



# EUROPEAN WEBSITE BENCHMARKS: AN ANALYSIS OF THE TOP 1000 SITES

## Even the most prominent companies struggle to align policy and practice.

With GDPR maturity, European websites tend to be better at privacy compliance than North American websites. However, because the regulations are more strict, there's little room for error. Our scan of the top 1000 European websites highlights where even the biggest brands fall short.

**Don't get in a state. This is why we exist.**

ObservePoint runs automated, high-frequency scans across your entire domain to verify compliance at scale, giving you a definitive view of your web presence, whether you manage one site or a thousand.

**Eliminate Risk:**  
Reduce unapproved cookies from thousands to zero

**Reclaim Talent:**  
One person can verify the cookie banners and lists that typically take a team of 40 to complete

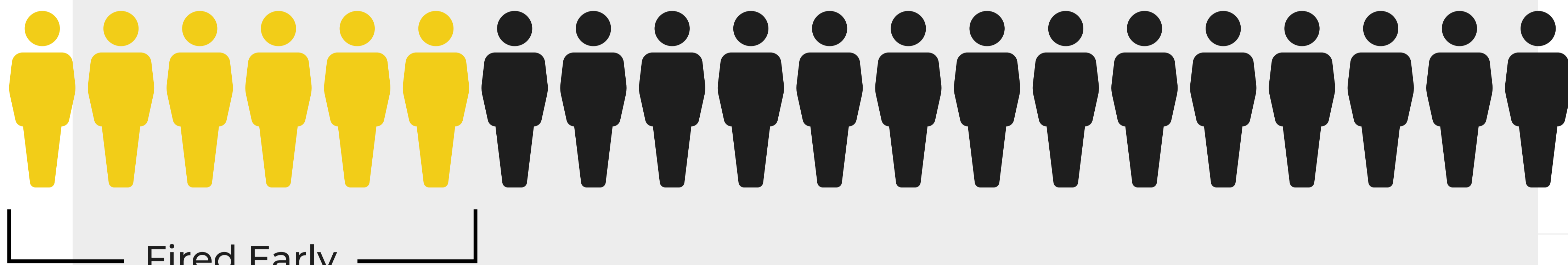
**Scale Efficiency:**  
Increase testing efficiency by more than 80%

## Results from the 1000-Site Audit

All scans were conducted with a synthetic visitor from Germany to audit against the highest GDPR and EAA standards. We scanned the Fortune 500 Europe and the next 500 companies in order of revenue.

### Ad Trackers Still Loading Without Consent 1

**30%** of sites fired advertising tags before consent was given. Issues like this can arise when your CMP and TMS aren't aligned.



### 2 Facebook Under Scrutiny

**7%**

of sites still loaded the Facebook tag even with an opted-out profile. With Meta already facing a €1.2 billion GDPR fine, careless social media tracking is a high-stakes gamble.

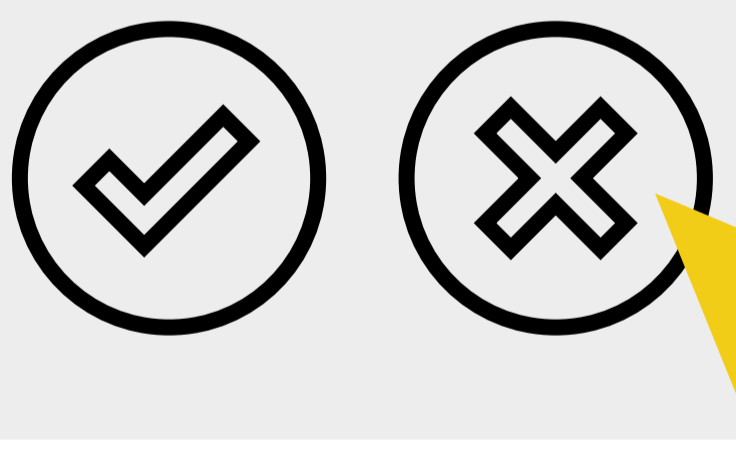
### 3 3rd-Party Cookies

**50%**

of websites dropped 3rd-party cookies on visitors who had not opted-in. That's the exact opposite of what should be happening.

### 4 Google Consent Mode Misconfiguration

**29%**



of pages using Google Consent Mode v2 continued to broadcast incorrect consent signals even after a user explicitly opted out via the consent banner. Despite the framework being active, nearly a third of implementations failed to honor user intent, incorrectly signaling full permission to track.

### 5 Sending Data Outside of the EU

**1.5%**

of pages send EU visitor data outside the EU to countries other than the U.S. GDPR prohibits sending EU website visitor data to countries that do not adequately protect user data.



### 6 Accessibility

**32%**

of pages had at least one critical WCAG 2.1 AA issue.

The most common issues were:

- Images did not have alt text
- ARIA tags contained incorrect, misspelled, or invalid data
- Indiscernible button text

Enterprise websites move fast. Don't let a compliance stumble knock over your reputation or your revenue. ObservePoint replaces manual checks with automated consistency, auditing your sites against EAA and GDPR standards around the clock. Set your rules, scale your reporting, and let us be the first to notify you if your data privacy or accessibility standards waver.

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