

GPP Implementation Checklist (Step-by-Step)

GPP implementation takes 8 steps, and each one ends with a test that proves it worked. Download, print, and check off this checklist, which covers how to implement GPP from the first vendor conversation through to the ongoing review. Keep a dated copy as a record that you are checking the GPP signal is doing its job.

- ☐ **Confirm whether your advertising partners need the signal.** Ask every vendor, exchange, and header bidding partner directly, and assume the answer is yes when you serve ads across more than one state or country.
- ☐ **Pick the right option for your business.** Build from the IAB Tech Lab specification with your own developers, or buy a CMP that produces GPP strings already.
- ☐ **Enable the GPP for every region you serve.** Your CMP reads the location of each visitor and builds the matching sections without further input.
- ☐ **Connect the consent mechanisms your major platforms use.** Google Consent Mode runs alongside the GPP, and Google products such as Enhanced Conversions depend on it.
- ☐ **Verify the string carries the right section IDs and opt-out flags.** Decode a live string from each region in the IAB GPP decoder.
- ☐ **Settle the MSPA question.** Send the US National String only as a signatory or certified partner, and send individual state strings in every other case.
- ☐ **Test on web and on mobile.** Confirm your ad tags read the data in both places, since the two environments store it separately.
- ☐ **Re-check after every change.** New vendors, new regions, and new state sections each break an assumption you made earlier.

Verifying the string and testing on web and mobile are the steps businesses commonly miss. However, they are the only 2 that prove the earlier work reached anybody.