Consent Journey Audit

Step	Channel	Consent (Y/N)	Method	Risk Level	Notes/ Actions

Scoring Guidance
Low risk: Explicit opt-in, documented, revocable consent.
Medium risk: Consent implied but not clearly logged.
High risk: Consent unclear, source not validated.
Critical: No consent or prohibited under GDPR/CCPA.

Consent Journey Audit Example

Step	Channel	Consent (Y/N)	Method	Risk Level	Notes/ Actions
Ebook download	Website	Yes	Checkbox	Low	
ABM Ads	LinkedIn	No	3rd-party data	High	
Webinar Invite	Email	Yes	Double opt-in	Low	
Cold Outreach	SDRs	No	Bought List	Critical	
Event Signup	Trade Show App	Yes	Badge Scan	Medium	
Newsletter	Website	Yes	Subscription Form	Low	

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Instructions for use

Use this audit to review every touchpoint where your organization collects or uses prospect/customer data.

- **Mark consent status clearly** for each channel.

- **Evaluate risk level** (Low → Critical).

- **Document methods** (e.g., checkbox, double opt-in).

- **Update quarterly**, or whenever a new campaign/tool is launched.

- Target: *100% compliant, documented consent across all pipeline stages.*

Pro Tip:
Compliance isn't just about avoiding fines, it builds trust. A well-documented consent journey protects your brand and improves lead quality.

For more like this you can visit our homepage: www.metricdrivenmarketing.com
or check out the book that inspired this, Pipeline Proven, by scanning this QR code: