# 2026 State of Ad-to-CRM Attribution & Consent Mode v2 (n = 222 Live S

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## 1. HEADLINE EMPIRICAL FINDINGS (222 VERIFIED HTTP 200-399 SITES OF 260 SCANNED)

- CMP without synchronous inline Consent Mode v2 default: 87 of 122 CMP sites (71.3%)
- Visible first-party Server-Side GTM (sGTM) subdomain loaders in initial HTML: 2 of 222 (0.9%)
- Explicit click-ID capture code (gclid/gbraid/fbclid) in raw HTML: 24 of 222

## 2. CROSS-VERTICAL BREAKDOWN

- B2B SaaS & MarTech (n=92): 50 CMPs, 31 missing inline v2 default (62.0%), 7 booking embeds, 1 1st-party sGTM
- Shopify Plus & DTC E-Commerce (n=66): 34 CMPs, 29 missing inline v2 default (85.3%), 2 booking embeds, 0 1st-party sGTM
- Healthcare & Legal (n=33): 15 CMPs, 10 missing inline v2 default (66.7%), 1 booking embeds, 0 1st-party sGTM
- FinTech & Enterprise Cloud (n=31): 23 CMPs, 17 missing inline v2 default (73.9%), 3 booking embeds, 1 1st-party sGTM

## 3. METHODOLOGICAL DISCLOSURE

Measurements reflect initial HTTP headers and first 320 KB raw HTML only. Scripts injected post-hydration via JS bundles or edge proxies are not observable in static HTML. Download full CSV/JSON datasets at: https://attributionrepair.com/research/ | https://github.com/farhanmunshi-ops/attribution-repair-kit

## 4. FREE DIAGNOSTICS & FIXED-FEE REPAIR SPRINTS

- Test your own URL + export Executive PDF: https://attributionrepair.com/tools/funnel-inspector/
- Stack Architecture & CFO Business Case Builder: https://attributionrepair.com/tools/architecture-builder/
- Public Read-Only Diagnostic MCP Server: https://attributionrepair.com/mcp
- **$1,000 Forensic Audit (3 days, credited) -> $7,500 Core / $12,500 Multi-Platform sGTM: https://attributionrepair.com/offi**