/ A GUIDE FOR MARKETING LEADERS

Apple's iOS 14 update + its impact on social media advertising

WHAT'S INCLUDED:

- Overview of Apple's iOS 14 release

- Expected impact on advertiser capabilities across social media platforms

- Recommended actions for advertisers

- A preview of what's next

While the information in this guide pertains to social media, much of the recommendations are applicable across digital advertising channels.

Note: New information about the situation is released frequently. Our team will continue to provide updates as we receive them, and this information is subject to change as all parties (Apple, Facebook + Instagram, Snapchat, etc.) make future announcements.

fathom

growing attention on data privacy + regulation

Digital marketing capabilities are rapidly evolving to meet growing expectations around data privacy. If you're focused on measuring and maximizing results, these changes will impact your ability to be successful. Reaching the right people and measuring the impact of advertising efforts relies on access to data, and as these new policies emerge, our window into user behavior shrinks.

2018
– General Data Protection Regulation (GDPR) was enacted
– Web browsers began to limit or block cookies

2019

2020
– California Consumer Privacy Act (CCPA) was enacted
– Brazil's General Law for the Protection of Personal Data (LGPD) was enacted
– Apple announces its new policies, requiring users to opt in to tracking

2021
– Apple's new policies are expected to go into effect

2022+
– Most web browsers will no longer support cookies

> "if you're focused on measuring and maximizing results, these changes will impact your ability to be successful"

deanna fleming
Director, Social Media

overview of iOS 14 + anticipated changes

Apple released its iOS 14 update to users in September 2020, and in early 2021, three new app policies are expected to go live, offering users greater visibility into and control over personal data.

01 /

Apple will ask developers to submit information about their app's data collection practices

02 /

App Store apps that "track" users across third-party apps and websites must ask permission to do so through Apple's App Tracking Transparency (ATT) Framework

03 /

Apple is applying Private Click Measurement (PCM), a new feature that protects privacy while measuring clicks across websites as well as between apps and websites

fathom
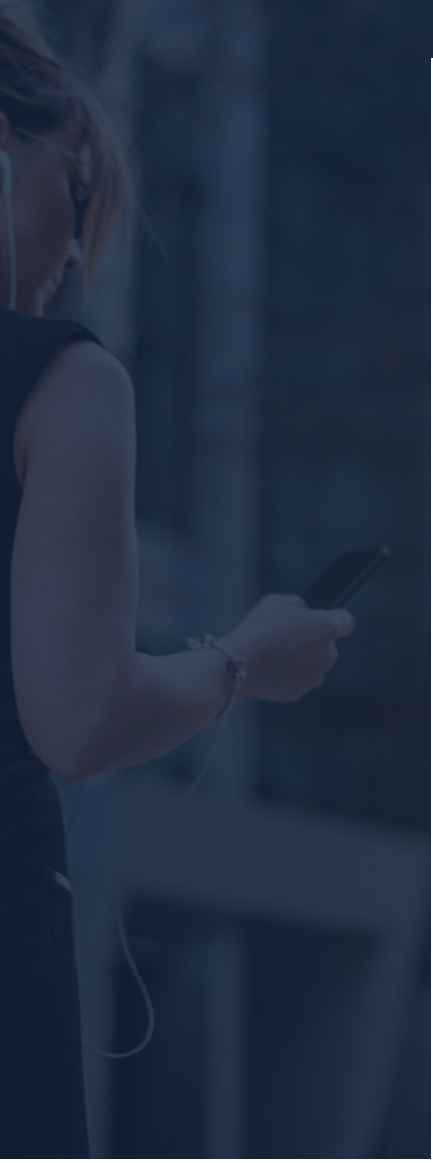
iOS 14's impact on advertisers + recommendations

These policies will affect all app owners and, in turn, advertisers who rely on these platforms to promote their products and services. Those who promote mobile apps, as well as those who optimize for and report on website conversions will be most directly affected.

Each platform is responsible for individually addressing compliance with these updates, but there are three areas of impact that we can observe across social media channels.

ANTICIPATED CHANGES	RECOMMENDED ACTION
BUSINESS TOOL	
Domain verification: In order to configure and manage tracking, Facebook and Instagram will require domain verification.	If advertising on Facebook and Instagram, complete the domain verification process and share access with other parties, both internally and externally, as needed.
Campaign optimization: Snapchat already limits advertisers to optimizing for a short list of conversions. Soon, Facebook and Instagram will also limit optimization to a list of eight conversions per domain.	Review current setup and assess the need to consolidate tracking for optimization. If a priority, identify opportunities to aggregate to a list of eight conversions per domain and execute setup.
MEASUREMENT CAPABILITIES	
Attribution window changes: Some platforms, like Facebook and Instagram and Snapchat, have discontinued their 28-day attribution windows and now, advertisers will only be able to follow a user for one week after engaging.	Analyze past campaign performance to estimate what portion of conversion volume will now be un-reported at the channel level and reset conversion goals accordingly.
Limited visibility into website-tracked conversions: As users opt out of data sharing, advertisers will have less visibility into what actions they are completing on our websites. On some platforms, data will be aggregated, and on others, we will see gaps in reporting.	Review past campaign performance to estimate how many users are viewing your ads on an Apple device. This helps to understand how many could be eligible to opt out of data sharing when available.
TARGETING CAPABILITIES	
Website-based remarketing: As users become eligible to opt out of data sharing, these audience pools will shrink in size. This will impact both inclusion and exclusion audiences and may require advertisers to rethink their approach to remarketing.	Consider broadening targeting to allow campaigns to scale, and plan to supplement or replace with first-party list uploads. Reduce personalization in ad copy, imagery and calls to action.
Lookalike and core audience targeting: These approaches to targeting could weaken over time. When users opt out of data sharing, platforms collect fewer signals about behavior and interest as they engage across platforms and websites.	Advertisers should monitor performance and consider additional testing, as the profile of users we are reaching could evolve.

fathom

preparing for blind spots in reporting

Channel-level reporting will become more limited as capabilities are restricted and users begin to opt out of data sharing. Maximizing input of data, plus supplementing with additional data sources, will be critical to seeing a 360-degree snapshot of campaign performance and impact.

01 /

As much as possible, maximize volume of signals funneling into the system, plus the accuracy of these signals, for those who opt into data sharing.

- If not already implemented, opt into Automatic Advanced Matching on Facebook and Instagram to capture additional hashed information from users who are engaging with your website.

- Consider implementation of an API connection between your website and ad platforms to overcome gaps in cookie-based tracking by directly connecting your site servers with the platform.

02 /

To overcome anticipated gaps in reporting, supplement with third-party tracking tools, like Google Analytics, and first-party data in your marketing automation platforms and CRM systems.

- Audit conversions and goals tracked in your analytics platform and consider setting up new tracking to supplement channel-level tracking.

- Ensure that all links are tagged appropriately to ingest clean data into these systems and maximize impact of this additional reporting.

Apple's iOS 14 update: what marketers need to know

watch now: Apple's iOS 14 update and its impact on you

fathom

impact to Facebook + Instagram

Due to scale of adoption and business model, Facebook and Instagram are expected to be more highly affected than other social media platforms. Below is an outline of specific changes to advertiser capabilities on these platforms.

ANTICIPATED CHANGES	SCENARIO	UPDATE	IMPACT
Account and campaign setup	All advertisers	Limited to optimizing for eight conversions per domain	• If working with multiple agency partners who promote the same domain, all must align on the same priority list of eight conversions • If promoting multiple business units who direct traffic to the same domain, all must align on the same priority list of eight conversions • Advanced campaign planning may be necessary, as changes to the priority list require 72 hours to process
Targeting capabilities	Opt in	Will continue to be added to all conversion-based remarketing audiences	• Conversion-based remarketing audiences will likely shrink as users opt out of data sharing • Accuracy of inclusion and exclusion lists will weaken, requiring a broader approach to audience targeting and messaging strategy
	Opt out	Can only be added to one conversion-based remarketing audience	
Reporting on performance	All advertisers	28-day and 7-day view attribution windows will be sunsetted, and a 7-day click attribution window will become the default (vs. current 28-day click/1-day view)	• Total tracked conversion volume will likely decrease due to changes in available attribution windows • It may take longer for campaigns to exit the learning phase, as fewer signals will be fed into the system for auto-optimization
		Demographic breakdowns of data will not be available	• Advertisers will no longer have direct visibility into delivery and performance by age, gender and location
	Opt in	Will continue to receive data for all conversions actions completed	• Total tracked conversion volume will likely decrease as users opt out of data sharing • Advertisers will have less visibility into the full customer journey, as only one priority conversion action will be returned per user who opts out
	Opt out	Will only receive data for one conversion action completed, dependent on the priority conversion list per domain	

Note: There are other implications for organizations managing and promoting their own apps.
Please reach out to our team for extra support if you'd like more information here.

fathom

look for opportunities
to group by type of
conversion and level
of priority

ONLY

8

conversions
to optimize

selecting + prioritizing eight conversions per domain

Conversion tracking should align with your business goals and objectives, and selection of conversions to prioritize should be purposeful. We recommend developing a structure that is built for long-term success in addition to temporary needs.

Your conversion tracking structure should be set at the domain level, not per ad account or per pixel within an ad account. If you're working with multiple agency partners who promote the same domain, all must align on the same priority list of eight conversions. Internally, all business units who direct traffic to the same domain must also align on the same priority list of eight conversions.

These are the only eight conversions that you're able to optimize for. Any campaign that is set to optimize for a conversion that is ranked 9+ on the list will not deliver, and current campaigns will be paused.

/ CONSOLIDATION OF TRACKING:

In some situations, updates to your conversion tracking approach will not be necessary. In other instances, this is an opportunity to consolidate your conversion tracking structure.

If needing to consolidate to meet the eight-conversion limit for optimization and reporting, look for opportunities to group by type of conversion and level of priority. Some examples of "macro-level" conversions include:

- Leads
- Applications
- Download
- Registrations
- Purchases
- Appointments
- Donations

Remember that conversion-optimized campaigns require 50+ conversion actions tracked to exit the learning phase. Consolidation should help machine learning and campaign performance if done well.

/ PRIORITIZATION OF CONVERSIONS:

For users who opt into data sharing, we'll still receive reporting on all conversions completed, but for those who opt out of data sharing, reporting is limited to your list of eight conversions, and only one conversion can be tracked per user. The data that you'll have access to in this situation follows the order of your priority list.

> Example: If a site visitor downloads a piece of content, then registers for an event, followed by submitting a form, only the conversion action that you've ranked most highly will be tracked.

/ SUPPLEMENTARY CONVERSIONS:

We can continue to report on all conversion actions completed by those who opt into data sharing and recommend maintaining more specific tracking, in addition to your priority list. Fathom recommends continuing to set up and manage tracking at this level, as Facebook + Instagram cannot anticipate how many users will opt out of data sharing.

cannot anticipate how many users will opt out of data sharing

Apple's iOS 14 update and the control it grants users is the most recent step towards a cookie-less world, but it's not the only one—or even the last. Our digital experts have partnered with marketing leaders like you to make sense of these shifts, understand the impact on their business, and determine the best path forward. Whether you're trying to determine which tactics are still effective, if your measurement framework is sound, or how these updates affect your marketing strategy, we can offer a critical perspective. The best place to start? A conversation. If you can use a partner's perspective, don't hesitate to reach out.

Visit fathomdelivers.com/together for more resources like this.