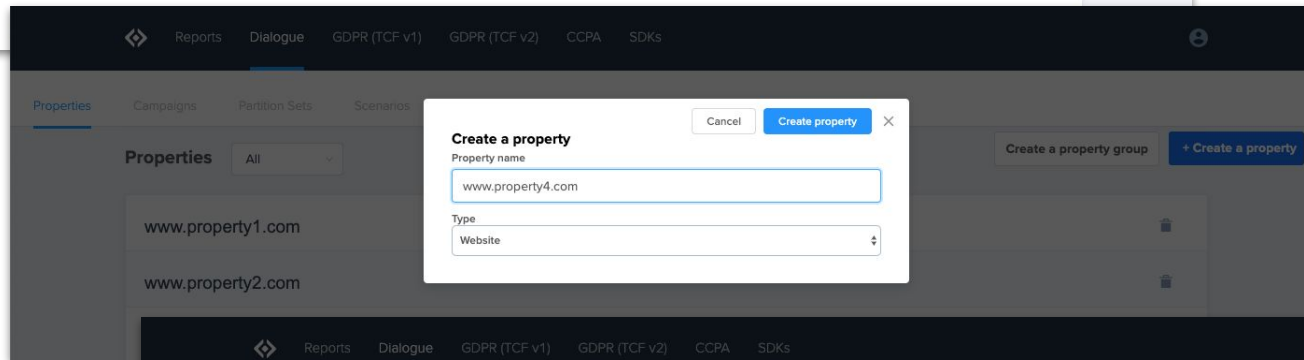
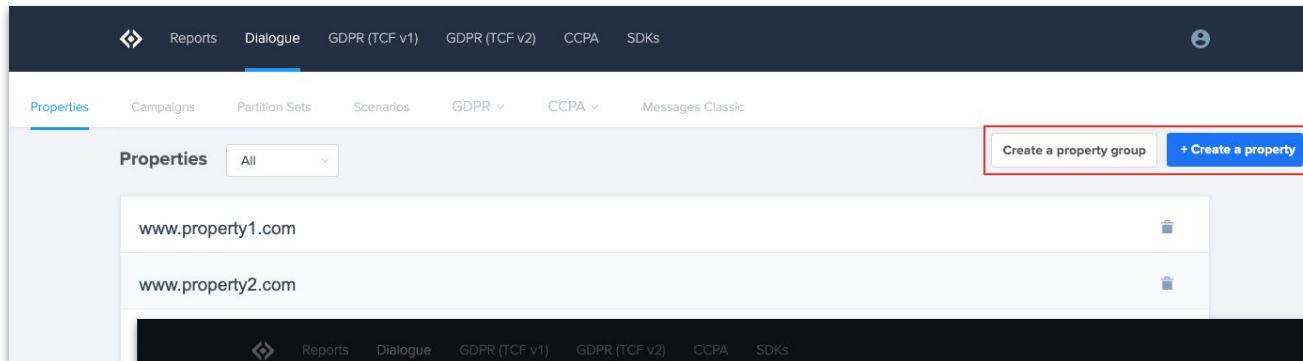


**Properties** are the sites or apps you'll be displaying CMP messages on through Sourcepoint's UI. Properties are typically the first items to be set up in the Sourcepoint UI as the use of all other items (vendor lists, messages, scenarios, etc.) will be either be tied to or driven by the property for which the item will be displayed.

**Property Groups** are a collection of individual properties that allow you to set up and deploy a single message, scenario, partition set, and campaign across all properties within that group. For example, if 2 or more individual properties are in a property group together, then they can display the same message (with some variables like their respective logo).

# PROPERTIES & PROPERTY GROUPS

- Within Dialogue, you can access, create & delete properties
- You can also create, edit, & delete property groups







# PROPERTY GROUPS

## **BENEFITS OF PROPERTY GROUPS:**

- Create a single message, scenario, partition set, and campaign across multiple properties
- Message variables allow customization within the property group message
  - For example, you can create logo variables so that a single message displays a property's respective logo
  - Other options: backgrounds, links,
- Deploy a single campaign to display customized messages across multiple properties

## **LIMITATIONS OF PROPERTY GROUPS:**

- Cannot deploy a message on a subset of properties within a property group
- Cannot import or copy partition sets to associate scenarios and/or messages
- Cannot use different message types (e.g. bottom notice vs. inline message) on individual properties within a property group
- Cannot delete messages, scenarios, partitions, or campaigns from an individual property within the property group


## **OTHER THINGS TO CONSIDER:**

- You must copy existing partition sets, scenarios, and/or messages any time a new property is added to an existing property group for those items to be associated with the new property
- You will only be able to preview a single property variable within the Sourcepoint UI
  - You can preview variables on each property in a stage campaign





03



TCF  
v2

## CREATING & SHAPING TCF V2.0

- TCF v2.0 is the product of 12 months of reflection begun in response to feedback from the market, notably publishers, and from EU Member State data protection authorities (DPAs)
- The vision for TCF v2.0 was to provide enhanced transparency and choice to consumers and greater control to publishers.
- The Policy and Technical Specifications for the TCF v2.0 was open to public comment for 30 days from 25th of April to 25th May 2019
- Following the close of the public comment period, the technical specifications and Policies comments were reviewed by the TCF Steering Group and its working groups to develop the final version for the launch.
- **TCF v2.0 was launched on 21<sup>st</sup> August 2019.**

iabeurope.eu



## INTRODUCING TCF V2.0

- **NEW** signals to allow Publishers to exercise more control over Vendors by purpose
- **NEW** explicit signals for a Vendor's transparency status
- **NEW** signals for users who object to processing on the basis of a legitimate interest
- **MORE** granular and **NEW** purposes, definitions and signals

**OVERALL BENEFITS: BETTER INFORMED USERS & SUPPORTS THE BROADER INTERESTS OF THE INDUSTRY**

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# TCF V2

## What is TCF v2.0?

IAB Europe, in partnership with IAB Tech Lab, **announced** on **21 August 2019** the launch of the second iteration of Transparency and Consent Framework (TCF) v2.0.

The TCF Steering Group (SG) was tasked with drafting the new TCF Policy and IAB Tech Lab managed the technical specifications. With participation from 10 National IABs and 55 organisations, and EU-level associations, publishers, media owners, technology providers, and media agencies, the TCF Steering Group enabled an inclusive, fair and consensus-based participation of stakeholders to deliver the vision.

**TCF v2.0** continues to support the overall drive of the TCF to increase consumer transparency and choice, management by digital properties of consent and compliance, and industry collaboration that centres on standardisation.

### SOURCES:

- [IAB Europe TCF v2](#)
- [TCF v2 Webinar for Publishers](#)



04



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VENDOR  
**LIST**

## Vendors List

Search for vendor...



Tappx



1 plus X AG



33Across

A Million Ads Ltd



A.Mob



AAX LLC



Accorp Sp. z o.o.



Active Agent AG



ad6media



Adacado



adality GmbH

ADARA MEDIA  
UNLIMITED

AdClear GmbH



AdColony, Inc.



AddThis



AdElement, Inc.

Adello Group AG



Adelphic LLC

Adevinta Spain  
S.L.U.

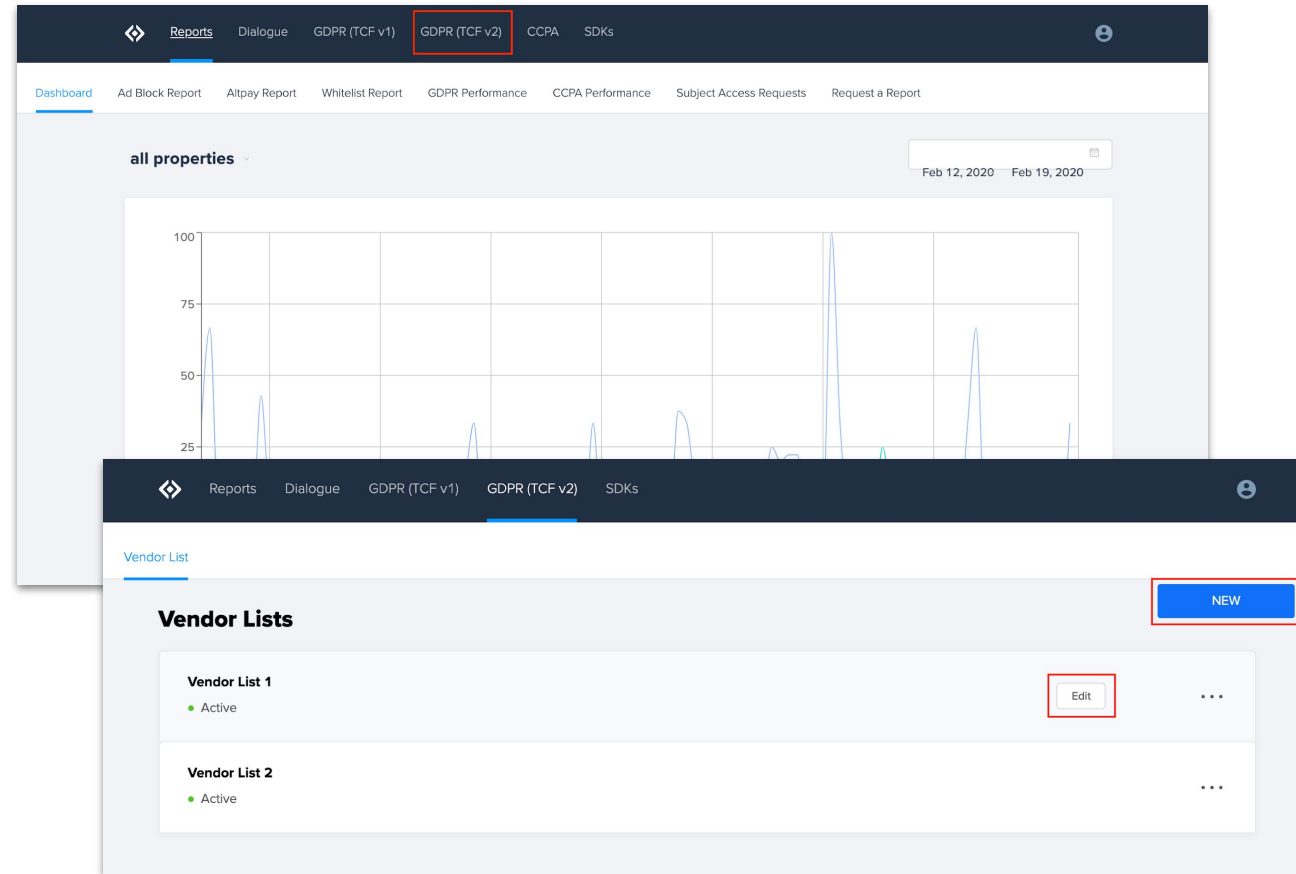
Adform A/S

# VENDOR LIST

The technology is based on a JavaScript API and allows you to retrieve third-party information, store the user's decision about a particular third-party vendor, and share the information with authorized third-party vendors.

Thus all parties involved gain clarity as to which vendors have been authorized by the publisher and at the same time have received the necessary authorization and consent from their users. At the heart of the framework is a central registry called the **Global Vendor List**.

This registry includes all registered and authorized third-party vendors who can be assigned by publishers to process user data, access users' devices, and use the data stored on those devices for specific purposes. The framework also simplifies the management of Consent Management Provider (CMP) signals for participating organizations that meet applicable criteria.



# VENDOR LIST

- TCF v2 **Vendor Lists** can be found under the **GDPR (TCF v2)** menu
- You can create **New** vendor lists or **Edit** existing vendor lists

# VENDOR LIST

- Assign a name to the new vendor list
- Assign one or more of the existing properties to the vendor list under **Sites(s) this list applies to**
- Click **+Add Vendors Manually** to open the vendor list

- Select Vendors or use the type to search function
- Then click **+Add Vendors**

Vendor List Inactive

< Back to Vendor Lists

1. **New Vendor List** Consent scope: Single site Save

2.  Advanced settings Scan for new vendors

Web properties

- www.property1.com
- www.property2.com
- www.property3.com
- www.property4.com
- www.property5.com

Get Vendor Scan Results

or

3. **+ Add Vendors Manually**

Add Vendors

Search vendors

- TreSensa, Inc.
- NEURALONE
- BeeswaxIO Corporation
- McCann Discipline LTD
- Lifesight Pte. Ltd.
- AdMaxim Inc.
- adsquare GmbH
- Samba TV UK Limited

Selected Vendors

- BeeswaxIO Corporation
- Jivox Corporation

Cancel **+ Add Vendors**

Vendor List Active

[Back to Vendor Lists](#)

**New Vendor List** Consent scope: Single site Save

Choose one or more properties Advanced settings

Site(s) this list applies to: [www.property1.com](#) [www.property2.com](#) [new vendors](#)

Search vendors	SELECT PERSONALISED CON...	INFORMATION STORAGE AND ...	PERSONALISATION	AD SELECTION, DELIVERY, R...	CONTENT SELECTION, DELIV...
BeeswaxIO Corporation	Not Applicable	User Consent	User Consent	User Consent	User Consent
Jvov Corporation	User Consent	User Consent	User Consent	User Consent	User Consent

[+ Add Vendor](#) [+ Add Custom Purpose](#) [Manage Stacks](#)

< 1 >

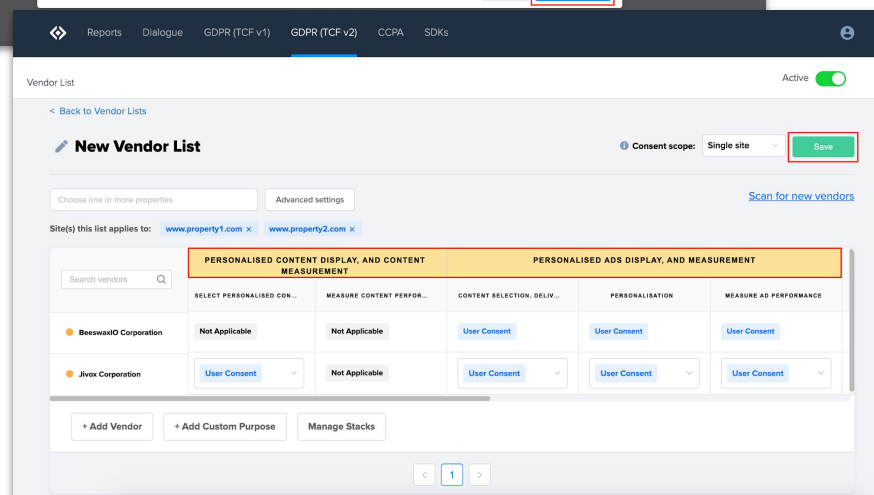
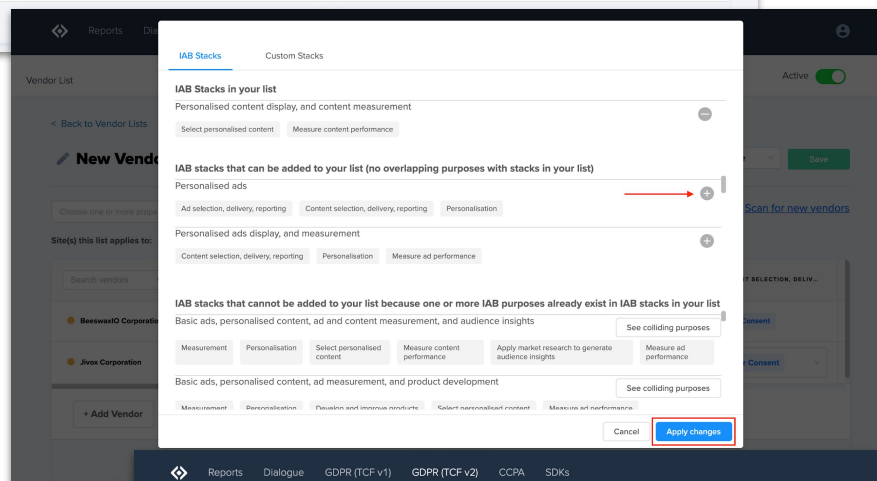
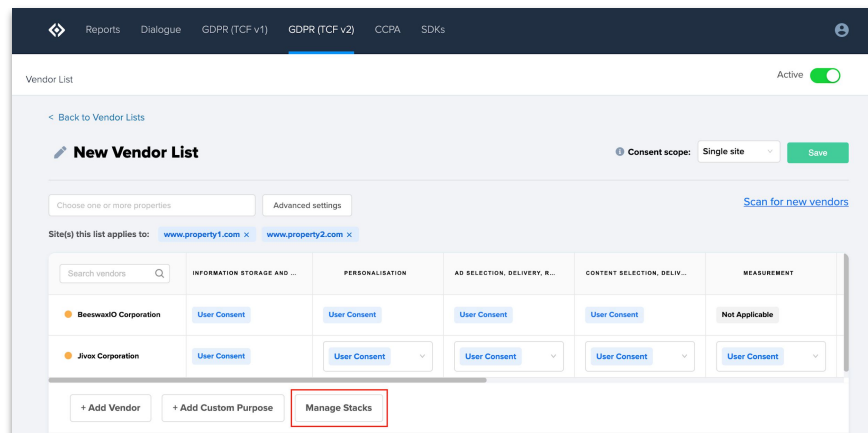
# VENDOR LIST

- After selecting vendors, you can now customize your list
- Toggle the vendor list to Active
- Set Consent Scope
  - Single site - Consent will only be set for the site a user has consented on
  - Shared site - Consent will be shared across all sites within your account
  - Global IAB - Utilizes consent through the IAB framework, setting all consent globally through their network of sites
- Purposes will be automatically assigned for IAB vendors
  - If a vendor has declared both consent & legitimate interest for a particular purpose, you have the ability to select which you'd like to show
- Save the vendor list by clicking **Save**



# MANAGE STACKS

- Purpose “Stacks” enable Publishers to present granular purposes in a simplified manner, without depriving users of more granular information and choice
  - For example, “Basic ads” + “Personalized ads profile” + “Show personalized ads” + “Ad measurement” combine into the “Personalised ads, and ad measurement” stack
- Select the stacks that apply by clicking the + sign
- Click Apply changes to save Stacks
  
- Selected Stacks will automatically assign to the appropriate purposes
- Click Save



# CUSTOM STACKS

The screenshot illustrates the process of creating and managing custom stacks in the Sourcepoint interface. The top portion shows a modal for creating a new stack, with numbered steps 1 through 7 highlighting key actions: selecting the 'Custom Stacks' tab, naming the stack, selecting custom purposes, creating a new custom purpose, and clicking 'Apply changes'. The bottom portion shows the 'New Vendor List' page, where a table lists vendors and their associated custom purposes under a 'CUSTOM STACK 1' header. The table includes columns for 'CUSTOM PURPOSE #1', 'CUSTOM PURPOSE #2', and 'CUSTOM PURPOSE #3', with dropdown menus for each. The 'BeeswaxIO Corporation' and 'Jivox Corporation' are listed as vendors, with their respective custom purposes set to 'Not Applicable' or 'User Consent'.

			CUSTOM STACK 1		
			CUSTOM PURPOSE #1	CUSTOM PURPOSE #2	CUSTOM PURPOSE #3
BeeswaxIO Corporation	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Jivox Corporation	User Consent	User Consent	Not Applicable	Not Applicable	Not Applicable

- Custom Stacks enable Publishers to present their custom purposes in a simplified manner, without depriving users of more granular information and choice
- Under Manage Stacks, select the Custom Stacks tab
- Name the custom stack
- Select the custom purpose(s) that will be a part of the custom stack
  - Optional: create and add custom purposes while creating custom stacks
- Click Create Custom Stack and Apply Changes
  
- You'll see the custom purposes now live under the custom stack
- Ensure vendors have been associated with the custom purposes
- Click Save

The screenshot shows the 'IAB Stacks' configuration interface. A modal dialog is open with the following text:

Cannot add Basic ads, personalised content, ad and content measurement, and audience insights stack. Purpose Select personalised content and Measure content performance already exist in Personalised content display, and content measurement stack.

The dialog also features a 'See colliding purposes' button. In the background, the interface lists various stacks with their purposes. One stack is highlighted with a red box around its 'See colliding purposes' button, and a red arrow points from this button to the modal dialog.

**IAB Stacks in your list**  
Personalised content display, and content measurement  
Select personalised content Measure content performance

**IAB stacks that can be added to your list (no overlapping purposes with stacks in your list)**  
Personalised ads  
Ad selection, delivery, reporting Content selection, delivery, reporting Personalisation  
Personalised ads display, and measurement  
Content selection, delivery, reporting Personalisation Measure ad performance

**IAB stacks that cannot be added to your list because one or more IAB purposes already exist in IAB stacks in your list**  
Basic ads, personalised content, ad and content measurement, and audience insights  
Measurement Personalisation Select personalised content Measure content performance Apply market research to generate audience insights Measure ad performance  
Basic ads, personalised content, ad measurement, and product development  
Measurement Personalisation Develop and improve products Select personalised content Measure ad performance

Buttons: Cancel, Apply changes

# COLLIDING PURPOSES

- While selecting stacks, you may be unable to select certain sets of stacks together based on their underlying purposes overlapping
- You can click See Colliding Purposes for an explanation on why two (or more) stacks cannot be selected together

# VENDOR TYPES

Vendor List Privacy Manager Subject Access Requests Active

< Back to Vendor Lists

**New Vendor List** Consent scope: Single site Save

Choose one or more properties Do Not Sell settings Advanced settings Scan for new vendors

Properties this list applies to: [www.property2.com](http://www.property2.com)

Search vendors	ADS	ANALYTICS	MISCELLANEOUS
Google Analytics	User Consent	Not Applicable	Not Applicable
Google Tag Manager	Not Applicable	Not Applicable	Not Applicable
PulsePoint, Inc.	Not Applicable	User Consent	Not Applicable
The Trade Desk	Not Applicable	Not Applicable	User Consent

+ Add Vendor + Add Purpose

## IAB

- Vendors that participate in IAB's TCF v2 for GDPR
- Will automatically pick up consent signals using IAB framework
- Purposes will automatically be assigned within vendor lists
- Marked with **yellow orange dot** in vendor lists

## NON-IAB

- Vendors that do not participate in IAB's TCF v2 for GDPR
- Will require custom consent signaling through Sourcepoint's [consent and reject actions](#)



05



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PRIVACY  
**MANAGER**

### Privacy Manager

**PURPOSES**    FEATURES    SITE VENDORS

**Purposes**

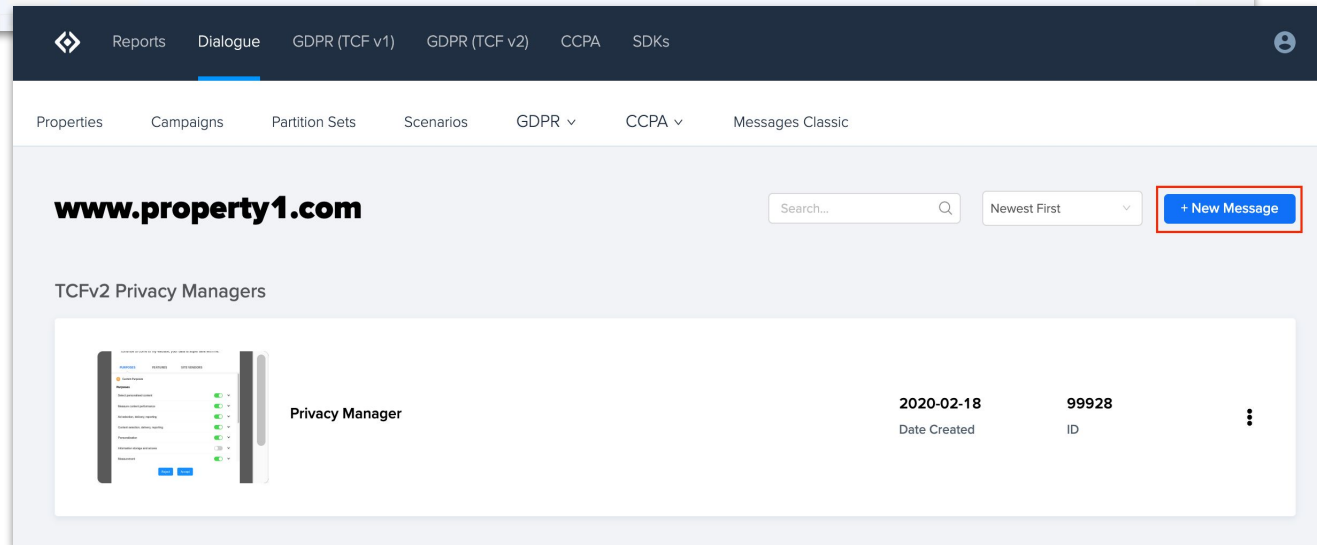
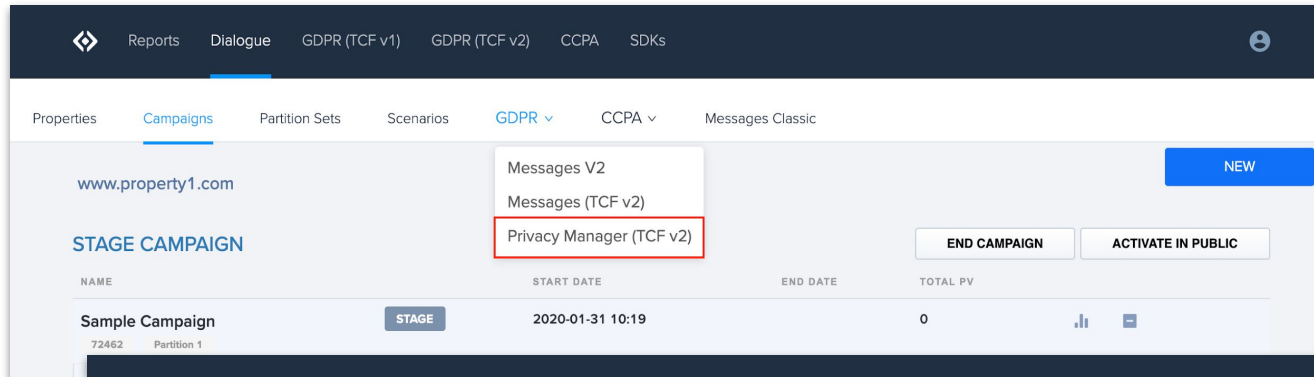
Select personalised content	<input checked="" type="checkbox"/>	▼
Select basic ads	<input checked="" type="checkbox"/>	▼
Create a personalised content profile	<input checked="" type="checkbox"/>	▼
Measure ad performance	<input checked="" type="checkbox"/>	▼
Create a personalised ads profile	<input checked="" type="checkbox"/>	▼
Select personalised ads	<input checked="" type="checkbox"/>	▼
Measure content performance	<input checked="" type="checkbox"/>	▼
Apply market research to generate audience insights	<input checked="" type="checkbox"/>	▼

[Privacy Policy](#)

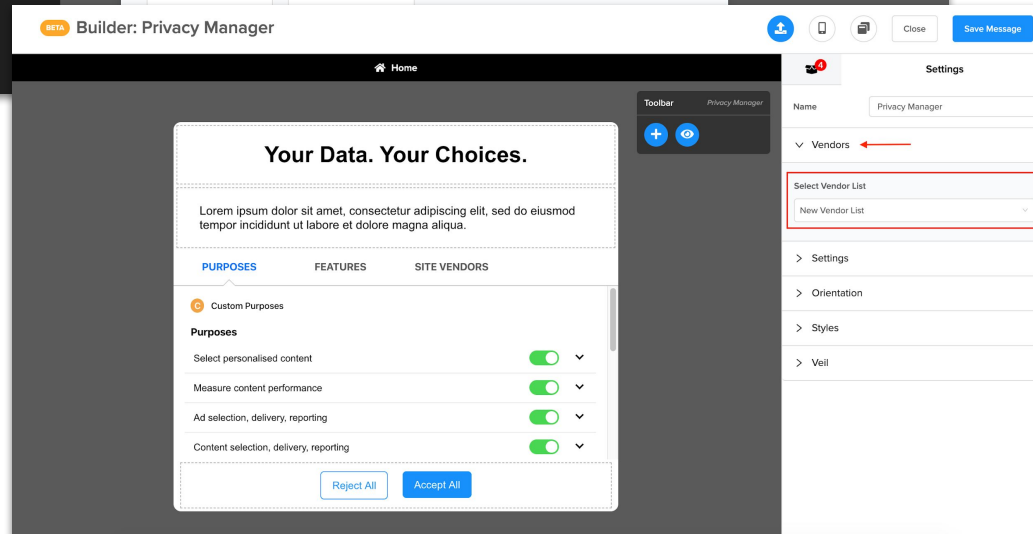
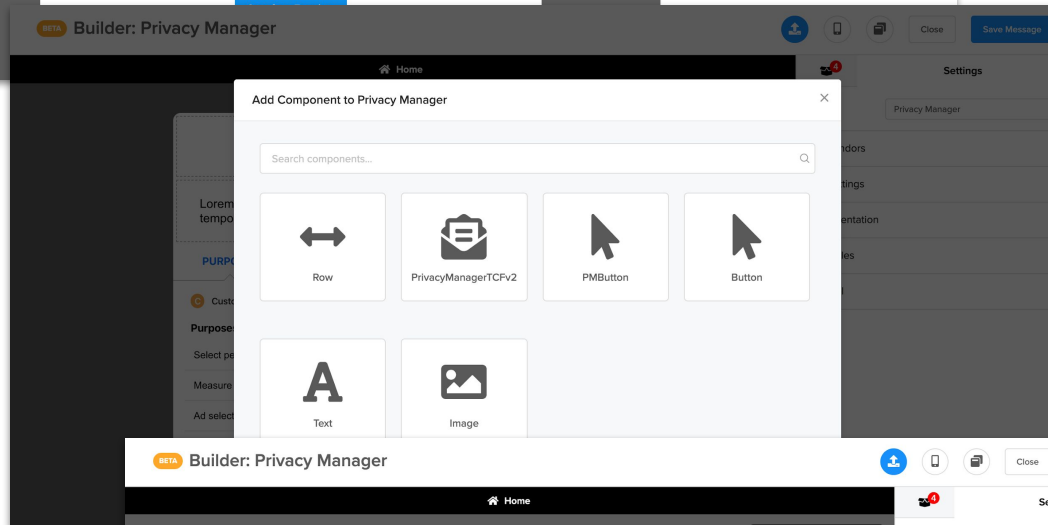
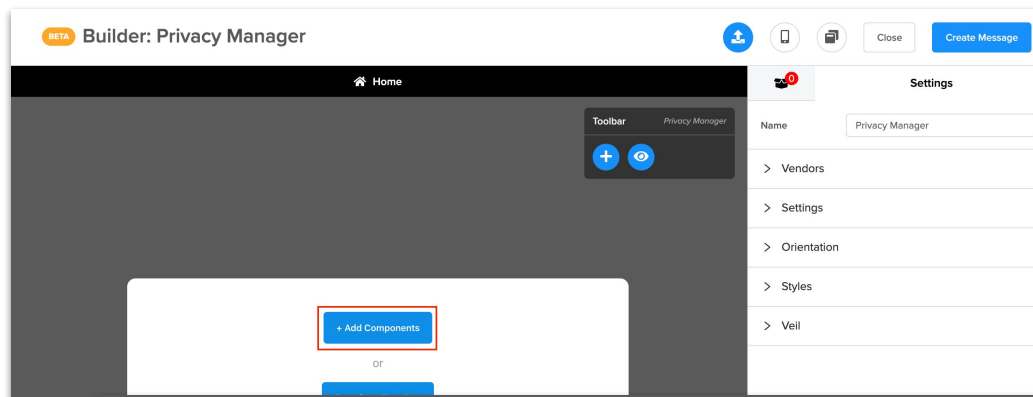
# PRIVACY MANAGER

The Privacy Manager allows the user to view all purposes/stacks, features and third-party vendors implemented on the page. Depending on the settings, specific categories as well as the individual vendor can be deselected and saved. The Privacy Manager can be permanently displayed to the user as an iFrame, e.g. in the General Terms and Conditions. It is also possible to display a message to the user and to link to the Privacy Manager or to display a choice option (see [Message Builder](#)).

# PRIVACY MANAGER



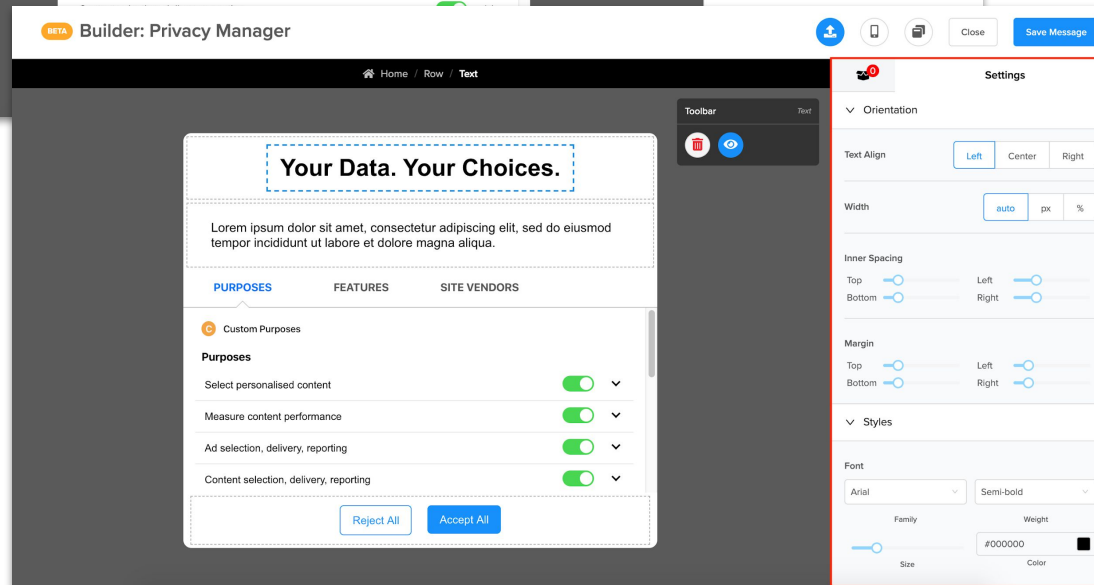
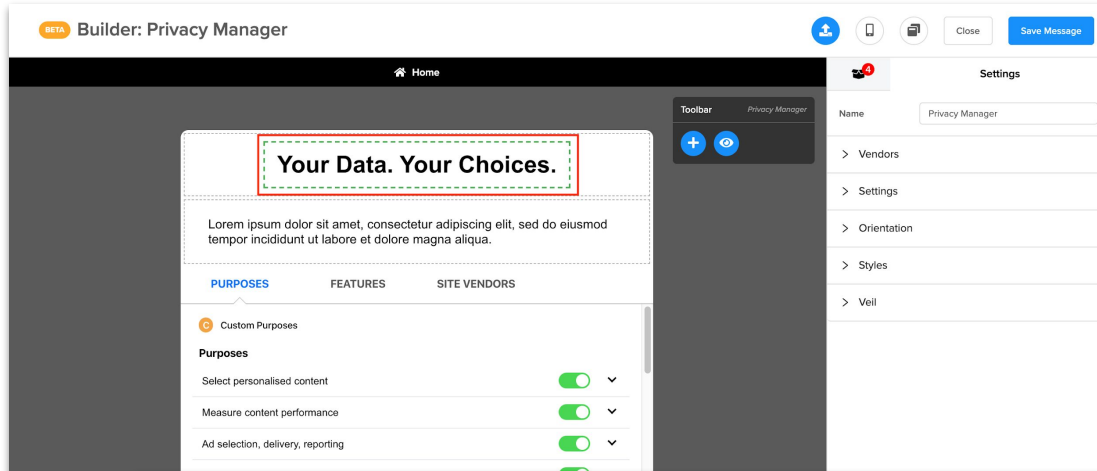
- **Privacy Managers** for TCF v2 can be found under the **GDPR** dropdown menu within Dialogue
- You have the option to create **New** privacy managers or **Edit** existing



# PRIVACY MANAGER

- Click **+Add Components** and begin selecting the layout of your Privacy Manager
- You have several options for configuring the Privacy Manager. Select what you'd like to be displayed to the user
- Link the Privacy Manager with your vendor list under **Select Vendor List**
  - **Please note:** this step is only meant to allow a preview of purposes, features, and vendors. It is not required.
- Click **Save Message** to save changes





# PRIVACY MANAGER

- Within the Privacy Manager builder, you can customize any component by selecting it and using the right hand settings menu to adjust
- In the settings menu, you can adjust the Content, Orientation (alignment, width, spacing, margin), Styles (font, size, color), Link Styles (color, underline, hover), etc.



06



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MESSAGE  
**BUILDER**



## We use cookies to give you the best experience

We and our partners require consent for the following purposes:  
Some of our partners do not ask for consent to process your data, instead they rely on their legitimate business interest. View our list of partners to see the purposes they believe they have legitimate interest for and how you can object to it.

Your choices on this site will be applied globally. You can change your settings at any time by reopening the Privacy Preferences at the bottom of the page.

Basic ads, personalised content, and ad measurement ▼

Personalised ads profile and display ▼

Content measurement, audience insights, and product development. ▼

Store and/or access information on a device ▼

[Privacy Policy](#)

MANAGE PREFERENCES

ACCEPT ALL

# MESSAGE BUILDER

The CMP Message Builder is used to create Consent Messages for your website. These messages can be customized to any page layout. You can use your own text, links, logos and images. Choice options for the Cookie Opt-In, Opt-Out and Privacy Manager can be displayed.



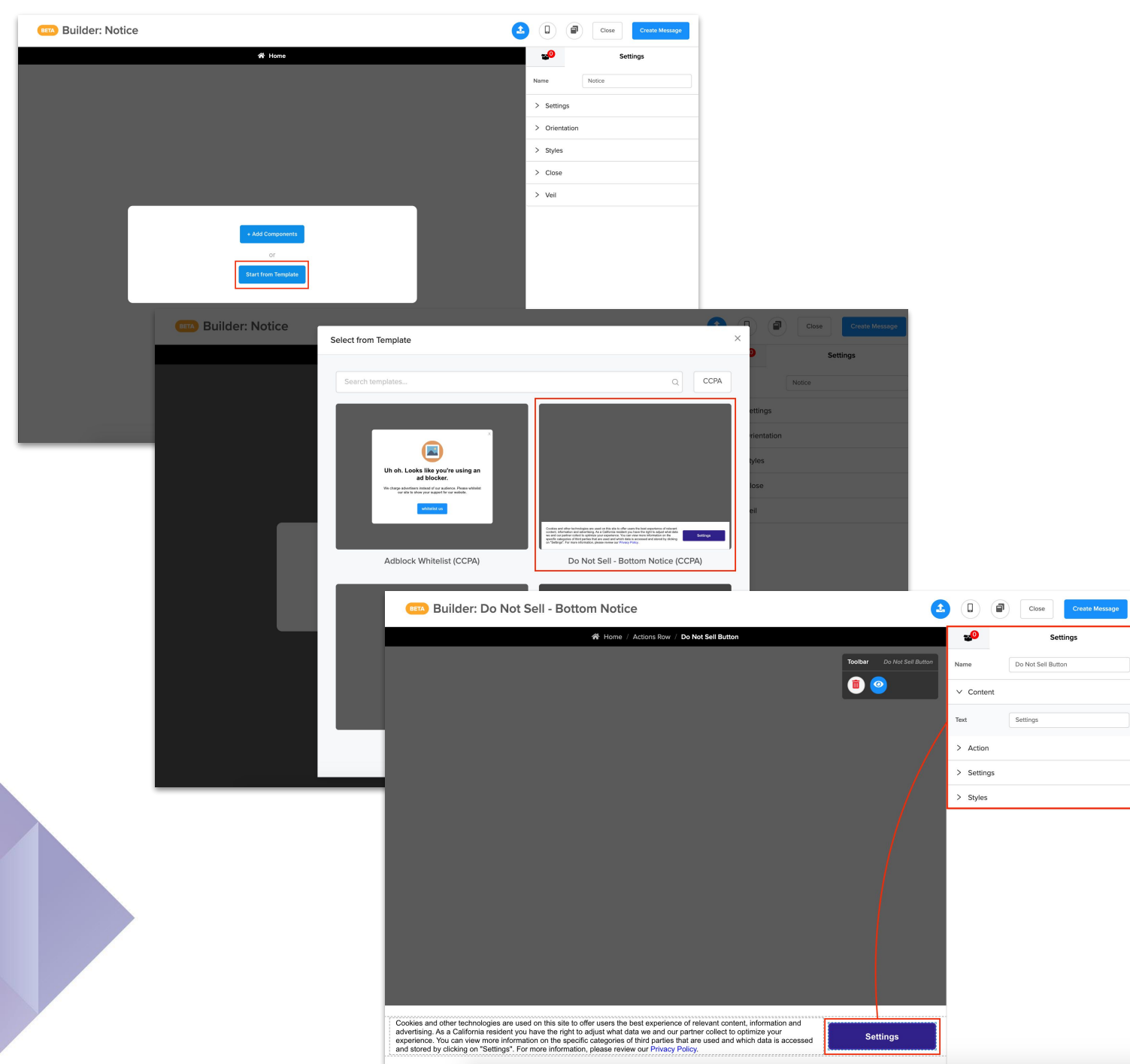
The image displays three sequential screenshots of the Sourcepoint Message Builder interface. The top screenshot shows the 'Properties' page for 'www.property1.com' and 'www.property2.com'. The middle screenshot shows the 'Campaigns' page for 'www.property2.com' with a dropdown menu open, highlighting 'Messages (TCF v2)'. The bottom screenshot shows the 'Draft Notices' page for 'www.property2.com' with a '+ New Message' button and a context menu for a draft notice.

# MESSAGE BUILDER

- The Message Builder can be found under the **Dialogue** menu
- First, select a property on which the Consent Messages are to be displayed
- GDPR messages for TCF v2 will be built under the GDPR dropdown menu - select **Messages (TCF v2)**
- Within the TCF v2 message builder, you can create **+New Messages** or **Edit, Copy,** or **Delete** existing messages

# MESSAGE BUILDER

- You have the option to create a message from scratch by clicking **+Add Components** or utilize an existing layout by clicking **Start from Template** (recommended)
- Select a Template and then begin customizing your message by selecting an element within the message and using the message editor on the right side of the page



# MESSAGE BUILDER

When setting up your message, make the following selections/inputs:

- **Message Name** - Create a message name
- **Message Type** - Modal, Top, Bottom, Inline
- **Disable Scrolling** - Toggle on or off
- **Orientation** - Message width, height, padding
- **Styles** - Message background color, border size and color, corner rounding
- **Close** - Toggle ability to exit on or off, alignment, style, font and color
- **Veil** - Toggle veil / overlay on or off, color, opacity

For each element on the page, you can determine:

- **Width**
- **Height**
- **Alignment** (horizontal & vertical)
- **Spacing** (padding & margin)
- **Styles** (color, font, size, background color, border, etc.)
- **Content** (text displayed)
- **Action** (choice options, privacy managers, etc.)

BETA Builder: Do Not Sell - Bottom Notice

Home / Actions Row / Message Body / Message Text

Toolbar Message Text

Settings

Name Message Text

Content

I U B L R S G M PM

Cookies and other technologies are used on this site to offer users the best experience of relevant content, information and advertising. As a California resident you have the right to adjust what data we and our partner collect to optimize your experience. You can view more information on the specific categories of third parties that are used and which data is accessed and stored by clicking on "Settings". For more information, please review our [Privacy Policy](#).

Orientation

Text Align Left Center Right

Width auto px %

Inner Spacing

Top Left Bottom Right

Margin

Top Left Bottom Right

Settings

Cookies and other technologies are used on this site to offer users the best experience of relevant content, information and advertising. As a California resident you have the right to adjust what data we and our partner collect to optimize your experience. You can view more information on the specific categories of third parties that are used and which data is accessed and stored by clicking on "Settings". For more information, please review our [Privacy Policy](#).

# MESSAGE BUILDER

## ● Message Text Content & Style

- Selecting the message text box within the message will allow you to edit it's contents and styles in the right hand editor panel
- The copy can be updated at any point in the content Content editor
- Additional style and formatting changes can be made in the right hand editor panel

BETA Builder: Do Not Sell - Bottom Notice

Home / Actions Row / Message Body / Message Text

Toolbar Message Text

Settings

Text Align Left Center Right

Width auto px %

Inner Spacing

Top Left Bottom Right

Margin

Top Left Bottom Right

Styles

Font

Family Arial Normal

Weight

Size #000000 Color

Links

Link Style

Normal #0000FF #0000FF Underline?

Weight Color Underline?

Hover Style

Normal #0000FF #0000FF Underline?

Weight Color Underline?

Settings

Cookies and other technologies are used on this site to offer users the best experience of relevant content, information and advertising. As a California resident you have the right to adjust what data we and our partner collect to optimize your experience. You can view more information on the specific categories of third parties that are used and which data is accessed and stored by clicking on "Settings". For more information, please review our [Privacy Policy](#).

BETA Builder: Do Not Sell - Bottom Notice

Home / Actions Row / Do Not Sell Button

Toolbar Do Not Sell Button

Settings

Name Do Not Sell Button

Content

Text Settings

Action

Choice Option Show Privacy Manager

Privacy Manager Sample Privacy Manager

Default PM Tab Purposes

Overrides

Settings

Width auto px %

Padding

Top Left Bottom Right

Margin

Top Left Bottom Right

Settings

Cookies and other technologies are used on this site to offer users the best experience of relevant content, information and advertising. As a California resident you have the right to adjust what data we and our partner collect to optimize your experience. You can view more information on the specific categories of third parties that are used and which data is accessed and stored by clicking on "Settings". For more information, please review our [Privacy Policy](#).

# MESSAGE BUILDER

- **Choice Option** – Here you can select what should be displayed to users when they click an action button. There are four choices relevant to **GDPR TCF v2**:
  - **Show Privacy Manager** - Shows the Sourcepoint Privacy Manager to users so they can view and customize consent for your purposes/stacks, features, and/or vendors
  - **Accept All** - Allows the user to grant consent to all
  - **Reject All** - Allows the user to reject consent to all
  - **Dismiss Message** - Closes the message





07



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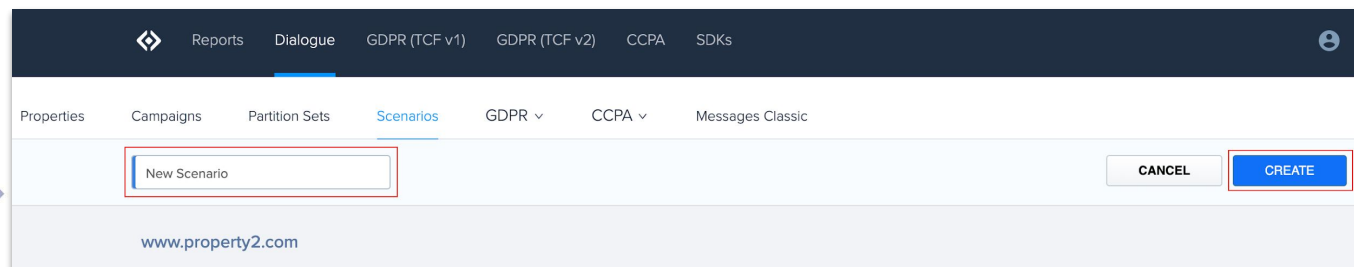
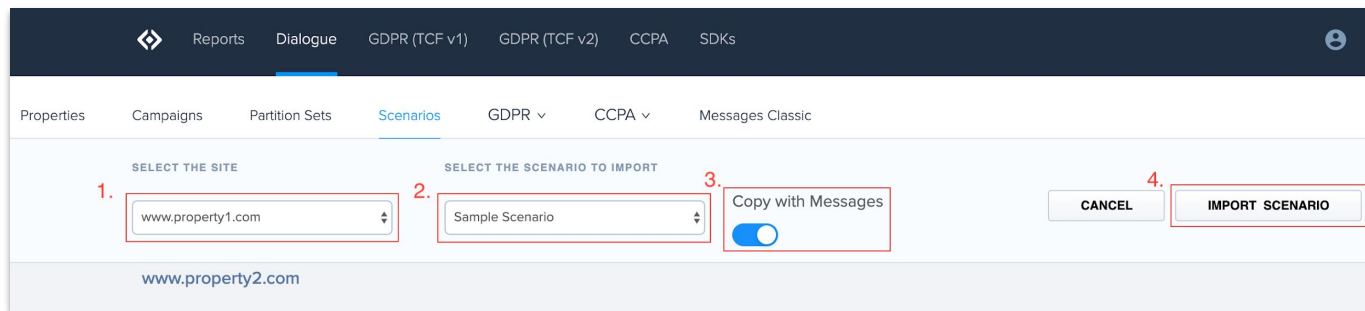
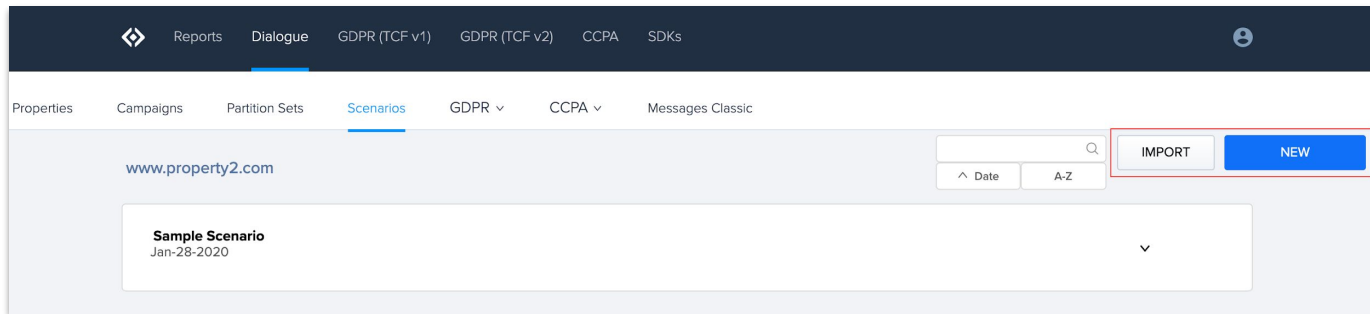
SCENARIO  
**BUILDER**



# SCENARIO BUILDER

The Scenario Builder is used to target messages to specific audiences. Usually targeting is set with the parameters Country, Referrer, Search/Social, Device, Adblock, Key Value or Consent Gate. You can also set a frequency capping or a delay.

# SCENARIO BUILDER



- To create or edit a scenario, click the **Scenarios** button
- You can either **Import** an existing scenario from another property or create a **New** scenario
- **To Import:**
  - Click Import
  - Select a property to import from, a scenario to import, whether to copy messages while importing
  - Click IMPORT SCENARIO
- **To Create New:**
  - Click New
  - Name the Scenario
  - Click CREATE

# SCENARIO BUILDER

Once the Scenario exists for the property:

- Click the down arrow to expand the scenario builder
- Click **+Add a step**
- Click **+add an event**

- In the dropdown menu, choose between the **Condition**, **Message** and **Delay** options and then select one of the categories listed
- In the next step, you can specify which action is to be performed
- Any number of steps and conditions can be added
- Click the blue **Save** button on each step
- Click green **Save** button for the entire Scenario

NOTE: No plausibility check is performed.

The image displays two screenshots of the Scenario Builder interface. The top screenshot shows the initial state where a new scenario is being created. The interface includes a header with navigation tabs (Reports, Dialogue, GDPR (TCF v1), GDPR (TCF v2), CCPA, SDKs) and a sub-header with tabs (Properties, Campaigns, Partition Sets, Scenarios, GDPR, CCPA, Messages Classic). A search bar and 'IMPORT' and 'NEW' buttons are visible. The main area shows a 'New Scenario' form with the date 'Feb-13-2020' and a red arrow pointing to a dropdown menu. Below the form, a '+ Add a step' button is highlighted with a red box. The bottom screenshot shows the scenario builder expanded. The 'New Scenario' form is still present. Below it, a step is added with a condition 'States In CA' and a message 'Show Message Always: Do Not Sell - B...' highlighted with a red box. A '+ Add a step' button is also visible. At the bottom right, a green 'Save' button is highlighted with a red box.

# SCENARIO BUILDER

## Explanation of the individual scenario conditions on Consent Gate:

- **Consented to all** – User has given consent for all providers and categories in the vendor list.
  - **Not Rejected Any** – User has not rejected any vendors or categories from the vendor list.
  - **Rejected Any** – (unlike **Not Rejected Any** ) – User has rejected at least one or more vendors or categories from the vendor list.
  - **Consented to Any** – User has accepted one or more vendors or categories from the vendor list.
  - **Not consented to all** – User has not consented to each vendor or category from the vendor list.
- **No Action** – The user has not yet given Consent.
  - **Consented to all** – The user has given their Consent via the Cookie Message (Option **Accept all**).

**Note** - Agreement of Consent does not always have to be given on the basis of a message or the Privacy Manager. There may also be an automatic opt-in if agreed with the company's privacy officer.

The screenshot shows the Sourcepoint Scenario Builder interface. The top navigation bar includes 'Dashboard', 'Reports', 'Dialogue', and 'Consent'. Below this, there are tabs for 'sites', 'campaigns', 'partition sets', 'scenarios', and 'messages'. The 'scenarios' tab is active, and the site 'www.demo.de' is selected. The interface displays a list of scenarios for a 'Consent Demo' message, dated 'Aug-18-2018'. Three scenarios are visible:


Step	Targeting	Consent Status	Message Rule	Action
1	Countries In allEU	Consent: No Action	Show Message Always: Consent Demo	+ add an event
2	Countries In allEU	Consent: Rejected To All	Show Message Always: rejected Consen...	+ add an event
3	Countries Not In allEU	Consent: No Action	Show Message Once: outside EU - Co...	+ add an event

At the bottom, there are buttons for '+ Add a step', 'Close', and 'Save'.

# SCENARIO BUILDER

**Scenario Builder GDPR** example use case:

- **Step 1** – Targeting to all EU countries, user has not given Consent, display **Consent Demo** message at every page view.
- **Step 2** – Targeting to all EU countries, user has rejected Consent, display **rejected Consent Demo**, message at every page view.
- **Step 3** – Targeting to all countries outside the EU, user has not submitted a Consent, display **outside EU Consent Demo** message at every page view.



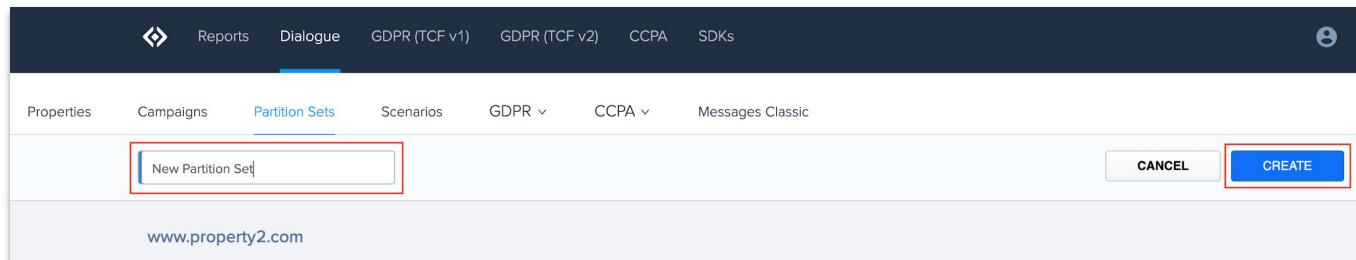
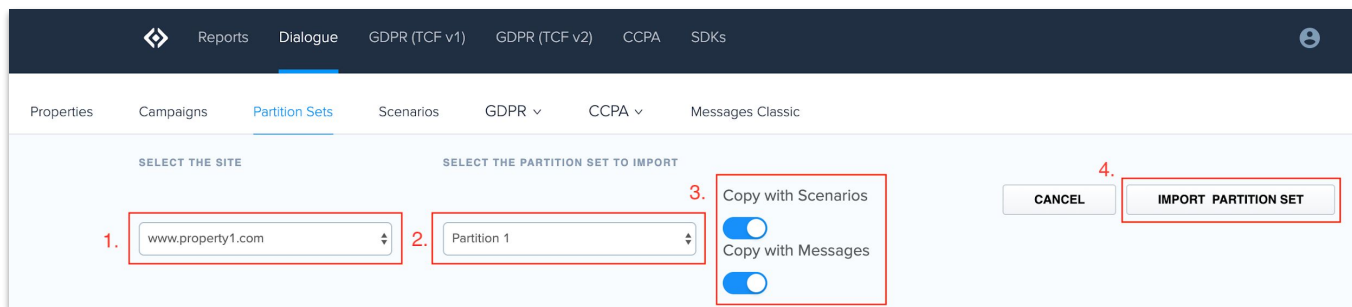
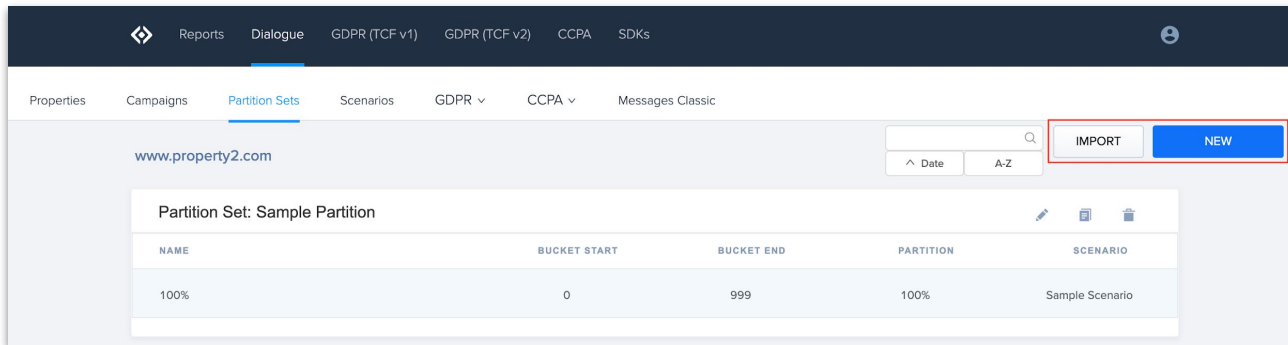
08



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PARTITION  
**SETS**

# PARTITION SETS



- To create or edit a Partition Set, click **Partition Sets**
- You can either **Import** an existing partition set from another property or create a **New** partition set
- **To Import:**
  - Click Import
  - Select a property to import from, a partition set to import, and whether to copy scenarios and/or messages while importing
  - Click IMPORT PARTITION SET
- **To Create New:**
  - Click New
  - Name the PARTITION
  - Click CREATE



# PARTITION SETS

Once the Partition Set exists:

- Click the pencil icon to the right of the new scenario
- Click **+ADD PARTITION**
- Name the partition(s)
- Enter the **Bucket Start** and **Bucket End** numbers (from 0 - 999)
  - Can implement A/B Testing by creating multiple partitions within a partition set
    - Group A = 0-499
    - Group B = 500-999
- Select a scenario from the **SCENARIO** dropdown
- Click **SAVE**

The screenshot shows the 'Partition Sets' configuration page for 'www.property2.com'. A table lists one partition set:

NAME	BUCKET START	BUCKET END	PARTITION	SCENARIO
100% Partition			100%	New Scenario

Numbered callouts indicate the following steps: 1. Pencil icon to edit the scenario; 2. Name field; 3. Bucket Start field; 4. Bucket End field; 5. Scenario dropdown; 6. Save button.

The screenshot shows the 'Partition Sets' configuration page for 'www.property2.com' with two partition sets:

NAME	BUCKET START	BUCKET END	PARTITION	SCENARIO
A/B Test Partition				
Group A	0	499	50%	New Scenario
Group B	500	999	50%	Sample Scenario

Buttons at the bottom include '+ ADD PARTITION', 'CANCEL', and 'SAVE'.

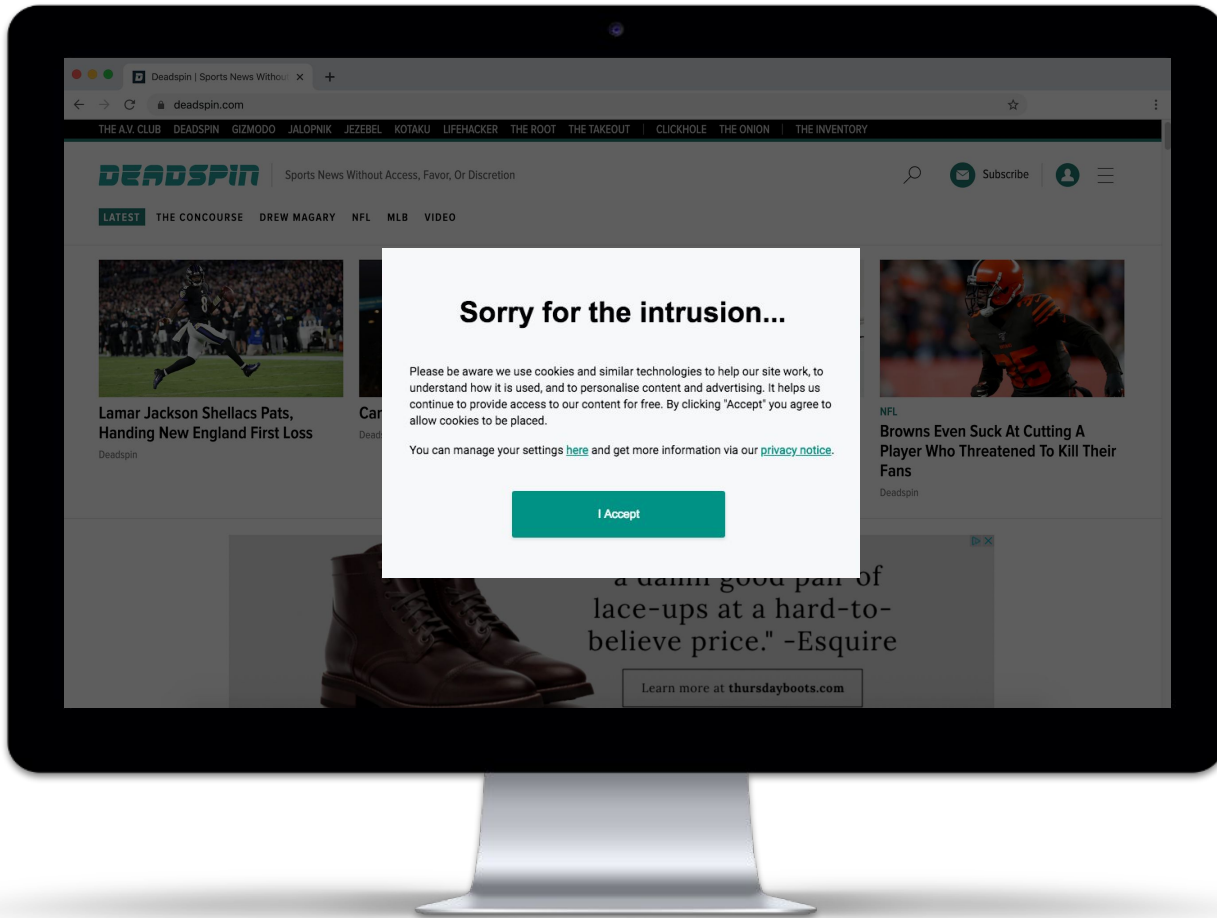


09



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CAMPAIGN  
**SETUP**

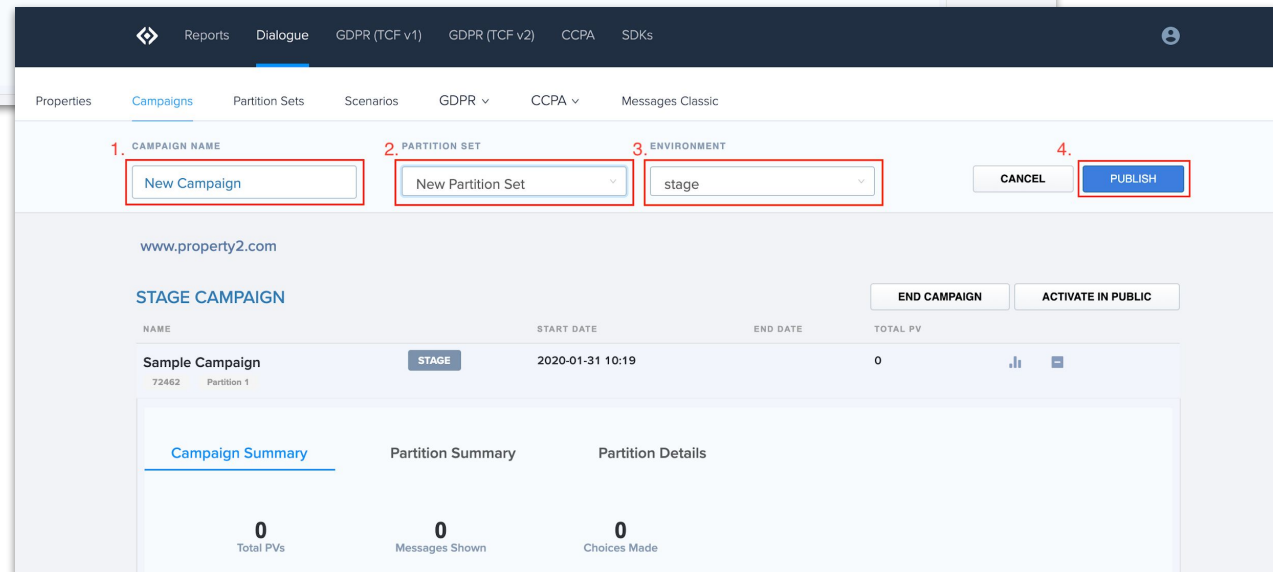
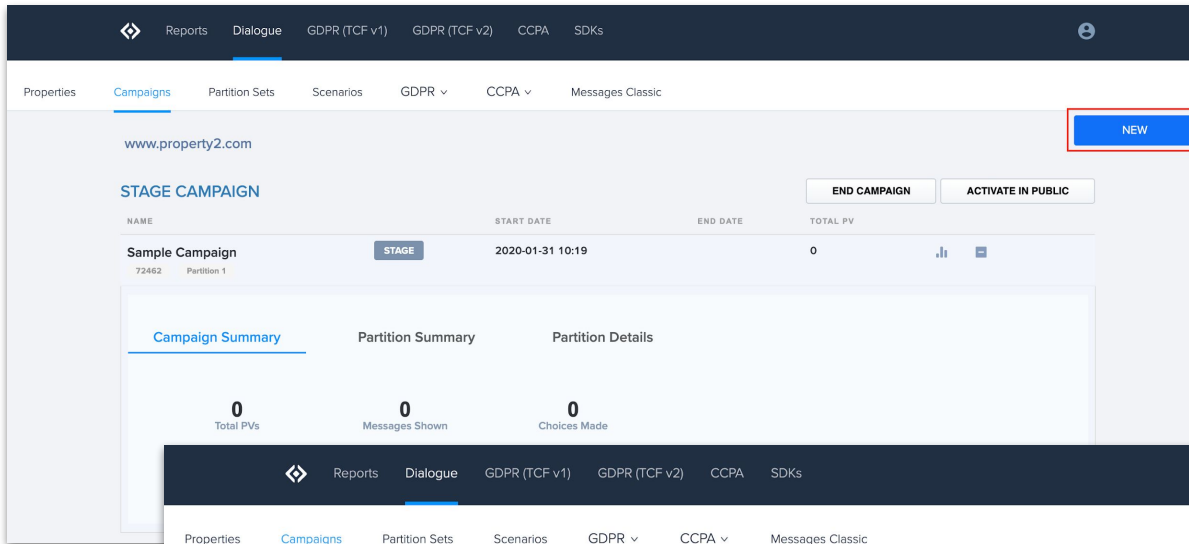



# CAMPAIGN SETUP

If all required settings have been made under the **consent, messages, scenarios and partition sets** menus, a campaign can be started. This will display the Consent Messages to the user on your website.

# CAMPAIGN SETUP

- Go to **Campaigns** and click **NEW**
- Enter a **CAMPAIGN NAME**
- Select a **PARTITION SET**
- Select an **ENVIRONMENT**
  - stage = preview campaign
  - production = live campaign
- Click **PUBLISH**





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REPORTING  
**TOOL**

Reports Dialogue GDPR (TCF v1) CCPA

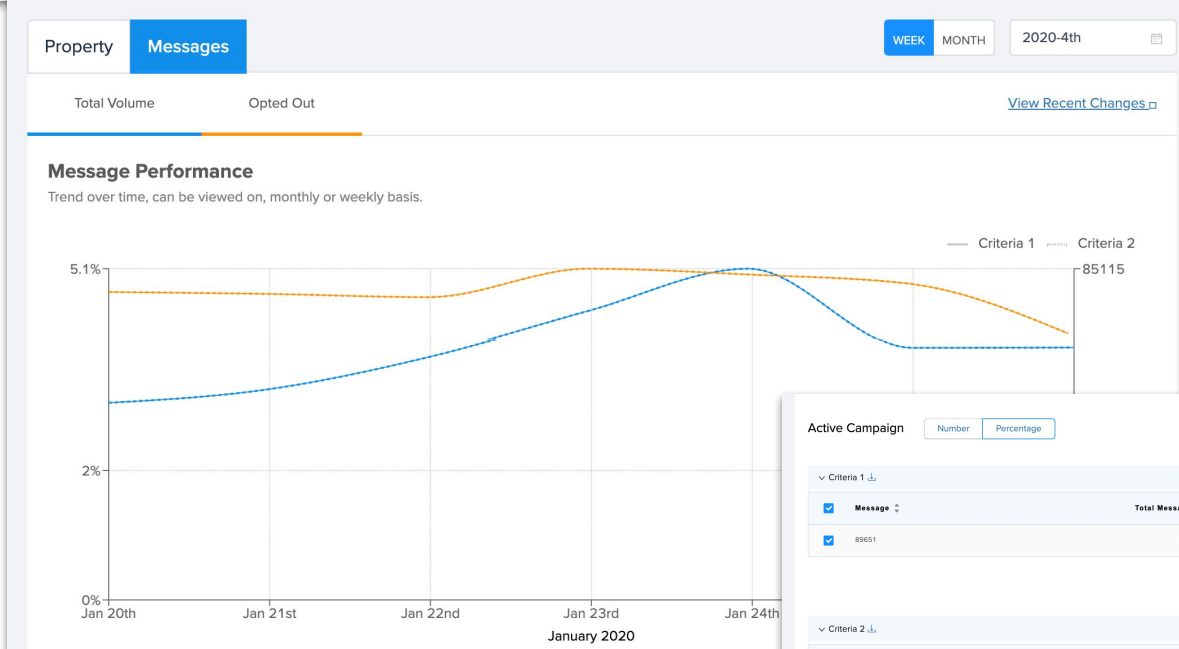
Dashboard Ad Block Report Whitelist Report GDPR Performance **CCPA Performance** Data Request Request a Report

Properties: Select Properties (Choose one or more properties)

Regions: All Devices: All Browsers: All OS Family: +

Criteria 1: \*.site.com All Regions All Devices All Browsers All OS Families

Criteria 2: \*.site.com United States All Devices All Browsers All OS Families

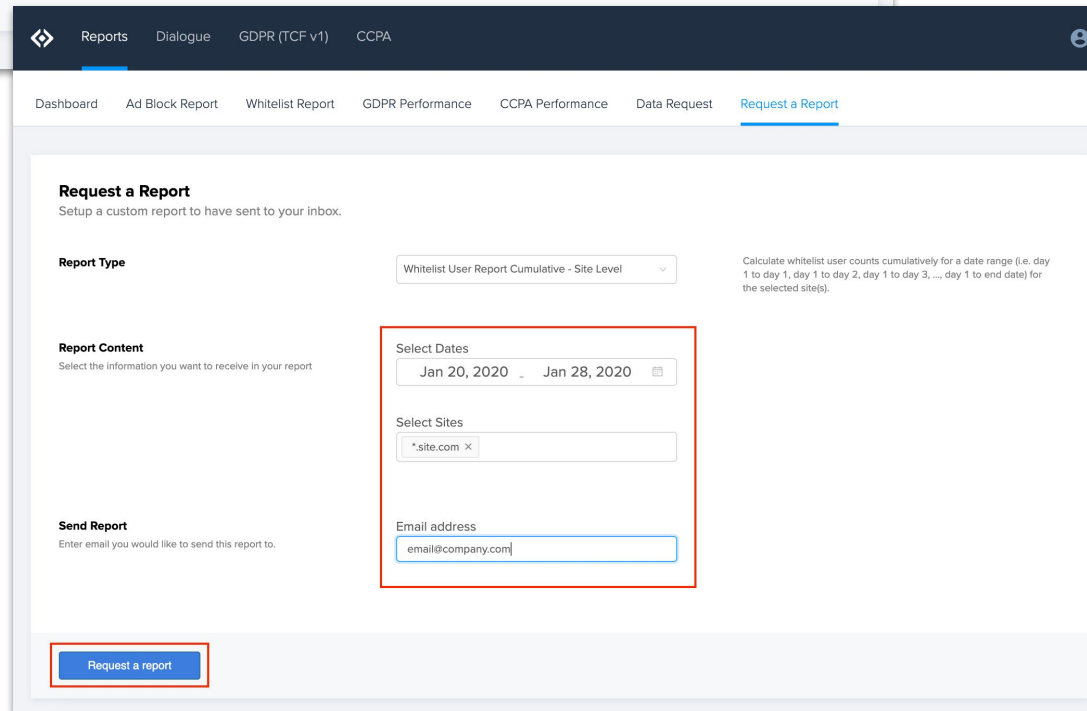
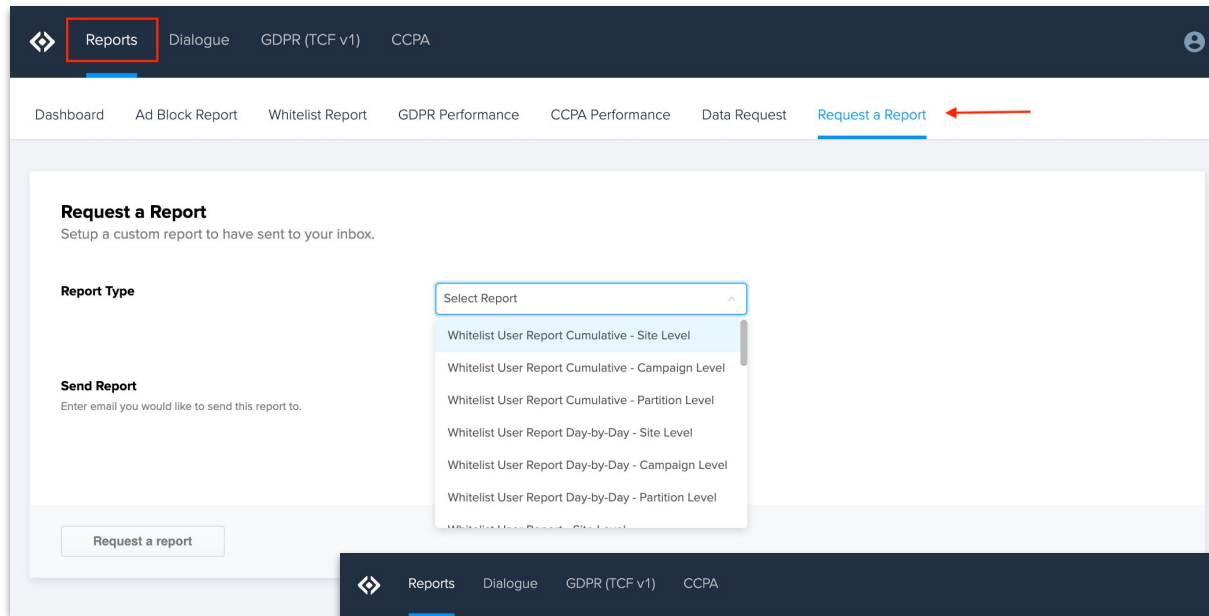


Active Campaign Number Percentage Compare Messages Search Messages

Message	Total Messages	Opted Out	Action
Criteria 1			
<input checked="" type="checkbox"/> 89651	457,306	4.74%	Need Action
Criteria 2			
<input checked="" type="checkbox"/> 89651	457,306	4.74%	Need Action

# REPORTING TOOL

- The **Reports** menu contains a large number of different reports.
- Under **consent report** you will find a current day-by-day report. This contains all page views where the user has given their consent.



# REPORTING TOOL

- Under **request a report** you can generate a variety of detailed reports such as the **Whitelist Report** or **Adblock Rate Report** on a **daily basis**.
- Reports can be requested at the:
  - **Site Level**
  - **Campaign Level**
  - **Partition Level**
- Reports will be sent to the email address entered under the **Send Report** section

# Thank you!

