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It's Here:
What to Do About Apple's ATT and IDFA Deprecation

Speakers

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Agenda

- ATT Framework Explained

- Advertiser Insights

- What Advertisers Need To Do

- Questions

"Pal About" would like permission to track you across apps and websites owned by other companies. Your data will be used to deliver personalized ads to you.

Allow Tracking

Ask App Not to Track

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How is IDFA Used by Advertisers?

The IDFA is used for three main purposes by advertisers:

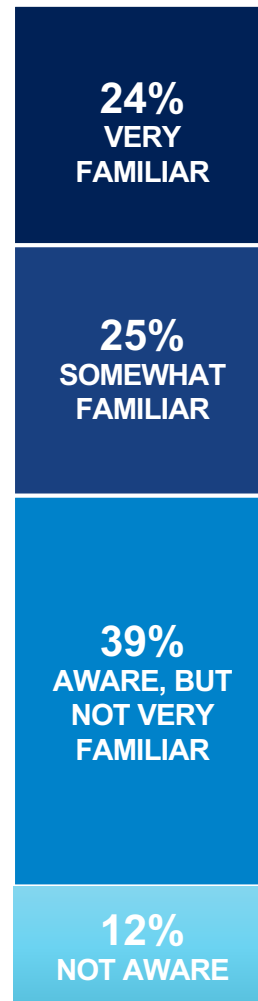Identity/targeting

Efficiency and value management

Measurement

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How Will These Changes Impact Advertisers?

- Audience Targeting and Retargeting possible on only opt-in users.

- Third-party measurement and attribution only possible for opt-in users.

- UA-focused advertisers can use MMPs for attribution and will have to use SKAdNetwork.

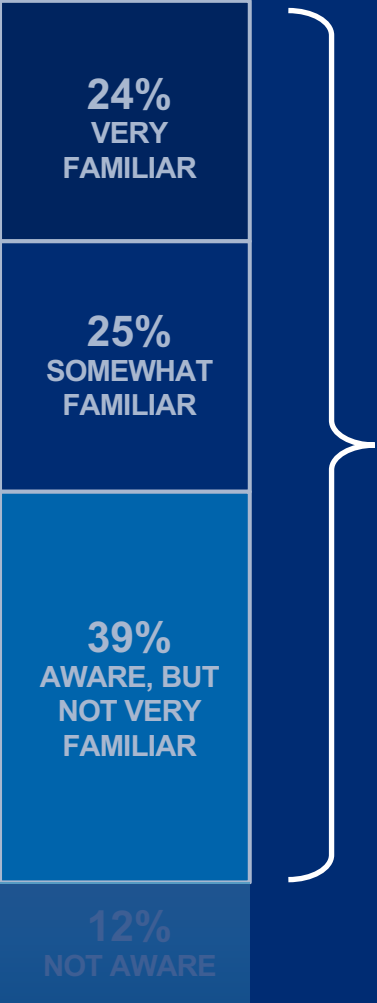- **KPIs not impacted (VCR, CTR, viewability, etc.)**

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Familiarity with Apple's Announcement on iOS14 related to IDFA Policy

24% VERY FAMILIAR

25% SOMEWHAT FAMILIAR

39% AWARE, BUT NOT VERY FAMILIAR

12% NOT AWARE

88% of advertisers were aware of Apple's IDFA deprecation announcement as of December 2020

Source: Advertiser Perceptions, Mobile Advertising Report, December 2020
Q. How familiar are you with Apple's recent announcement about changes to iOS14 related to the Identifier for Advertisers (IDFA)?   Base: Total Respondents

Advertiser Perceptions

24%
VERY FAMILIAR

25%
SOMEWHAT FAMILIAR

39%
AWARE, BUT NOT VERY FAMILIAR

12%
NOT AWARE

But just 2 in 5 had started formulating alternative strategies for targeting and measurement

Level of Planning and Preparation for IDFA's Policy Change

Unsure/don't know

6%

Have not yet started

15%

40%

Started formulating alternative strategies for advertising targeting and measurement

39%

Early-stage conversations/discovery

Advertiser Perceptions

Mobile Advertising Report
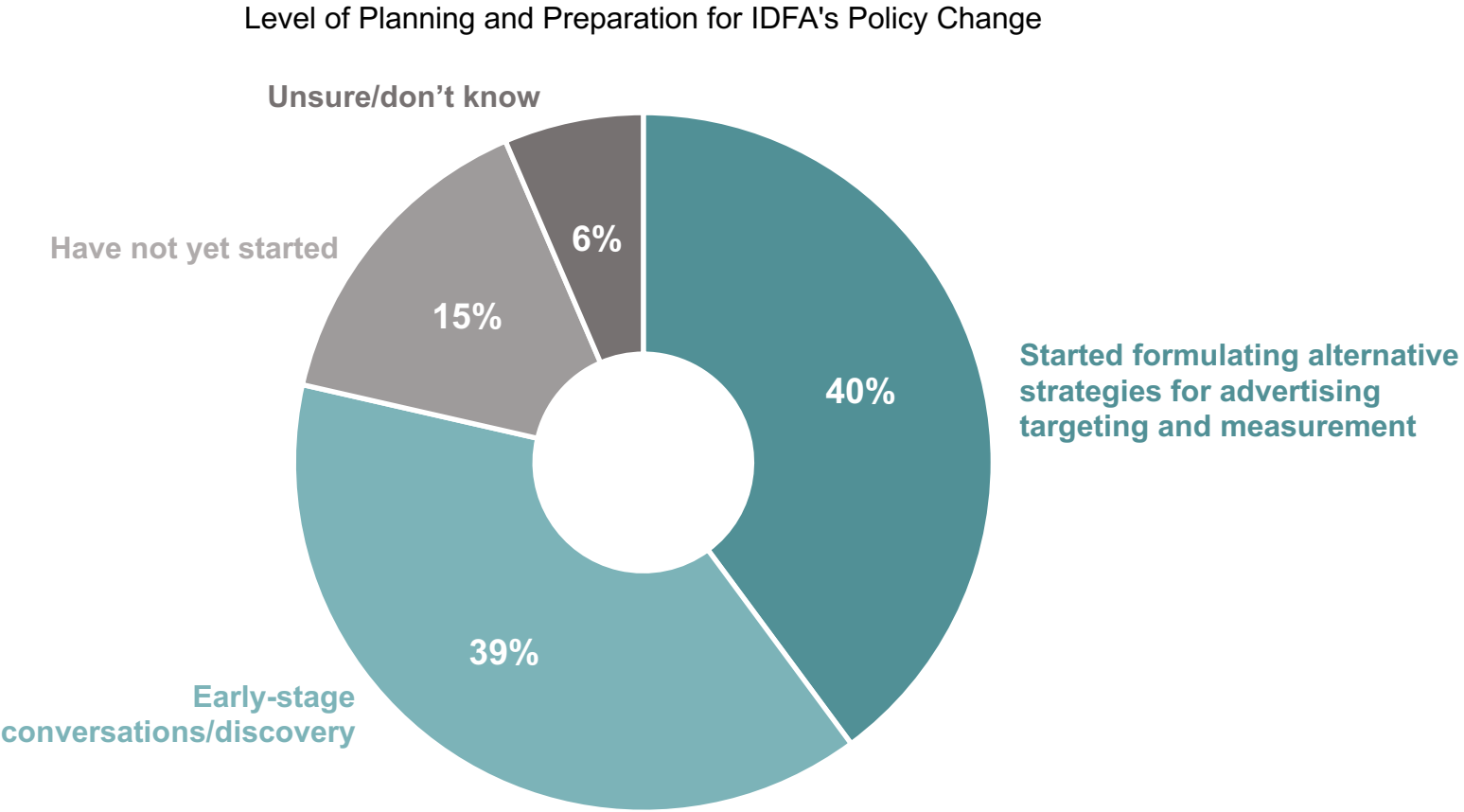
2020

Advertisers likely to move at least some spend out of iOS inventory in favor of more lenient privacy policies

Change to **Budgeting** Strategy on iOS Inventory

Shift more budget to iOS inventory

Shift all/most iOS budget to other platforms with more lenient privacy policies

12%

16%

No change to spend allocations on iOS vs. other platforms

29%

43%

Shift some iOS budget to other platforms with more lenient privacy policies
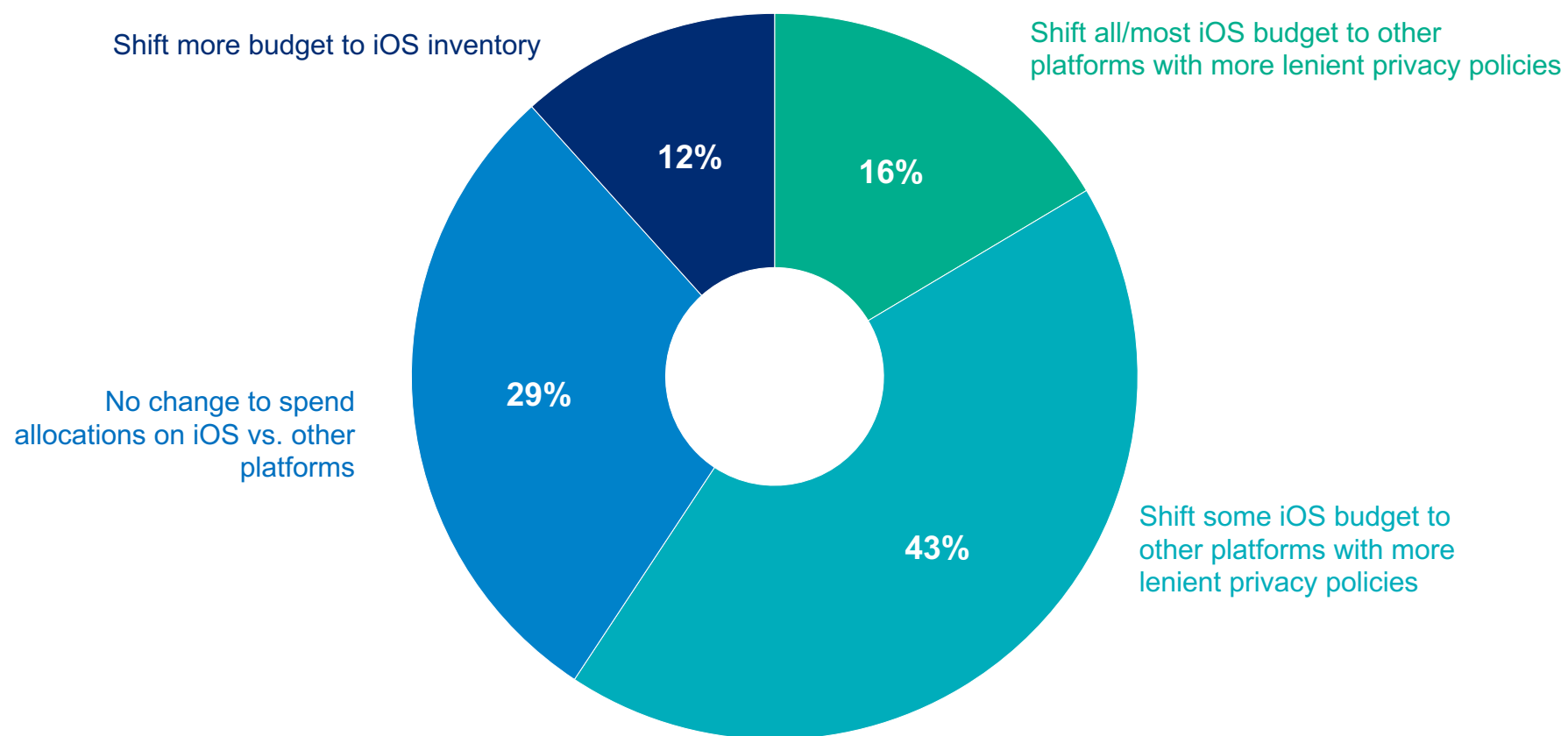
Advertiser Perception's Mobile Advertising Report, December 2020
Q. How is your [company's/agency's] budgeting on iOS inventory likely to change in response to having some targeting capabilities taken away with Apple's IDFA policy change?
Base: Started Planning for Apple's IDFA Policy Change

Advertiser Perceptions

Moving forward, expect first- and second-party data to become key identity resolution tools

Tactics for addressing identity resolution in the future:

65% Relying more heavily on ID graphs built on first-party data

51% Relying more heavily on second-party data built via data co-ops with other agencies and brands

48% Relying more heavily on second-party data from publishing partners

Advertiser Perceptions

Understanding AppTrackingTransparency's Impact on Measuring Campaigns

Your Campaign KPI is:

Media Metrics CTR, VCR, Viewability, etc.	**Brand Lift Study**	**Footfall, Store Visitation**	**Sales Study**	**Reach/Freq.**	**App Installs, Post-Install Activity**

↓ ↓ ↓ ↓ ↓ ↓

No impact.

Shift more budget to Android inventory to meet study threshold on minimum measured impressions.

←

Move entire budget to Android and iOS Opt-In.

SKAN integration With both DSP of choice and InMobi

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- Opt in to SKAdNetwork attribution.

- Post-install activity tracking will be impacted. Prepare to pay higher prices for consented traffic.

- Rely on more upstream metrics like CTR and VCR to drive performance.

What UA-Focused Advertisers Need To Do

Allow "App" to use your location?
Uncover the top places and events near you by enabling location services

◀ Precise: Off

Allow Once
Allow While Using App
Don't Allow

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What Brand Advertisers Need To Do

- Instead of user-level targeting, focus more on KPI-led campaigns or utilize AI-powered contextual targeting.

- Creative will be a big part of consumer engagement too.

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- Remember that Apple is not alone. Google's Chrome browser will deprecate third-party cookies by 2022, and Safari already has.

- These changes are not going to be limited to Apple forever. Google will not be far behind.

What The Future Looks Like

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Questions?

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