

User Consent Management: Cross-Tech Enablement



THE CHALLENGE

- Clients using Microsoft Clarity were facing a fixed deadline of 31 October to upgrade their consent signals – a critical requirement to **meet updated privacy and compliance standards**.
- Meeting this deadline called for a **bespoke solution**. Off-the-shelf integrations proved insufficient and Google Consent Mode alone could not fully support Clarity's consent requirements.
- To address this, we implemented the **Microsoft Clarity Consent API** via **Google Tag Manager** (GTM), bridging the gap between Clarity and OneTrust, the clients' Consent Management Platform (CMP). This approach ensured full compliance without compromising the data quality or the user experience.
- By combining strategic planning with a tailored technical solution, we met the deadline and **delivered a robust, future-ready** consent management setup for our clients.

THE SOLUTION

We implemented a five-step approach to resolve all challenges:

1. Identified the client's GTM structure and verified Clarity tags.
2. Analysed the OneTrust CMP, including cookie categories and consent variables.
3. Mapped OneTrust to GTM variables and the Clarity Consent API.
4. Developed a Custom HTML Tag in GTM to retrieve consent values, map them to the Clarity API, and send clarity ('consent', true/false) signals based on user choice.
5. Ensured tag sequencing and updated the Clarity dashboard to trigger signals after the library loaded and disable default cookie settings.

THE OUTCOMES

- Consent signals for Microsoft Clarity were upgraded and **live ahead of deadline**.
- Accurate, consent-driven data collection was **restored** across all implementations.
- **Full compliance** with updated privacy requirements was achieved.
- Most importantly, a **scalable, future-proof consent framework** now underpins ongoing Analytics activity.

“ Thank you very much for your help...Your team made the implementation of the Microsoft Clarity consent API via Google Tag Manager smooth and straightforward. I really appreciate the clear guidance and quick turnaround! ”

Client Lead at TEVA