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# APPLE iOS 14

Summary of Changes that Impact Facebook and Instagram Advertising



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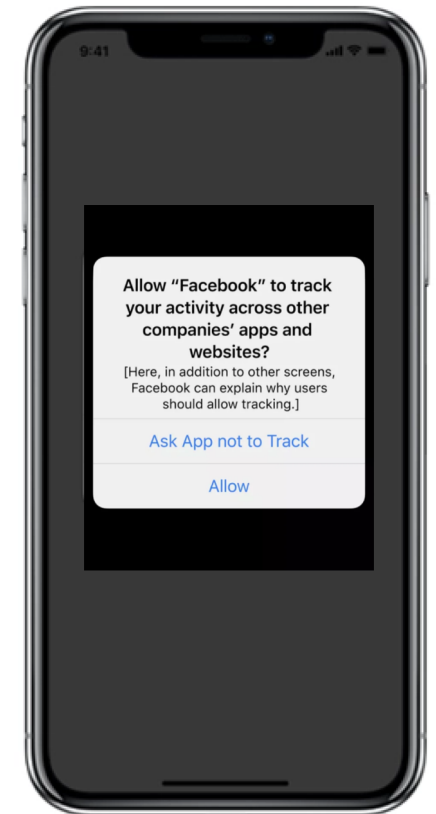
# WHAT IS THE UPDATE?

Apple has announced changes with iOS 14 that will impact how Facebook receives and processes conversion events from tools like the Facebook pixel.

Businesses that that optimize, target, and report on web conversion events from any of Facebook's business tools (including Instagram) will be affected. Because of data protection policies and browsers phasing out 3rd-party cookies, it's becoming more of a challenge to accurately track Facebook conversions.

This is an aggressive new privacy initiative across all of Apple's devices that will change the permissions for passing back user data and other kinds of data into the Facebook platform.

- Apps will be required to show a prompt to the user asking for permission for them to be tracked.
- This is essentially an opt-out option for users to be tracked or have data passed back into ad accounts on Facebook.
- One of the largest impacts of this is that it will **heavily restrict** the amount and the type of data that Apple is allowing to be passed back to advertisers on Facebook.



# WHAT IS THE IMPACT ON YOUR ACCOUNT?

As more people opt out of tracking on iOS 14 devices, ads personalization and performance reporting will be limited for both app and web conversion events. If conversion tracking is limited on Facebook, we will have less data to accurately know what campaigns and ads are working. It will become more difficult to make advertising decisions without fully accurate data on your return.

## 1. REPORTING

- Some reporting breakdowns will be lost. For example, you will still be able to see impressions by gender and age, but no longer able to see conversion data by gender and age.
- Conversion and revenue data will rely more on “modeled” data than actual data events, such as purchases and add to carts meaning there will be data discrepancies.
- Trackable conversion events will be limited to **eight events**. Also, only one event per session is tracked based on priority. For example, if someone makes a purchase, add to cart and initiate checkout events will not be tracked. Ad sets optimizing for a conversion event that’s no longer available will be paused.

# WHAT IS THE IMPACT ON YOUR ACCOUNT? *(continued)*

## 2. ATTRIBUTION WINDOW

- The 28-day click and view and 1-day view default attribution window is going away and the ability to edit this attribution window between 28-day, 7-day and 1-day will no longer be an option. This means if someone clicks on an ad today but buys in two weeks, which is a very common behavior, that purchase will show up attributed to Facebook Ads.
- However, the **attribution window is now changing to 7-day-click and 1-day-view**, so if someone purchases 8 days after seeing an ad, that purchase will not show up in Facebook. This change in the attribution window may cause a significant drop in the reporting on conversion volume attributed to Facebook Ads.

## 3. TARGET

Targeting will become less accurate meaning prospecting campaigns will be less effective.

- Audiences will be smaller and created from fewer data points.
- The ability to exclude certain audiences will be reduced substantially.
- Reliability on the algorithm will be reduced given there are fewer data points being passed back into the Facebook platform from the pixel.
- Lookalike audiences will be more impacted than interest-based audiences.

# WHAT IMMEDIATE ACTIONS CAN WE TAKE?

## VERIFY YOUR WEBSITE DOMAIN(S):

In the Business Manager Settings under “Brand Safety > Domains”, you can add your business’s domain and verify ownership either through uploading a DNS Verification or HTML File Upload. More information on verifying domains can be found [here](#) and [here](#).

## IMPLEMENT CONVERSIONS API:

Conversions API works with the Facebook pixel to help improve the performance and measurement of your Facebook Ad campaigns. Or, it can be set up through a partner integration on Facebook Ads Manager. Steps on implementation can be found in the events manager section of your ad account.

## UTILIZE ANALYTICS UTMS ON ADS:

Using Google Analytics UTM codes (e.g., tracking code appended to full URLs to track criteria such as “campaign,” “source,” “medium,” etc.) on all URLs on ads will allow you to see more data in Google Analytics. However, depending on the set up of attribution models in Google Analytics, some conversion attribution to Facebook Ads may be reassigned to search and other platforms.

# QUESTIONS, COMMENTS, BIG IDEAS? LET'S COLLABORATE!

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