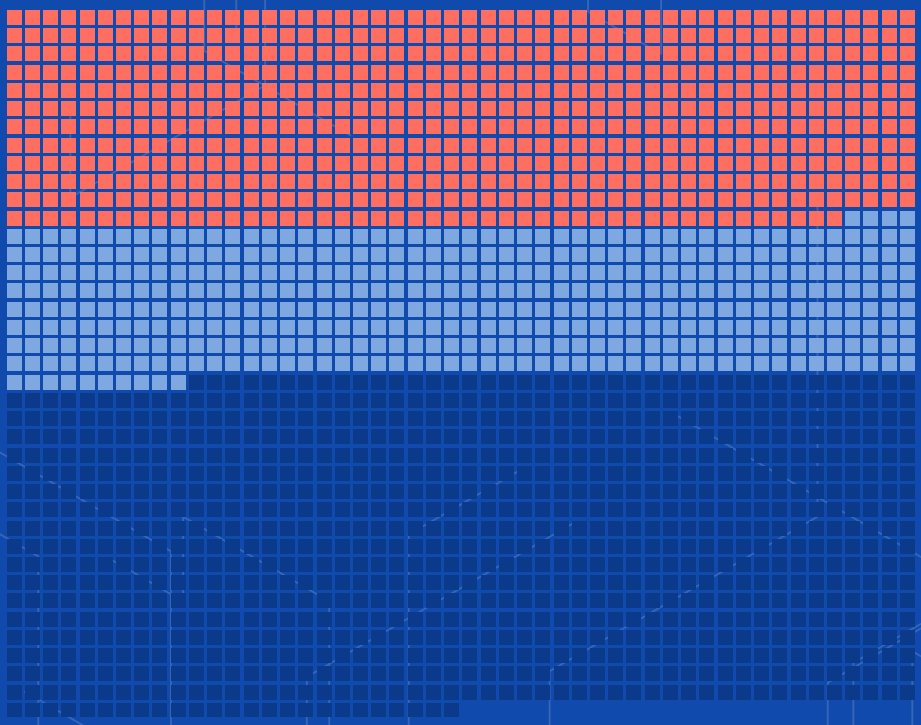
cloud nine digital

RESEARCH

# Consent Research 2026

On 596 of the 1,925 domains examined across six commercial sectors, tracking begins before the visitor has chosen anything.

Cookie consent on 2,450 domains of large Dutch organisations, measured on 5 October 2026




Cloud Nine Digital, October 2026

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**READ IN FIVE MINUTES**

Chapter 2 gives the summary and chapter 3 the figures on a single page. Chapter 10 sets out the method and chapter 11 gives the definitions. Appendices A and B give the full distributions by sector.

# 2 Executive summary

**On 5 October 2026 we opened the homepage of 2,450 domains belonging to large Dutch organisations. We clicked on nothing and recorded what was already happening in that state.**

### KEY FINDINGS

1. On 596 of the 1,925 domains in the six commercial sectors, a marketing cookie was already in place or a request carrying an online identifier was already going to an advertising party. That is 31%.
2. On 382 of those same 1,925 domains we observed concrete browser storage or a request with an online identifier alongside the loaded tag. That is 20%.
3. On 457 of the 545 domains where we could establish it, the cookie banner was still visible on screen at that moment. That is 84%.
4. On 915 of the 1,925 domains in the six commercial sectors we observed nothing before the visitor chooses. That is 48%.
5. On 6 of the 301 local government domains, tracking begins before the visitor chooses. That is 2%.

For anyone responsible for marketing, this means the consent question and the execution of it can stand apart from each other. On the 457 domains where the banner was still visible, the question worked as intended. What happened behind it did not follow that question. A check on the presence of a banner therefore says little about what actually happens before a visitor chooses.

For anyone responsible for privacy, this means the outcome per domain varies widely within the same sector and with the same type of consent platform. Across the six commercial sectors the share ranges from 23% in healthcare and in financial services to 47% in travel. On domains with a consent platform the share was higher in several sectors than on domains where we observed no platform. That association says nothing about cause.

CHAPTER 3

# Key findings at a glance

## 31%

of the 1,925 domains in the six commercial sectors start tracking before the visitor chooses.

596 of 1,925

## 20%

of those same domains can be established at the strictest level of evidence, with a confirmed cookie or identifier.

382 of 1,925

## 48%

of those same domains show nothing before the visitor chooses.

915 of 1,925

## 84%

of the domains where tracking started too early and where we could observe the banner still showed that banner at that moment.

457 of 545

## 47%

in travel against **23%** in healthcare and in financial services: the difference between the highest and the lowest commercial sector.

103 of 221 against 109 of 468 and 63 of 270

## 2%

of the 301 local government domains start tracking before the visitor chooses.

6 of 301

## 73%

of local government domains do put analytics in place before the visitor chooses, without marketing.

220 of 301

## 26%

of the domains without a recognised consent platform track before the visitor chooses, against 33% to 40% of the domains with a platform.

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

# 4 Why this research

**A cookie banner makes a promise. Nothing happens until the visitor has chosen. Whether that promise is kept cannot be seen from the outside and can only be established by investigating it.**

We wanted to know how often that promise goes unfulfilled at large Dutch organisations, how large the differences between sectors are, and whether the use of a consent platform is associated with the outcome.

# 5 Method in brief

On 5 October 2026 we opened the homepage of every domain in the research set with a browser that held no earlier cookie choice. We clicked on nothing. During that visit we recorded which cookies were placed and which requests went to which parties.

On some of the websites examined, the visitor is tracked too early. That means a cookie or another marker is already in place with which a party can recognise that visitor later, or that a request is already going to such a party that can carry such a marker, while nothing has been chosen yet. What that party then does with that marker falls outside this measurement.

The research set counts 2,450 combinations of sector and domain, spread across eight sectors. Six of these are commercial and together count 1,925 domains. Local government and other public sector organisations are reported separately, with their own denominator.

The set is compiled and not drawn. Statements in this report apply to the organisations examined.

Chapter 10 contains the full methodology. Chapter 11 gives the definitions. Appendix A and B give the full distributions by sector.

PART 6

# Results by theme


6.1 What happens before the visitor chooses

6.2 The cookie banner during the measurement

6.3 The stricter evidence threshold

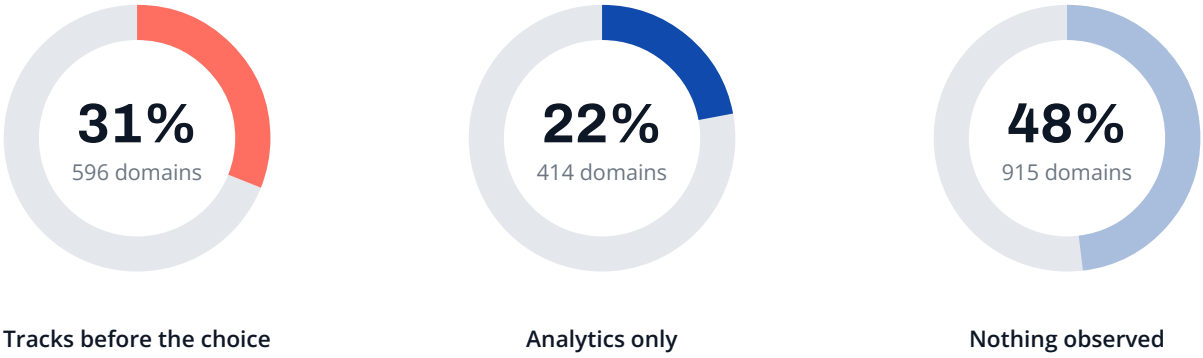
6.4 Consent platforms

6.5 Parties that could receive data

6.6 Parties with a measurement or testing function

# 6.1 What happens before the visitor chooses

**On 596 of the 1,925 domains in the six commercial sectors, tracking begins before the visitor chooses.**




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.
Denominator: the 1,925 domains in the six commercial sectors.

| OUTCOME | DOMAINS | N | % |
|---|---|---|---|
| Tracks before the choice | 596 | 1,925 | 31 |
| Analytics only | 414 | 1,925 | 22 |
| Nothing observed | 915 | 1,925 | 48 |

The remaining domains fall into two groups. On 414 domains only analytics or testing cookies were in place, without marketing. On 915 domains we observed nothing before the visitor chooses.

Across all eight sectors together, including local government and other public sector organisations, this comes to 641 of the 2,450 domains, or 26%.

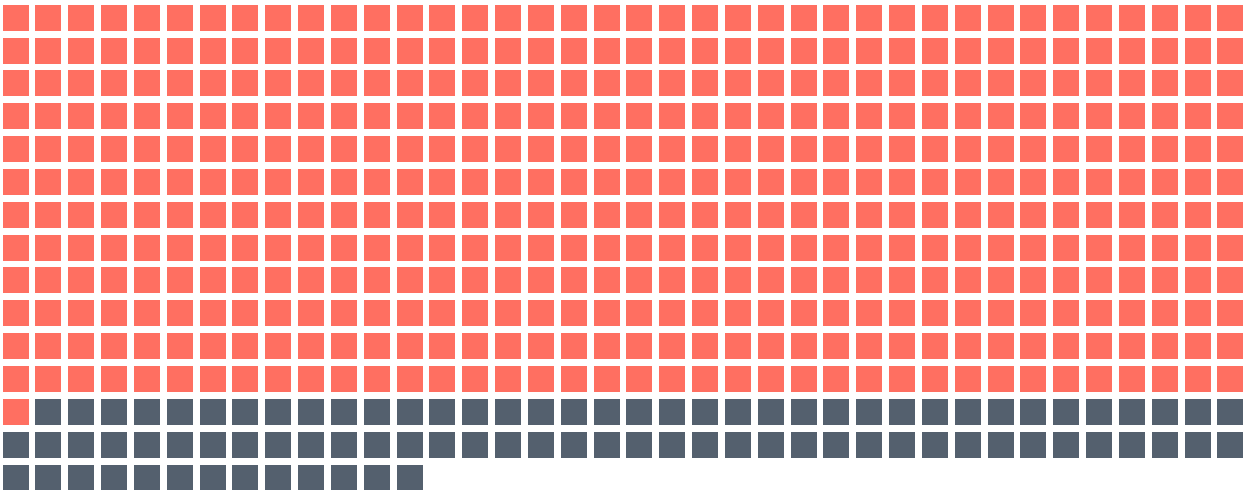
The largest group in the six commercial sectors does nothing before the choice. Those 915 domains sit in the same sectors as the 596 and use comparable technology. The outcome therefore does not depend on the sector or on the resources available. Which factor does explain the outcome, we did not measure.

# 6.2 The cookie banner during the measurement

**On 457 of the 545 domains where tracking started too early and where we could establish it, the cookie banner was still visible on screen.**

### On 457 of the 545 domains the cookie banner was still on screen

Each square is one domain where tracking began before the visitor had chosen



Banner visible, 457  Banner not visible, 88

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

| GROUP | BANNER VISIBLE | N | % |
|---|---|---|---|
| Six commercial sectors | 457 | 545 | 84 |
| All eight sectors | 491 | 587 | 84 |

The banner on those domains asked the question it is supposed to ask. The tags behind it did not wait for the answer. A banner that is present therefore says nothing about what happens before the choice.

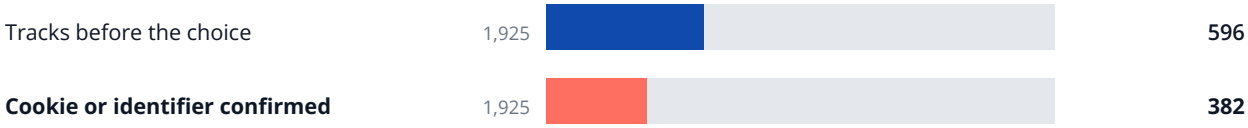
On 88 of those same 545 domains the banner was not on screen. There are also 51 domains with tracking too early for which we could not read out the field, because a visit record was missing. Those 51 do not count in the denominator, which is why the figure here is 545 and not 596. Chapter 10.5 describes the measurements that did not succeed.

# 6.3 The stricter evidence threshold

**The measurement point in 6.1 already counts a domain once a marketing tag loaded that could send data. This second measurement point sets a heavier requirement: alongside that tag we had to see that something was actually placed on the device or sent along. That is the stricter level of evidence.**

### Two measurement points on the same denominator

Share of the 1,925 domains in the six commercial sectors




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

| GROUP | COOKIE OR IDENTIFIER CONFIRMED | N | % |
|---|---|---|---|
| Six commercial sectors | 382 | 1,925 | 20 |
| All eight sectors | 414 | 2,450 | 17 |

On 382 of the 1,925 domains in the six commercial sectors we observed concrete browser storage or a request with an online identifier alongside the loaded tag.

This measurement point is stricter than the one in 6.1. It counts only domains where we actually saw the browser storage or that request. A loaded tag that left no online identifier does not count here.

# 6.4 Consent platforms

**On domains with a consent platform, the share with tracking too early was higher than on domains where we observed no platform.**

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 283 | 1,096 | 26 |
| Cookiebot | 186 | 478 | 39 |
| OneTrust | 64 | 193 | 33 |
| Usercentrics | 23 | 57 | 40 |
| Other platforms combined | 40 | 101 | 40 |
| **Total** | **596** | **1,925** | **31** |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

The three platforms that each cover more than fifty domains sit between 33% and 40%. On domains where we observed no platform the share is 26%. The row “other platforms combined” adds up ten smaller platforms and is a residual group, not a vendor.

Within a single sector the groups are smaller than in this table. Cookiebot reaches more than thirty domains in five of the six commercial sectors, OneTrust in three and Usercentrics in none. A comparison by sector and by platform is therefore possible for Cookiebot only. Appendix A gives the full distribution by sector, with the groups under thirty domains marked.

### ON THE DIRECTION OF THIS ASSOCIATION

On the direction of this association the measurement makes no statement. We did not count how many tags sit on a page, and did not establish which type of organisation buys a platform.

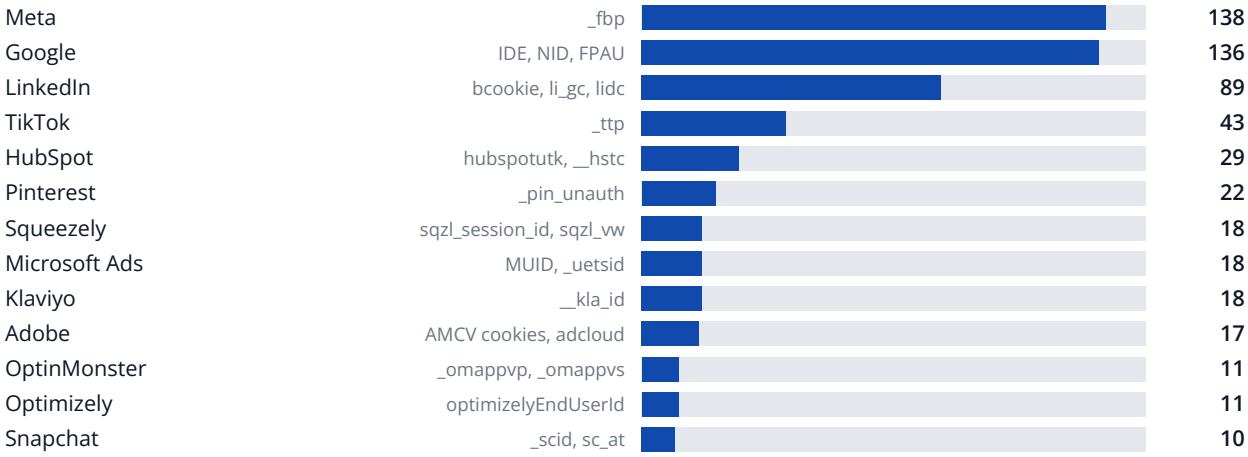
# 6.5 Parties that could receive data

**A party can be established in two ways. A request leaves the browser for a domain belonging to that party, or a cookie is in place that can be recognised as that party's. Both ways have a blind spot, and they are not the same blind spots.**

Establishing a party from requests misses the set-up in which the data runs through the organisation's own server. No request then goes from the browser to the receiving party. Establishing a party from cookies misses every cookie that is not on the recognition list. Chapter 9 describes that second limitation.

### Parties with a cookie before the choice

Number of domains within the 596 in the six commercial sectors




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.
Only parties on ten domains or more.

The chart above counts, per party, the number of domains on which a cookie belonging to that party was present before the choice. The count runs on cookie name rather than on the vendor attribution in the raw data, because some of the cookies we observed carry no vendor there.

On 211 of the 596 domains this attribution yields no party name, and every figure is therefore a lower bound for that party. The counts are not a measure of market share between parties. They say on how many domains we were able to establish a party, and the chance of doing so differs per party with the set-up on the domain.

#### SERVER-SIDE TAGGING MOVES THE EVIDENCE

On 23 of the 596 domains in the six commercial sectors we observed Stape, a product for server-side tagging. On those domains the cookie is set by the organisation's own server and the receiving party is not visible from the outside. That is not a fault of those organisations. It is the reason a measurement from the outside can establish less there. Those 23 are a lower bound too, because not every server-side set-up leaves a recognisable trace.

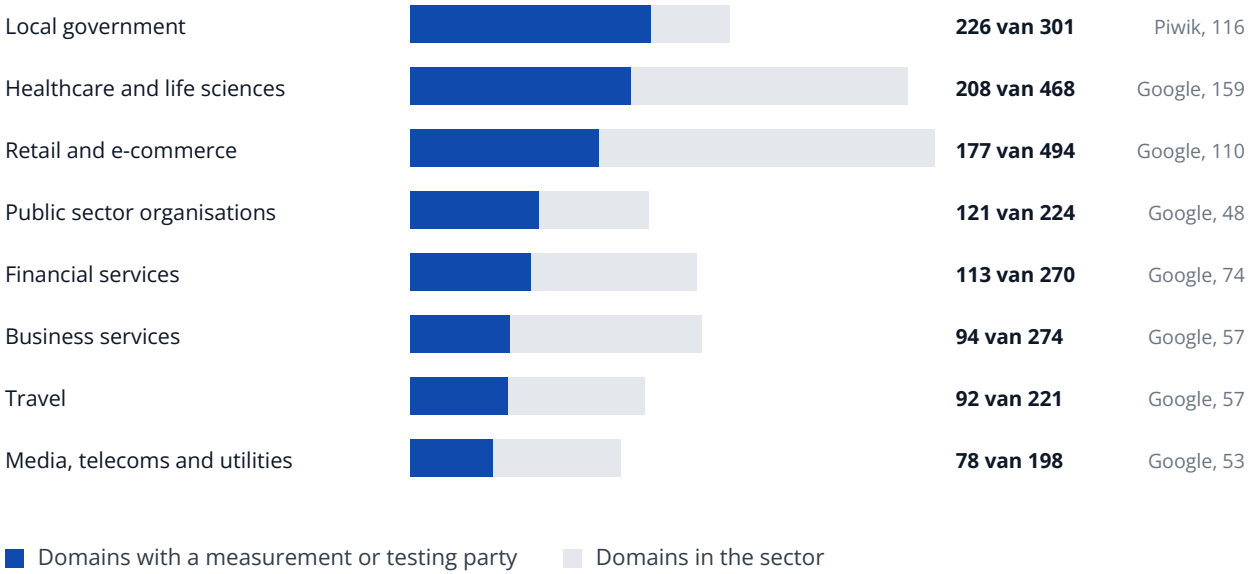
# 6.6 Parties with a measurement or testing function

**The choice of party that records website use differs sharply between the sectors.**

On 1,109 of the 2,450 domains in the research set we observed a confirmed measurement or testing cookie before the visitor chooses. The counts per party apply within that group.

### Domains with a confirmed measurement or testing cookie

By sector, with the most frequently observed party




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

We count in this group every party that places an online identifier on the device before the choice by which website use can be followed, whether or not measurement is that party's main function. It therefore also holds platforms with a different core purpose, such as a content management system, a webshop platform, a customer service platform, a video player or an A/B testing tool. The group is thus broader than what the market calls an analytics platform. Chapter 11 gives the full description.

In local government we observed Piwik on 116 domains, Siteimprove on 98 and Google on 32. In the seven other sectors Google is top every time.

| SECTOR | DOMAINS WITH A MEASUREMENT OR TESTING PARTY | N | MOST OBSERVED |
|---|---|---|---|
| Local government | 226 | 301 | Piwik, 116 |
| Healthcare and life sciences | 208 | 468 | Google, 159 |
| Retail and e-commerce | 177 | 494 | Google, 110 |
| Public sector organisations | 121 | 224 | Google, 48 |
| Financial services | 113 | 270 | Google, 74 |
| Business services | 94 | 274 | Google, 57 |
| Travel | 92 | 221 | Google, 57 |
| Media, telecoms and utilities | 78 | 198 | Google, 53 |
| **Total** | **1,109** | **2,450** | |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### WHY THE COUNTS EXCEED THE GROUP

A domain can have more than one party. The counts per party therefore add up to more than the number of domains in the sector. For local government this comes to 246 observations on 226 domains.

PART 7

# Results by sector

The share by sector, from travel to local government

The three-way split by sector

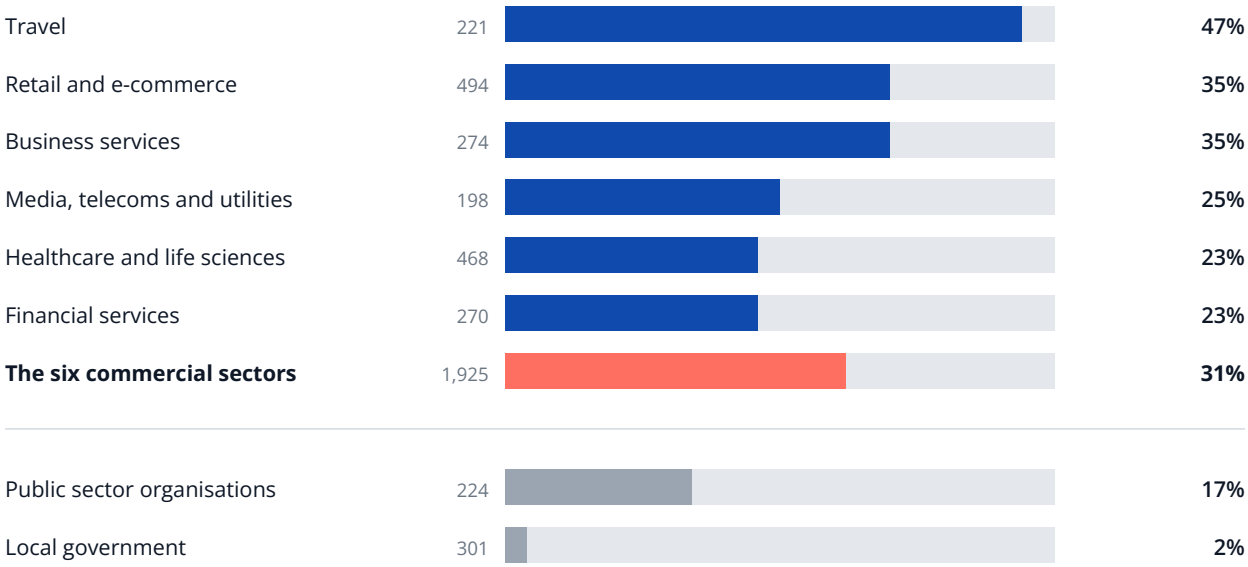
Local government separately

# 7 Results by sector

**The share of domains that track the visitor before the visitor chooses ranges from 2% in local government to 47% in travel.**

### Share of domains where tracking begins before the choice

By sector. Local government and public sector organisations have their own denominator and are shown separately.




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

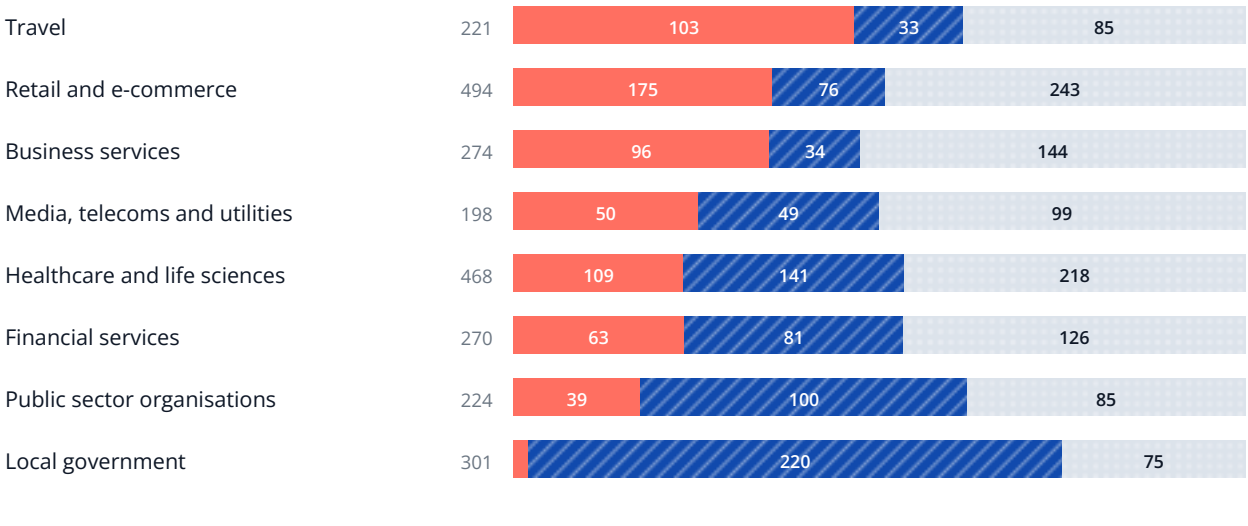
Travel is the highest of the eight sectors. The difference with retail and e-commerce is eleven percentage points, on groups of 221 and 494 domains.

Healthcare and life sciences and financial services both stand at 23%. Both sectors have their own supervision of data processing. The share is lower there than in travel, and still concerns almost a quarter of the domains examined in those sectors.

**The three-way split differs by sector as well. By three-way split we mean the distribution of all domains in a sector across the three mutually exclusive measurement points: tracks before the choice, analytics only, and nothing observed. In business services we observed nothing before the choice on 144 of the 274 domains, or 53%. In travel this came to 85 of the 221 domains, or 38%.**

### The three-way split by sector

Each bar is one hundred per cent of its own sector. The counts are shown in the segments.



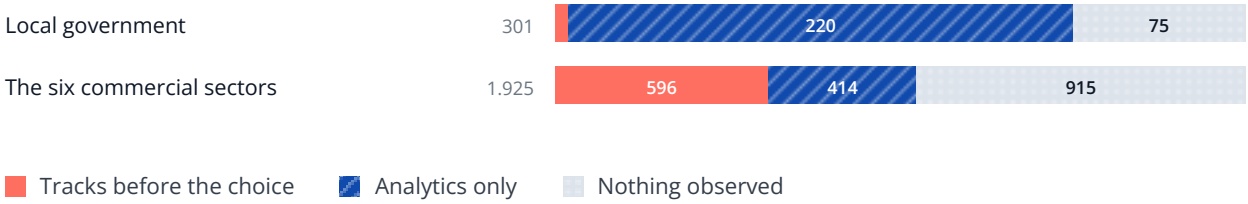

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

| SECTOR | TRACKS BEFORE THE CHOICE | ANALYTICS ONLY | NOTHING OBSERVED | N |
|---|---|---|---|---|
| Travel | 103 | 33 | 85 | 221 |
| Retail and e-commerce | 175 | 76 | 243 | 494 |
| Business services | 96 | 34 | 144 | 274 |
| Media, telecoms and utilities | 50 | 49 | 99 | 198 |
| Healthcare and life sciences | 109 | 141 | 218 | 468 |
| Financial services | 63 | 81 | 126 | 270 |
| Public sector organisations | 39 | 100 | 85 | 224 |
| Local government | 6 | 220 | 75 | 301 |

# Local government differs on two points

Local government differs on two points. The share with tracking too early is 2%, the lowest of the eight sectors. At the same time 73% of local government domains do put analytics in place before the visitor chooses, the highest of the eight sectors.

In local government we could establish the banner on 5 domains with tracking too early. That number is too small to set alongside the other sectors.




Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### WHY THESE TWO BARS DO NOT BELONG SIDE BY SIDE IN A COMPARISON

Figures that rest on fewer than thirty observations we do not use for comparisons between sectors.

# 8 What this means

### FOR MARKETING

The presence of a cookie banner says little about what happens before the visitor chooses. On 457 of the 545 domains where tracking started too early, that banner was still visible on screen. A check that stops at the banner therefore misses the largest part of the question.

Data collected before consent has a different origin than data collected after it. For campaign measurement, audience building and attribution that means a difference in usability. How large that difference is depends on the use and falls outside this measurement.

### FOR DATA AND TECHNOLOGY

The difference between 596 and 382 domains shows that “a tag loaded” and “a marker was established” are two different observations. Anyone reporting on these figures would do well to state which of the two levels is meant.

On domains with a consent platform the share was higher in several sectors than on domains with no platform observed. Buying a platform therefore cannot be equated with the result. Which factor does determine the result does not follow from this measurement.

### FOR PRIVACY AND COMPLIANCE

On 596 domains, the moment the question is asked and the moment tags fire diverge. Anyone who has to be able to record the processing finds there the difference between the configured situation and the measured situation.

This report describes what a browser observed. It contains no legal judgement on individual domains or on the group examined.

## The internal check in three steps

An internal check can be run with the same method.

**1**

Open your own homepage in a browser with no previous choice

**2**

Click nothing

**3**

Check in the developer tools which cookies are present at that moment

**On 596 of the 1,925 domains in the six commercial sectors, tracking begins before the visitor chooses.**

# 9 Limitations

**The research set is compiled.** There is no sampling frame beneath it and no drawing mechanism was used. The outcomes apply to the organisations examined and cannot be extended to Dutch organisations more broadly.

**The figures contain no confidence margins.** A margin presupposes a random draw, and that does not lie beneath this set.

**This is a snapshot.** The measurement took place on one day. A domain measured again a week later can give a different outcome.

**Four things stayed out of reach.** What happens after someone accepts or refuses was not measured, because nothing was clicked. What happens on subsequent pages was not measured, because only the homepage was opened. Traffic that runs through the organisation's server to a third party is not visible in a browser. What a receiving party does with the data falls outside the measurement. These limitations all point the same way. The measured counts are a lower bound.

**Linking a cookie to a party is not complete.** The measurement links an observed cookie to a party via a recognition list. A cookie that is not on that list is assigned no party and no purpose. A check on 26 October 2026 showed that a number of well-known marketing cookies are missing from that list. Which parties were observed can therefore only be established incompletely; chapter 6.5 goes into this. A domain where only such a cookie was set before the choice also does not count in the main outcome. That affects 6 of the 1,925 domains in the six commercial sectors. The figures for local government and public sector organisations are unaffected.

**Some of the measurements did not succeed.** For 37 combinations the measurement recorded a reason why the visit did not succeed. For 131 combinations a visit record is missing.

**The total of 2,450 counts combinations, not organisations.** Thirty-four domains appear in more than one sector. In a comparison between sectors such a domain counts in every sector in which it appears.

**Groups under thirty observations** we do not use for comparisons between sectors.

PART 10

# Methodology


10.1 What we measured

10.2 The research set

10.3 How the measurement was run

10.4 What the measurement could and could not see

10.5 Measurements that failed

10.6 From measurement to outcome

10.7 Outcomes by organisation

10.8 Accuracy of the figures

# 10 Methodology

## 10.1 What we measured

We opened the homepage of every domain in the research set with a browser that held no earlier cookie choice and no history. We clicked on nothing: not accept, not refuse, not the close cross. During that visit we recorded which cookies were placed and which requests went to which parties.

## 10.2 The research set

The research set counts 2,450 combinations of sector and domain. Those combinations concern 2,414 different domains. Thirty-four domains appear in more than one sector, two of them in three sectors. The total of 2,450 is therefore not a count of organisations.

In the six commercial sectors this comes to 1,925 combinations across 1,920 different domains. Where this report uses 1,925 as a denominator, it is counting combinations.

| SECTOR | DOMAINS IN THE RESEARCH SET |
|---|---|
| Retail and e-commerce | 494 |
| Healthcare and life sciences | 468 |
| Local government | 301 |
| Business services | 274 |
| Financial services | 270 |
| Public sector organisations | 224 |
| Travel | 221 |
| Media, telecoms and utilities | 198 |
| **Total** | **2,450** |

Some domains redirected during the visit to another domain of the same organisation, usually from a .nl address to the general .com address. The visit is then recorded under one domain and the findings under the other. We count these domains in every outcome, because the visitor did reach that organisation and the measurement there is valid. A count that works only from the address first requested drops these domains and comes out lower as a result.

The list was compiled in house from the larger, well-known organisations in each sector. Every organisation on that list was measured. No organisations were excluded in advance, and no separate marking for international brands was applied.

## 10.3 How the measurement was run

The measurement took place on 5 October 2026, between 08:26 and 15:38, from the Netherlands. We used Chromium version 149.0.7827.55, with a profile that had given no consent and performed no actions on the page. The scanning software was built in house.

The average time between opening and closing a visit was 50.9 seconds. How long each domain was watched for is not recorded in the dataset.

## 10.4 What the measurement could and could not see

The measurement recorded cookies and requests that a browser observes on the homepage of a domain, before any action by the visitor.

Four things stayed out of reach. What happens after someone accepts or refuses was not measured, because nothing was clicked. What happens on subsequent pages was not measured, because only the homepage was opened. Traffic that runs through the organisation's server to a third party is not visible in a browser. What a receiving party does with the data falls outside the measurement.

These four limitations all point the same way. The measured counts are therefore a lower bound.

## 10.5 Measurements that failed

Of the 2,450 combinations in the research set, 2,319 produced a visit record. Of those, 2,282 ran without an error. For 37 combinations the measurement recorded a reason why the visit did not succeed.

| REASON | COMBINATIONS |
|---|---|
| Site unreachable, HTTP 403 | 10 |
| Site unreachable, HTTP 404 | 7 |
| Site unreachable, HTTP 503 | 6 |
| Measurement failed, time limit exceeded | 5 |
| Measurement failed, other error | 4 |
| Site unreachable, other HTTP codes | 4 |
| Other, HTTP 202 | 1 |
| **Total** | **37** |

For 131 combinations a visit record is missing while findings were recorded. These combinations do count in the research set.

## 10.6 From measurement to outcome

For each combination of sector and domain we summarised the findings into four measurement points. Chapter 11 gives the full definitions. Two properties of those definitions belong in this methodology.

The first concerns the treatment of Google and Bing. A domain counts as “tracks before the choice” when we observed a confirmed marketing cookie for which consent is required, or when a marketing tag from a party other than Google or Bing was loaded and could send data. For Google and Bing only the first condition therefore applies.

The reason is Consent Mode. Google is the only marketing party we observed that sends the consent state along in the request itself, which means a Google tag can load while reporting that there is no consent. For that party a loaded tag is therefore not evidence and a stricter test is needed. On the 122 domains where a Google marketing tag loaded before the choice, we saw 41 requests declaring their consent state. For Meta, Microsoft, Klaviyo, HubSpot, Pinterest, Awin and Reddit that count was zero. For those parties the loaded tag is the only evidence available. That difference is visible in our measurement and therefore weighs in the definition. Without this exception, 36 further domains would count in the six commercial sectors.

## 10.7 Outcomes by organisation

This report names no organisations. The outcomes per organisation are recorded in an internal file and are not published.

## 10.8 Accuracy of the figures

The percentages in this report describe the group examined and contain no confidence margins. A margin presupposes a random draw from a population, and that does not lie beneath the research set.

Figures that rest on fewer than thirty observations we do not use for comparisons between sectors.

**TWO THRESHOLDS, TWO PURPOSES**

Two thresholds apply in this report, with different purposes. Five domains determines which groups the appendices show. Thirty domains determines what this report compares. Groups under thirty are marked in the appendices.

# 11 Glossary

**Tracks before the choice.** A domain counts as such when at least one of two conditions applies. The first: a confirmed cookie or identifier with a marketing purpose for which consent is required has been placed. The second: a marketing, email marketing or social tag from a party other than Google or Bing was loaded and could send data. Domains with no findings do not count.

**Tracking too early.** The shorthand for "tracks before the choice" used in the running text of this report. Both refer to the same measurement point.

**Analytics only.** A domain where a confirmed analytics or testing cookie was observed and where the conditions for "tracks before the choice" were not met.

**Nothing observed.** A domain that meets neither of the two preceding descriptions. The three measurement points together form a complete distribution.

**Cookie or identifier confirmed.** A domain where the first condition of "tracks before the choice" applies and where, on that same finding, concrete browser storage or a request with an online identifier was also observed.

**Banner visible.** Whether the cookie banner was on screen during the visit. The measurement point has three values: visible, not visible, and no visit record. The denominator is the number of domains with "tracks before the choice" for which the field was observable.

**Tag loaded.** A party counts as "tag loaded" when its marketing, email marketing or social tag was loaded on the domain and could send data. The measurement point says nothing about what that tag sent.

**Measurement or testing party.** The party behind a confirmed cookie or browser storage item that records website use before the choice. We go by what a party places on the device, not by the category that party places itself in. The group therefore also holds a platform with a different core purpose, as soon as it places an online identifier before the choice. Observed examples are Sitecore with SC_ANALYTICS_GLOBAL_COOKIE, Zendesk with ZD-buid, Vimeo with vuid and Siteimprove with nmstat. It is thus broader than what the market calls an analytics platform. A domain can have more than one party.

**Three-way split.** The distribution of all domains in a sector across the three mutually exclusive measurement points: tracks before the choice, analytics only, and nothing observed. Together the three add up to the sector total.

**Stricter level of evidence.** The heavier requirement that applies at the measurement point "cookie or identifier confirmed". A loaded tag is not enough there. We also had to observe browser storage or a request with an online identifier.

**Consent platform.** The observed vendor of the consent module on a domain. Where that observation is missing, "no platform observed" applies. The field also contains combinations of two vendors. These have not been broken out.

COLOPHON

# About this research

Consent Research 2026 was carried out by Cloud Nine Digital, a data and analytics agency and part of LevelUp Group. The scan and the data processing were built by its own data team.

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Outcomes per organisation are not published and not supplied to third parties. An organisation can request the outcome for its own domain.

All the numbers in this report come from the frozen data package of 22 October 2026. The accompanying queries are included in the query log with that package.

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Research and data processing: Cloud Nine Digital data team
Text: Cloud Nine Digital
Measurement: 5 October 2026
Data package frozen: 22 October 2026
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# A Distribution by sector and consent platform

All groups with at least five domains, by sector. Groups under thirty domains are marked and are not used in this report for comparisons between sectors. The row “other platforms” adds up all groups under five domains, so that each sector adds up to its own base.

### Travel

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 48 | 114 | 42 |
| Cookiebot | 34 | 71 | 48 |
| OneTrust [small group] | 11 | 19 | 58 |
| Usercentrics [small group] | 2 | 7 | 29 |
| Other platforms, groups under five domains [small group] | 8 | 10 | 80 |
| **Total** | **103** | **221** | **47** |

### Retail and e-commerce

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 77 | 265 | 29 |
| Cookiebot | 60 | 108 | 56 |
| OneTrust | 23 | 85 | 27 |
| Usercentrics [small group] | 8 | 18 | 44 |
| CookieFirst [small group] | 3 | 5 | 60 |
| Other platforms, groups under five domains [small group] | 4 | 13 | 31 |
| **Total** | **175** | **494** | **35** |

### Business services

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 38 | 129 | 29 |
| Cookiebot | 31 | 71 | 44 |
| OneTrust | 13 | 34 | 38 |
| Usercentrics [small group] | 4 | 11 | 36 |
| TrustArc [small group] | 5 | 10 | 50 |
| CookieYes [small group] | 2 | 7 | 29 |
| Other platforms, groups under five domains [small group] | 3 | 12 | 25 |
| **Total** | **96** | **274** | **35** |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### Media, telecoms and utilities

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 37 | 163 | 23 |
| Cookiebot [small group] | 7 | 20 | 35 |
| OneTrust [small group] | 2 | 8 | 25 |
| Other platforms, groups under five domains [small group] | 4 | 7 | 57 |
| **Total** | **50** | **198** | **25** |

### Healthcare and life sciences

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 58 | 271 | 21 |
| Cookiebot | 36 | 144 | 25 |
| CookieYes [small group] | 4 | 14 | 29 |
| CookieFirst [small group] | 3 | 13 | 23 |
| OneTrust [small group] | 2 | 11 | 18 |
| Usercentrics [small group] | 4 | 8 | 50 |
| Other platforms, groups under five domains [small group] | 2 | 7 | 29 |
| **Total** | **109** | **468** | **23** |

### Financial services

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 25 | 154 | 16 |
| Cookiebot | 18 | 64 | 28 |
| OneTrust | 13 | 36 | 36 |
| Usercentrics [small group] | 3 | 11 | 27 |
| Other platforms, groups under five domains [small group] | 4 | 5 | 80 |
| **Total** | **63** | **270** | **23** |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### Public sector organisations

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 15 | 133 | 11 |
| Cookiebot | 22 | 81 | 27 |
| Other platforms, groups under five domains [small group] | 2 | 10 | 20 |
| **Total** | **39** | **224** | **17** |

### Local government

| CONSENT PLATFORM | TRACKS BEFORE THE CHOICE | N | % |
|---|---|---|---|
| No platform observed | 5 | 295 | 2 |
| Cookiebot [small group] | 1 | 6 | 17 |
| **Total** | **6** | **301** | **2** |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

# B Parties with a measurement or testing function by sector

All vendors with at least five domains per sector. The denominator is the number of domains in that sector where we observed a confirmed analytics or testing cookie before the visitor chooses. A domain can have more than one vendor, so the column adds up per sector to more than that denominator. The names come from the dataset unchanged.

### Travel, 92 of 221 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 57 | 62 |
| Dynatrace | 7 | 8 |
| Snowplow | 7 | 8 |
| Optimizely | 5 | 5 |
| VWO | 5 | 5 |
| **Observations in this table** | **81** | |

### Retail and e-commerce, 177 of 494 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 110 | 62 |
| Adobe | 22 | 12 |
| Zendesk | 16 | 9 |
| Convert | 15 | 8 |
| VWO | 15 | 8 |
| Piwik | 9 | 5 |
| Beslist.nl | 7 | 4 |
| ContentSquare | 6 | 3 |
| Microsoft | 6 | 3 |
| Snowplow | 5 | 3 |
| **Observations in this table** | **211** | |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### Business services, 94 of 274 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 57 | 61 |
| Snowplow | 13 | 14 |
| VWO | 12 | 13 |
| Piwik | 10 | 11 |
| Adobe | 9 | 10 |
| Vimeo | 7 | 7 |
| **Observations in this table** | **108** | |

### Media, telecoms and utilities, 78 of 198 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 53 | 68 |
| VWO | 10 | 13 |
| Sitecore | 6 | 8 |
| Piwik | 5 | 6 |
| **Observations in this table** | **74** | |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### Healthcare and life sciences, 208 of 468 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 159 | 76 |
| Piwik | 26 | 12 |
| ContentSquare | 8 | 4 |
| VWO | 7 | 3 |
| Zendesk | 5 | 2 |
| **Observations in this table** | **205** | |

### Financial services, 113 of 270 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 74 | 65 |
| VWO | 12 | 11 |
| Adobe | 12 | 11 |
| Sitecore | 9 | 8 |
| Snowplow | 7 | 6 |
| Piwik | 7 | 6 |
| Qualtrics | 5 | 4 |
| ContentSquare | 5 | 4 |
| **Observations in this table** | **131** | |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.

### Public sector organisations, 121 of 224 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Google | 48 | 40 |
| Piwik | 46 | 38 |
| Siteimprove | 22 | 18 |
| VWO | 10 | 8 |
| **Observations in this table** | **126** | |

### Local government, 226 of 301 domains with a measurement or testing party

| VENDOR | DOMAINS | % OF THE ANALYTICS GROUP |
|---|---|---|
| Piwik | 116 | 51 |
| Siteimprove | 98 | 43 |
| Google | 32 | 14 |
| **Observations in this table** | **246** | |

Source: Cloud Nine Digital, Consent Research 2026, measured 5 October 2026.