

Adjust — How Apple's iOS 14 release may affect your ads.





“Most advertisers fall into two camps: they’re ready and prepared and have thus prepared their client. Or they are scrambling to figure it all out.”

Andrew Foxwell — Owner of Foxwell Digital and Facebook expert



WHAT'S HAPPENING?

Until the change of iOS 14 will be implemented, apps have by default free access to the specific advertisement-ID of each device — a so called IDFA, the Identifier for Advertising. With iOS 14 and Apple's new ATT Framework called "Apple Tracking Transparency", things will change. iPhone users will get a message of what an app will track and see a permission opt-in for each app they install. If they don't opt-in, tracking details will not be the same as they had been. Apple Tracking Transparency (ATT) will be implemented at the beginning of 2021.



In a nutshell — what does that mean?

PREDICTION

Studies and existing experience values show, that 2/3 users will not accept tracking once the app asks for permissions.

LESS OPTIONS

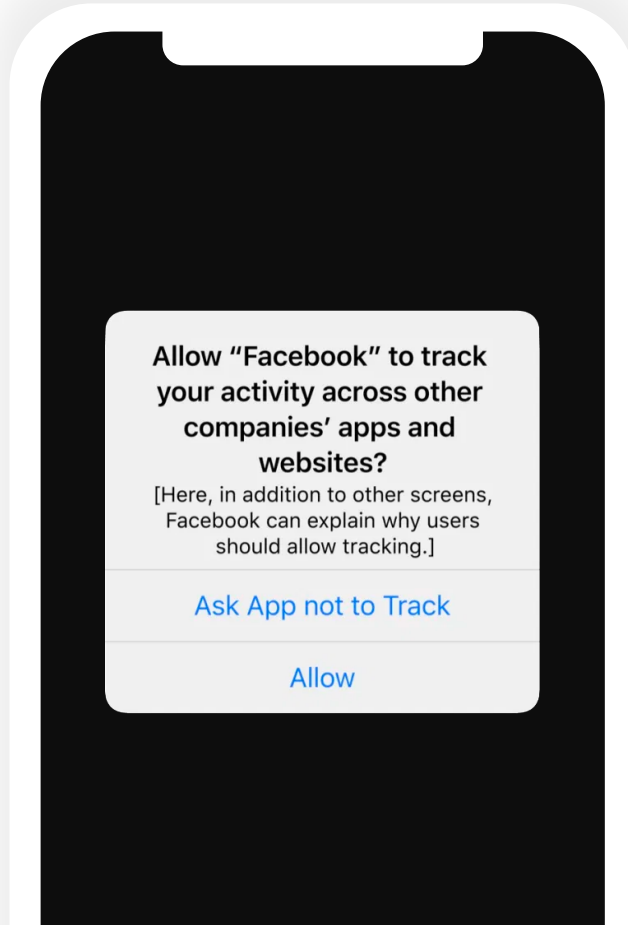
If tracking on iOS 14 is declined, we cannot track users' clicks, views and activities for remarketing activities on Facebook, YouTube Instagram, Pinterest and others.

IT GETS HARDER

That said, conversion tracking and remarketing based on iOS users' data will get harder in the future, but not impossible.

Apple Tracking Transparency — what will it look like?

App will ask for permission to track data after iOS 14 has been installed on iPhones. What we know from Cookie Tracking on websites now arrives on smartphones with ATT and iOS 14.





As for now, it will only affect the data of iOS 14 users, it is likely that this change will affect the way privacy on smartphones will be handled in the future.

But hey, no worries, we're always going to find ways to make your marketing activities perform well.



How do Facebook and Instagram react to this?

Changing Event and Conversion Settings

Advertisers will be limited to 8 conversion events per domain in the future — either pixel-based events or custom conversions. Facebook pixels will now be tied to a domain, and not to an ad account anymore.

Changing the way attribution models work

Facebook is moving from a 28-day to a 7-day click and 1-day view attribution window. It means that Facebook and Instagram reports on a conversion when a user sees your ad without clicking and converts within a day or clicks your ad and converts within 7 days — moving away from a 28-day click and 1-day view window.

Less reporting, more modeling

Once the Apple Tracking Transparency Framework with iOS 14 is live we expect a loss of conversion reporting. Facebook will utilize modelling to help fill in the blanks.



Hand on heart — what's going to happen to my ad results?

Sales stay the same, but costs per purchase will be higher.

As we are using the 28-day click through attribution window by default, and we must switch to the 7-day click through attribution window. That means clicks from the last 8-28 days are not included in your conversion success results anymore. Nevertheless, this only affects the way it is reported and not the actual sales or purchases.

Tracking and reporting will be slightly blurrier than before.

As the iOS 14 release affects all metrics that refer to actions outside of Facebook, Instagram and other apps. However, Video Views and Impressions will be tracked after the ATT-update, as they are part of Facebook Terms of usage and tracked anonymously. Right now, the topic is still a black box, so let's see how it affects reportings in the future.

Ad optimization based on data will get harder in the future.

The changes will limit the ability to predict and optimise cost per action over time. Less data, means less optimization opportunities — something we have to get accustomed to and work with.



HOW TO PREPARE FOR THE CHANGE

- 1 — Download your historic data for both windows (28-day and 7-day view) and 28-day clickthrough, as it will disappear in the future.
- 2 — Get in touch with your LOOP contact person in order to understand how your reported conversions will be impacted.
- 3 — Remember that this impacts only iOS 14 users and the opt-out data is not known yet but watch your own data and results carefully.
- 4 — If not already done, verify your domain on Facebook or ask LOOP to help you.
- 5 — Choose the main conversion events you will use if you have more than 8 (e.g. add to cart, purchase) together with your LOOP contact person.

Sources and further articles

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“Changes in technology are part of our business. The most important thing is to prepare, adapt and to be open to overcome any changes that come our way.”

Laura Treptow — Lead Performance Marketing and Media Management at LOOP

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