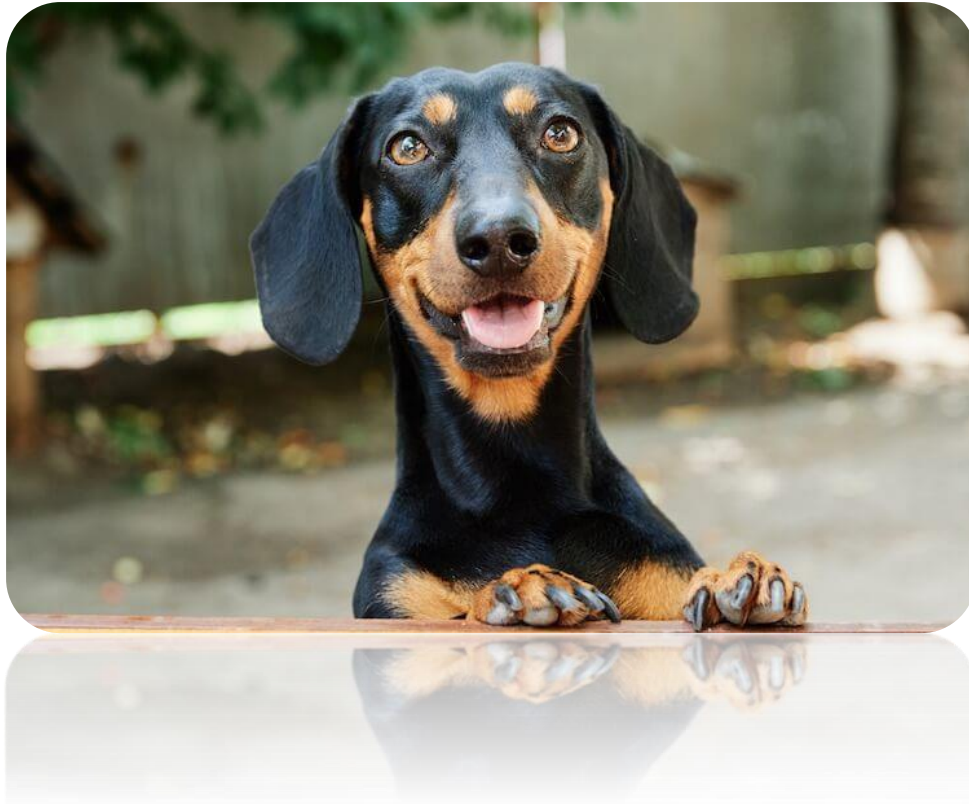# HOW APPLE'S IOS 14 PRIVACY UPDATE IMPACTS FACEBOOK ADS

WHAT YOU NEED TO KNOW AND DO ON FACEBOOK

The Marketing Crowd

What We Will Cover

- **Overview – the big picture**

- **iOS 14 privacy update – what are iOS users now prompted to do when opening an app**

- **How will this impact Facebook ads?**

- **What should you do?**

The Goal Of This Session

1. To keep you updated about a topic that you will hear about / have heard about but one that can be quite confusing. I will strip it down to make it more understandable.

2. To help you understand

   a) What parts of this might impact you
   b) What parts might not impact you

   This is a complicated topic but not all of it might impact you.

3. To explain what actions you might need to take – depending on how you use Facebook ads.

Why did Apple roll out this privacy update?

App Tracking Transparency.
Privacy. That's iPhone.

When you use apps on your phone, they may track you across other apps and websites in order to target you with advertising.

Apple wants to give its customers more control over their privacy.

The aim of the new iPhone feature, Apple says, is to add transparency to this process. Now you know what's happening, it's up to you to choose whether apps can track you.

iOS 14 was introduced in September 2020 but the privacy update was delayed until May 2021.

Apple now prompts people to select if they would like allow tracking of data with an App eg. Facebook.

If people decide to opt-out:
1. Facebook has less visibility of what the person is doing, the sites they are visiting etc.
2. Facebook's Advertising tools will potentially become less effective in targeting and optimizing for that person.

Because Apple's operating system has the largest share of the market, this will cause a major disruption in the ability of Facebook's ad tools to build large-scale, interest-based audiences and lookalike audiences, as well as optimize for ads based on actions, such as a purchase.

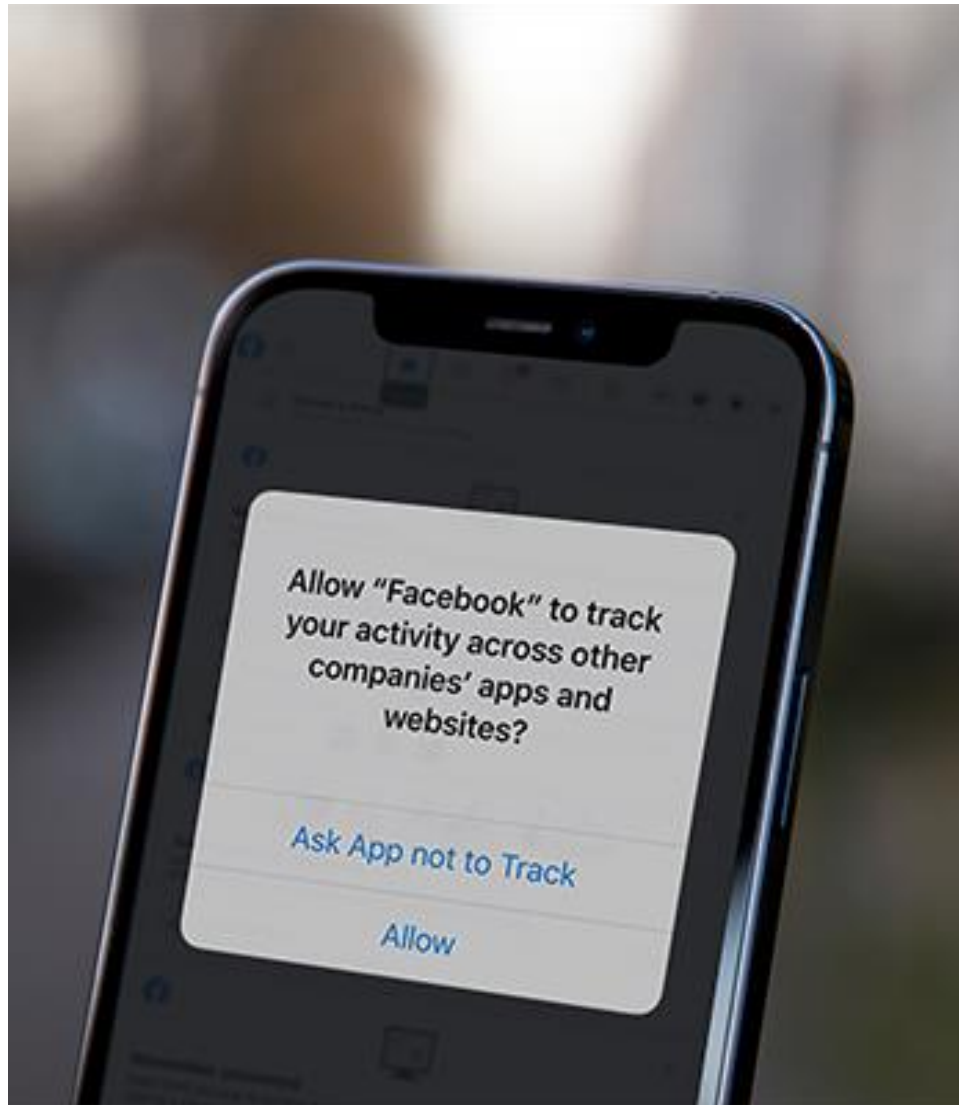# Apple has always given users the ability to opt out of tracking

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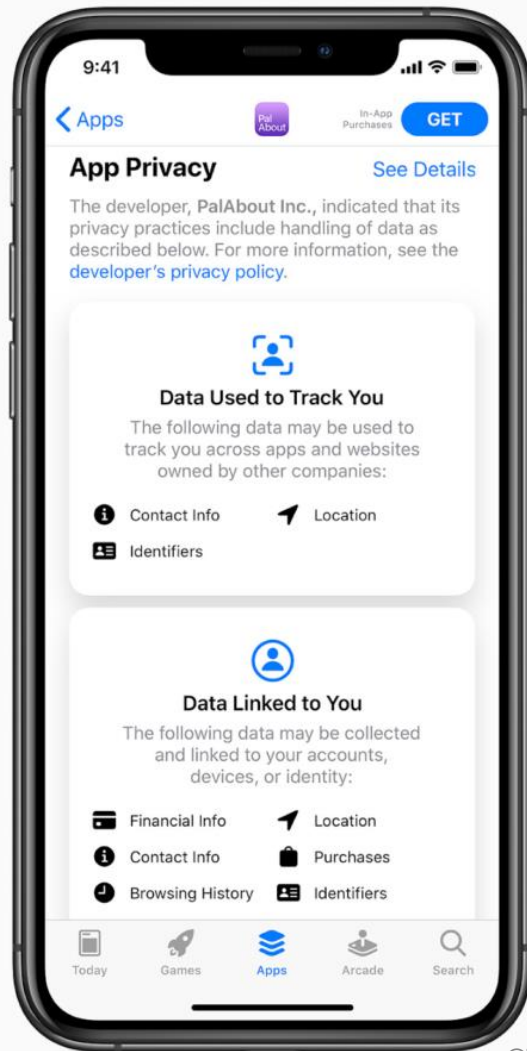
But it was Hidden

You had to go into settings and find it and then opt out

Most people wouldn't know that it was there

From May 2021 it became an up front prompt

When the user opens an app or downloads an app they are presented with the prompt
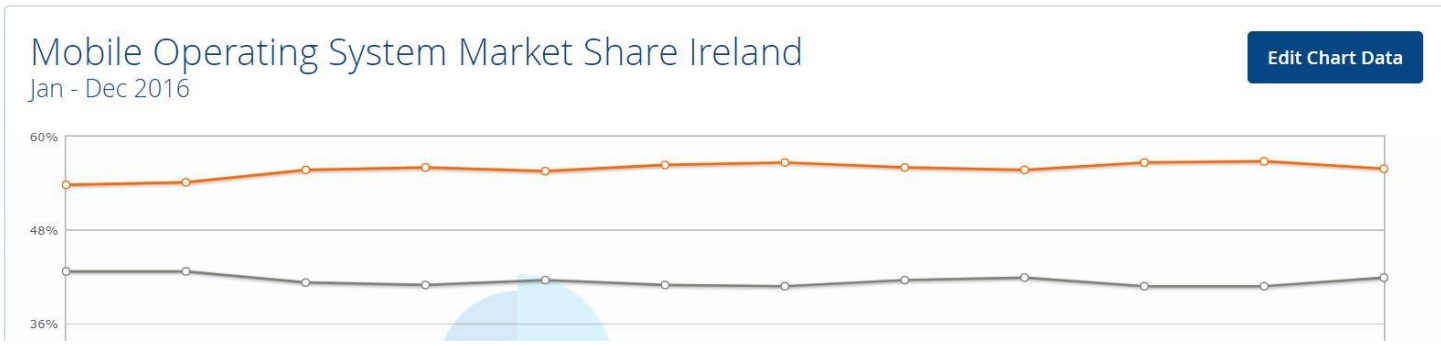
It is now being made clear to users that their activity is being "tracked" across websites and apps and it is simple to opt out of this

How many are expected to opt out?

We don't know yet but estimates are that 70%–90% of people will decline to allow the app to track their activity

How many iOS users are there?

statcounter GlobalStats

Press Releases   FAQ   About   Feedback

Android	iOS	Samsung	Unknown	Nokia Unknown	Series 40
50.42%	49.07%	0.42%	0.04%	0.01%	0.01%

Mobile Operating System Market Share in Ireland - April 2021

Mobile Operating System Market Share Ireland
Jan - Dec 2016

Edit Chart Data

statcounter GlobalStats

Press Releases   FAQ   About   Feedback

iOS 14.4	iOS 12.5	iOS 14.3	iOS 14.2	iOS 14.0	iOS 13.5
74.84%	5.39%	3.19%	3.01%	1.44%	1.33%

Mobile & Tablet iOS Version Market Share in Ireland - April 2021

What We Will Cover

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- How will this impact Facebook ads?

- What should you do?

Recap on some important targeting options

On the Digital Marketing School members' website there are video lessons which show you:-

1. How to setup retargeting audiences e.g. web visitors 30 days, 180 days and people who visit specific web pages.
2. How to setup lookalike audiences – the top 1% of people in the country who are most similar to your followers or website visitors

How it will impact the targeting of your ads

Facebook will have less data on people which will impact:-

1. Our retargeting audiences will be smaller because Facebook won't be able to identify a very large chunk of them.
2. Our retargeting campaigns will be less accurate – you might end up targeting customers with your prospecting campaigns
3. Our lookalike audiences will be less accurate because Facebook has less profile data of people.

On the Digital Marketing School members' website there are video lessons which show you ..

1. How to setup conversion tracking so you can track how many people who visited your website added to cart, purchased, signed up for your newsletter and lots more

2. You could then track how many people took this action (converted) within 28 days of seeing your ad

How it will impact the tracking and measurement of your ads

Before

Unlimited FB pixels could be placed on a domain

This will not impact you if ...

1. You don't have a FB pixel on your site
2. You only have one pixel on your site
3. You don't have any sub-domains
4. You don't track conversion on your website

After

- **Only one FB pixel per domain**
- **Plus you need to verify your domain if you want to track conversions**

This could impact you if ...

- You have a number of sub-domains e.g. Mysite.com/ireland   Mysite.com/germany

- Your pixel and the pixel of another section of your business (or your marketing consultant / Facebook ads consultant) is on your site.

- If you run ads where you want to track how many people converted on your website.

How it will impact the tracking and measurement of your ads

Before

When tracking conversions you could use unlimited standard events and up to 40 custom conversions

This will not impact you if ...

1. You have not been tracking conversions

After

Now a limit of 8 events can be tracked including custom conversions

1. We can no longer track more than eight actions on your website at any given time. Brands will have to rank their event triggers by priority. (there are some basic metrics that will not be affected, like Landing Page Views.)

2. Once you set your top eight conversion events, you WILL be able to change them. However, if you do, all of your ads will be paused and you will need to restart them when the priority is reset.

How it will impact the tracking and measurement of your ads

Before

Attribution window default was 28 day click and 1 day view

This will not impact you if ...

1. You were unaware that the 28 day click attribution previously existed
2. You do not track conversions in your campaigns

After

Attribution window is now 7 day click

- If you have a product that is not an impulse buy – the buyer takes a few weeks to decide, your report will now be less accurate because it only reports on who bought within 7 days of clicking on the ad.

- Campaign results will be heavily impacted. Analytics will now populate inconsistently over a 72-hour window, therefore eliminating the ability to track actions in real-time.

For example, you advertise on Facebook but:-

1. You do not use advanced audiences such as retargeting or lookalike audiences. You simply target by location, interests demographics.

2. You do not drive people to your website. You just run ads to get awareness and engagement.

There won't be any impact on you

However, in the future you should try to use more advanced audiences and you should try to drive people to your site because it will improve your ads / sales

For example ...

1. You advertise to your recent website visitors and there is only one pixel on your website.
2. You advertise to lookalike audiences

Your target audiences will be smaller and less targeted.

There isn't much that you need to do except factor in your reduced audiences.

However, in the future you should try to use conversion tracking because it will improve your understanding of what ads and audiences work / don't work.

For example ...

1. You advertise to your recent website visitors

2. You advertise to lookalike audiences

PLUS

3. You track the conversions on your website = either custom conversions or standard conversions.

Your target audiences will be smaller and less targeted

1. **You need to verify your domain in Business Manager**
2. **And then prioritise your conversion events**

For example ...

1. You use your Pixel and your ad account to advertise for a client driving traffic to their site

or

2. You use your clients' pixel on their site and advertise using their ad account

Your client needs to
- **Setup a Business Manager account**
- **Verify the domain in BM account**
- **Link the pixel to the BM account**
- **Add you as a partner in the account.**

What We Will Cover

Overview – the big picture

iOS 14 privacy update – what are iOS users now prompted to do when opening an app

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What should you do?
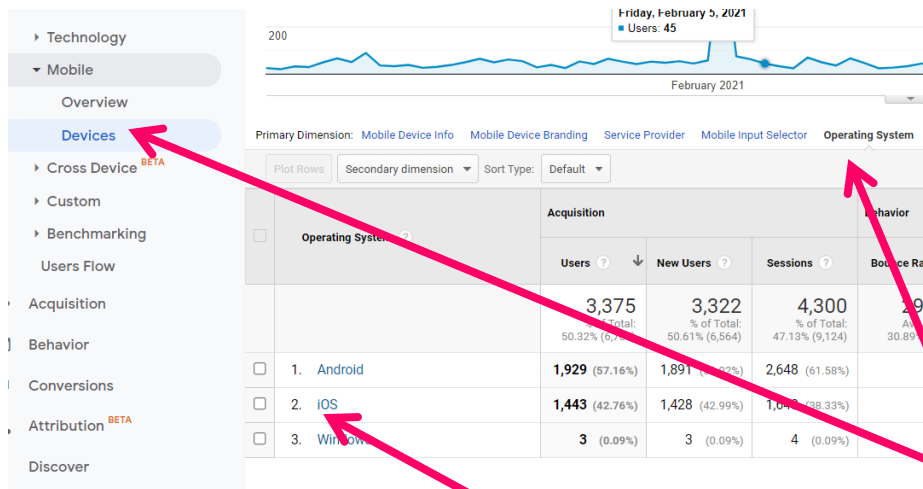
If they are, then this will have an impact on your remarketing audiences because the majority of them will probably opt out of Tracking

To do that go to:-

1. Google analytics
2. Choose a 3-4 month time period
3. Under audiences, click on mobile and devices. You might then need to click on "Operating system". It will then tell you how many of your visitors use iOS. Calculate this as a % of your overall visitors in the period.
4. To then see how many of those use iOS 14 click on iOS.

User Explorer			
▸ Demographics			
▸ Interests			
▸ Geo			
▸ Behavior			
▸ Technology			
▾ Mobile			
Overview			
Devices			
▸ Cross Device BETA			
▸ Custom			
▸ Benchmarking			
Users Flow			
Acquisition			
Behavior			
Conversions			
Attribution BETA			
Discover			

Primary Dimension: **Operating System Version**   Service Provider   Screen Resolution   Ot

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾

Operating System Version ?		Acquisition	
		Users ? ↓	New Users
		1,443 % of Total: 21.51% (6,707)	**1,4.** % of T. 21.76% (6,5
☐	1. 14.3	**495** (34.16%)	489 (34.2
☐	2. 14.4	**416** (28.71%)	411 (28.7
☐	3. 14.2	**240** (16.56%)	234 (16.3
☐	4. 14.1	**36** (2.48%)	36 (2.5
☐	5. 14.4.1	**32** (2.21%)	33 (2.3
☐	6. 13.7	**29** (2.00%)	29 (2.0
☐	7. 13.6.1	**19** (1.31%)	17 (1.1
☐	8. 13.3.1	**17** (1.17%)	16 (1.1
☐	9. 13.5.1	**15** (1.04%)	14 (0.9
☐	10. 14.0	**15** (1.04%)	15 (1.0

You can now see how many of those iOS users are using iOS 14

18.8 % of my website visitors so far this year have visited the site using the iOS 14 operating system.

So when I look at my retargeting audiences I know that they could be out by around 18%

Go to your Ads Manager

It will tell you if there are actions that you need to take in Resource Centre.

Click on Resource Centre and you will see the actions that Facebook is recommending for you.

It will probably tell you that some audiences that you have used in Ad campaigns could now be smaller in the future.

You should verify your domain in order to

1. Claim ownership of your domain – you are proving to Facebook that you own and manage the website
2. You can then prioritise the conversion tracking events – unless you verify your domain you can't track these.
3. It would also allow you to control who can run ads that link to your website and you can block accounts advertising

Note: You have to go to Facebook Business Manager to verify your domain

How to verify your domain
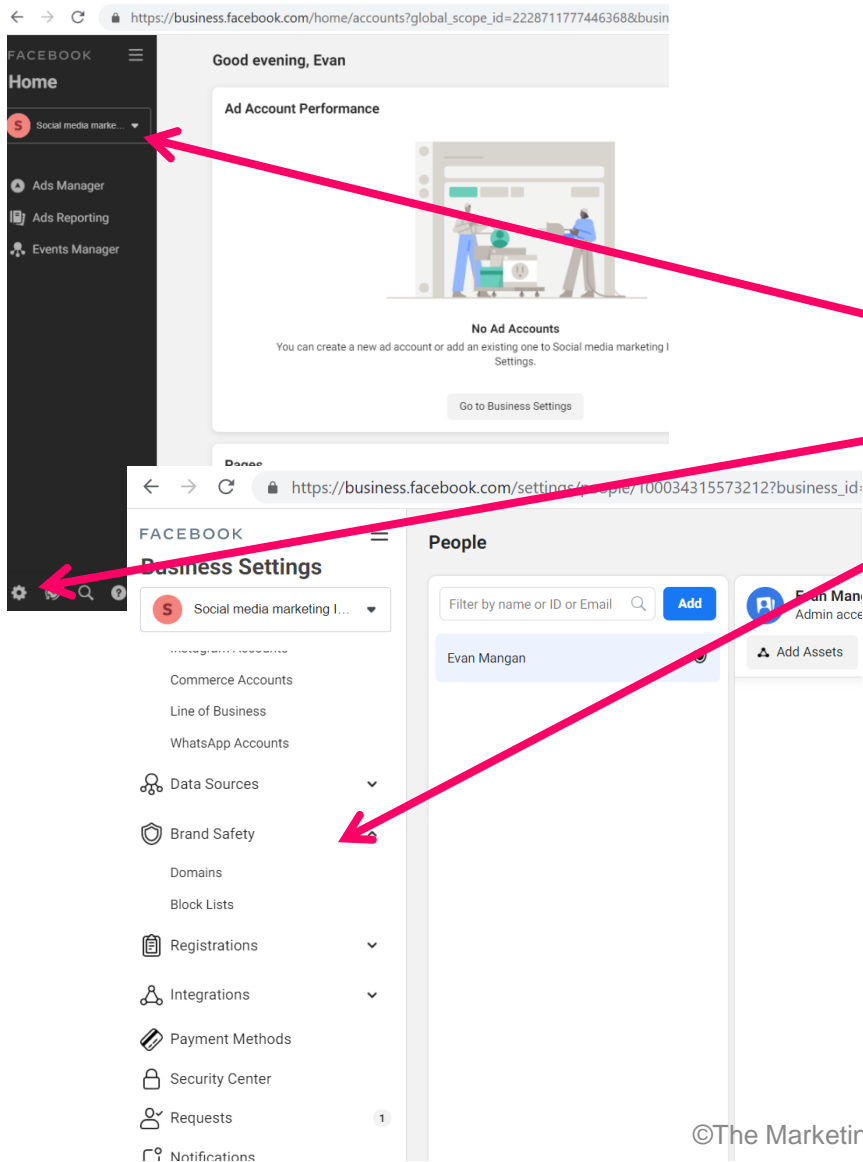
How to verify your domain

1. Go to business.facebook.com
2. Choose your page from the left hand menu
3. In the bottom left click on Settings icon
4. On the left hand menu under brand safety select Domains

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How to verify your domain
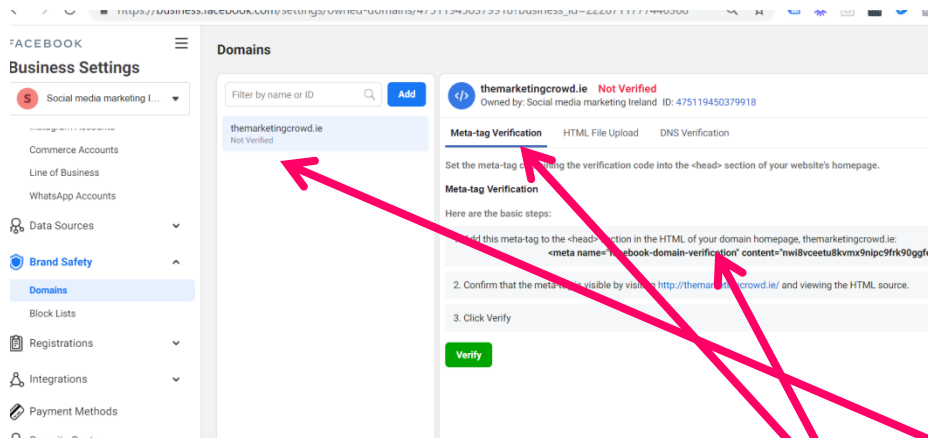
How to verify your domain

5. If you have not already told Facebook the name of your website you will see a field called Add domain. Click it and type in your domain name

6. If you have already told Facebook (when setting up your page or creating a catalogue) it will list it on the left and will say Unverified

7. Select meta Tag verification

8. Copy the meta tag

How to verify your domain
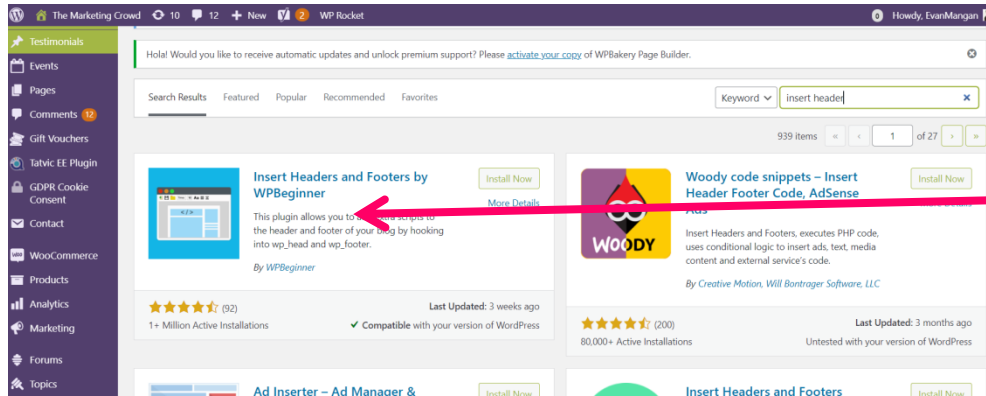
9. To verify on a WordPress website, search for a plugin called "Insert headers and footers" and click install and then activate

10. Then go to Setting on the left hand side and select Insert headers and footers

11. Paste in the "meta tag header script" from Facebook business suite. Scroll down and click save
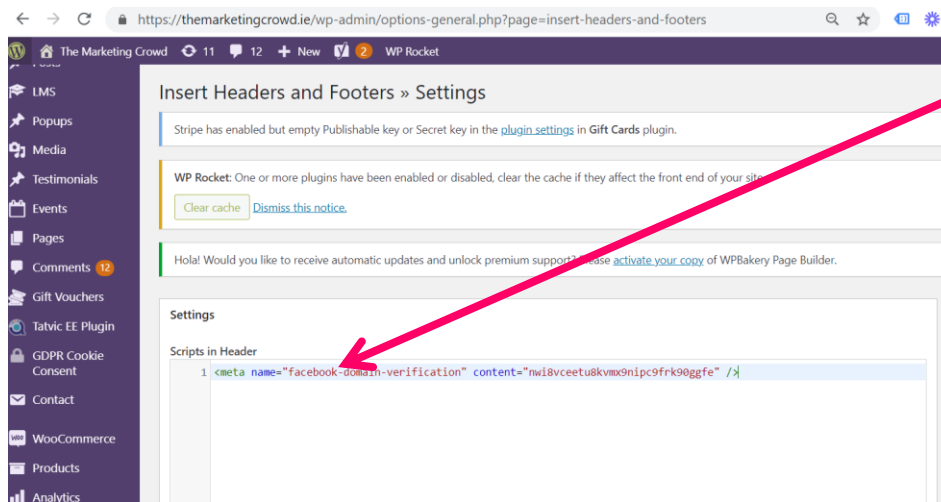
How to verify your domain
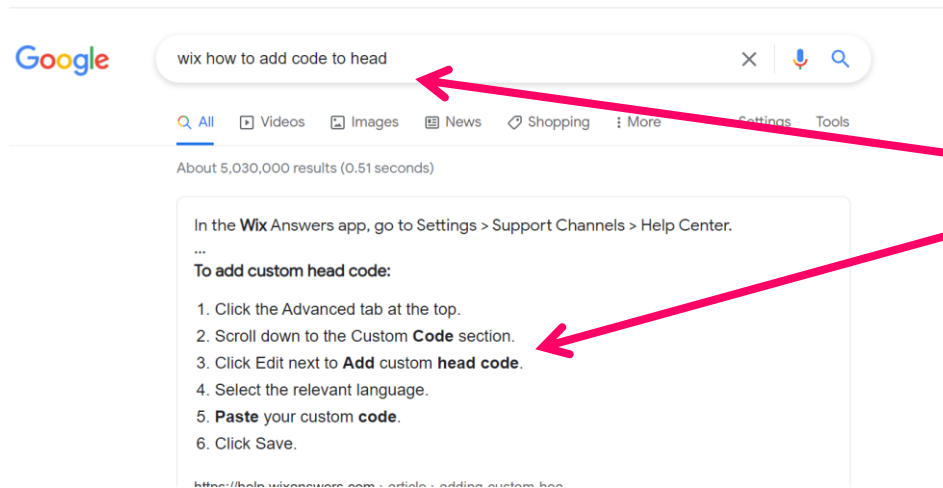
To verify on other website platforms like Wix, Weebly, Shopify etc. Simply do a Google search like "Wix how to add code to head"

You will be shown a support article explaining what to do

How to verify your domain
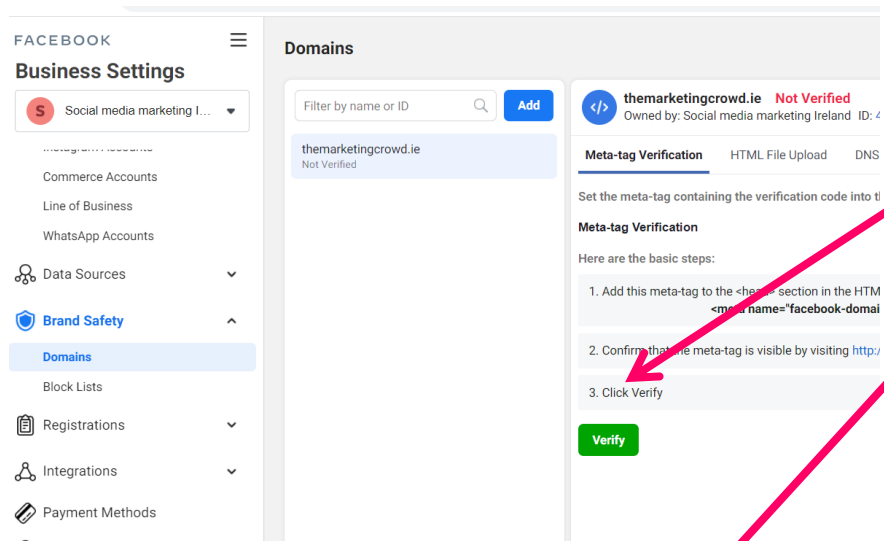
12. Go back to Business suite

13. Click verify

14. If you get a message saying verification failed, try again in 3-4 hours and it should work fine then.

Note – if this doesn't work for some reason you should try verifying using the DNS on your domain. Call your domain provider and they will talk you through it.
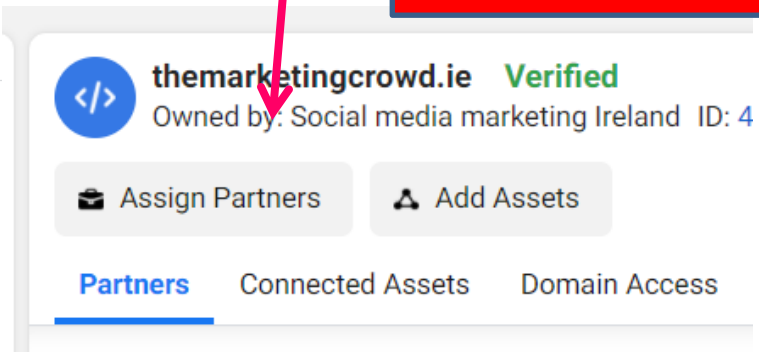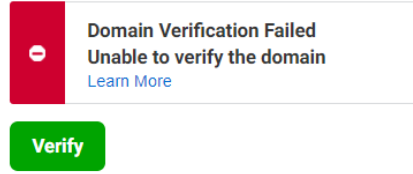
4. Ensure your business manager account not only has the domain verified but also has your ad account and page connected to it.

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.
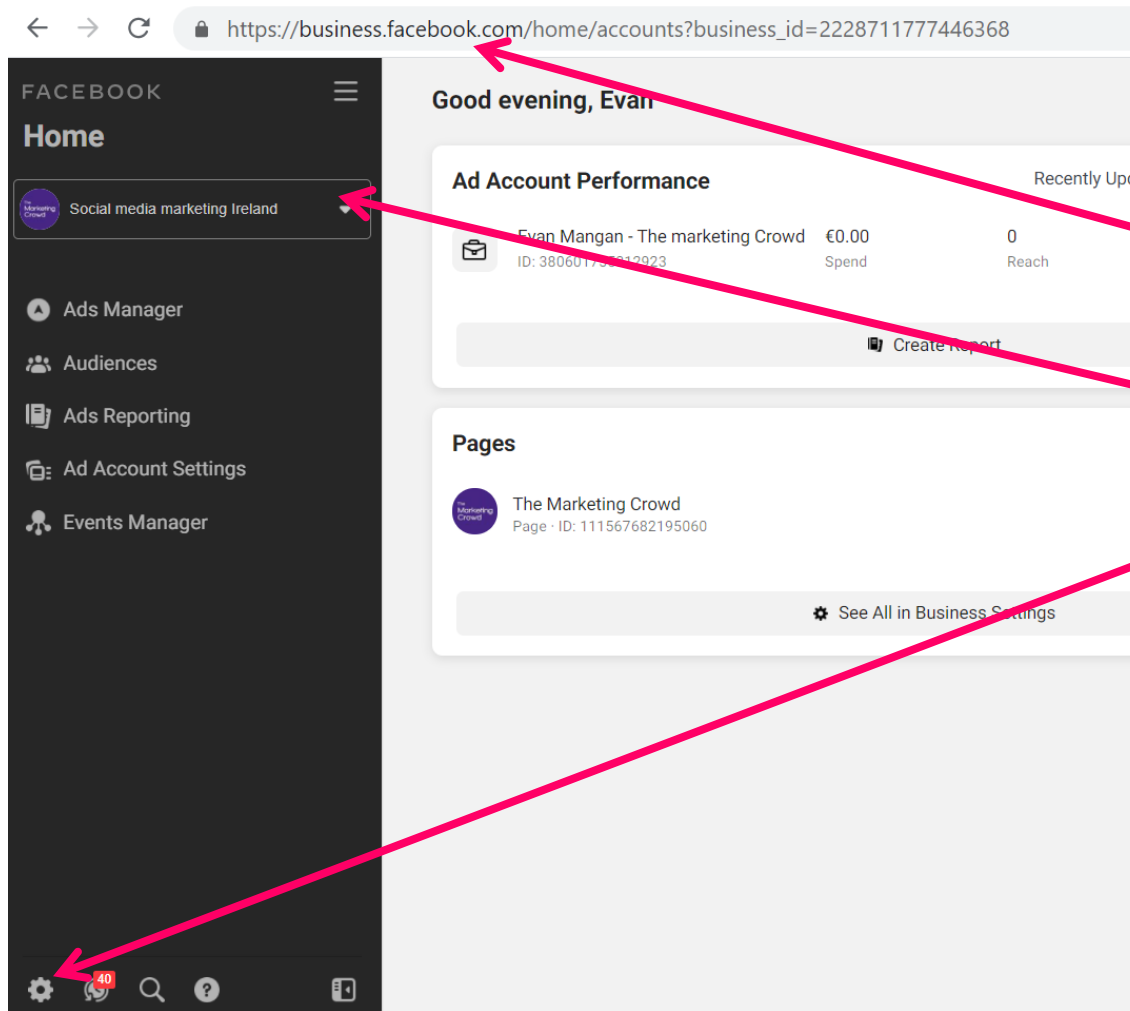
In your business manager account you have now verified your domain.

You now need to ensure that Facebook sees that your ad account and your Facebook business page (as) are also connected to this Domain through the Business Account

This will then allow you to prioritise your tracking events in the next step.

4. How to connect your ad account & page to your business manager
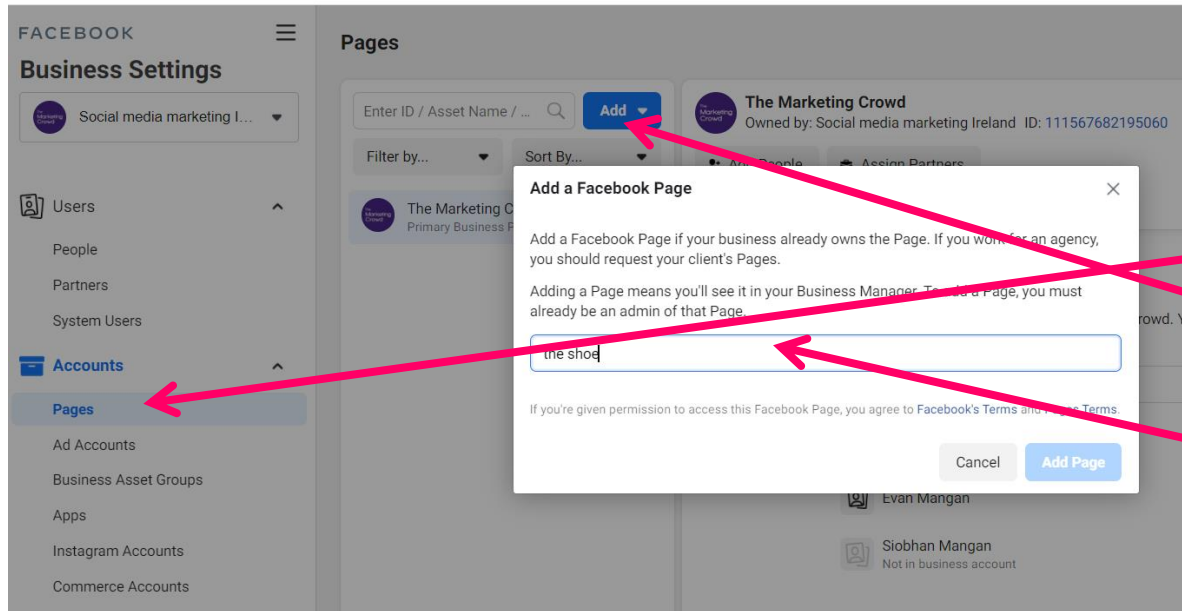
← → C 🔒 https://business.facebook.com/home/accounts?business_id=2228711777446368

FACEBOOK ☰
Home

Social media marketing Ireland ⌄

Good evening, Evan

Ad Account Performance   Recently Upda

Evan Mangan - The marketing Crowd   €0.00   0
ID: 380601793212923   Spend   Reach

Create Report

⊙ Ads Manager

👥 Audiences

📰 Ads Reporting

🗇 Ad Account Settings

👤 Events Manager

Pages

The Marketing Crowd
Page · ID: 111567682195060

⚙ See All in Business Settings

⚙ 💬 40 🔍 ❓ 🗗

Go to business.facebook.com

Choose your business account on the left hand side

Click on the cog to go to your business settings

On the left menu

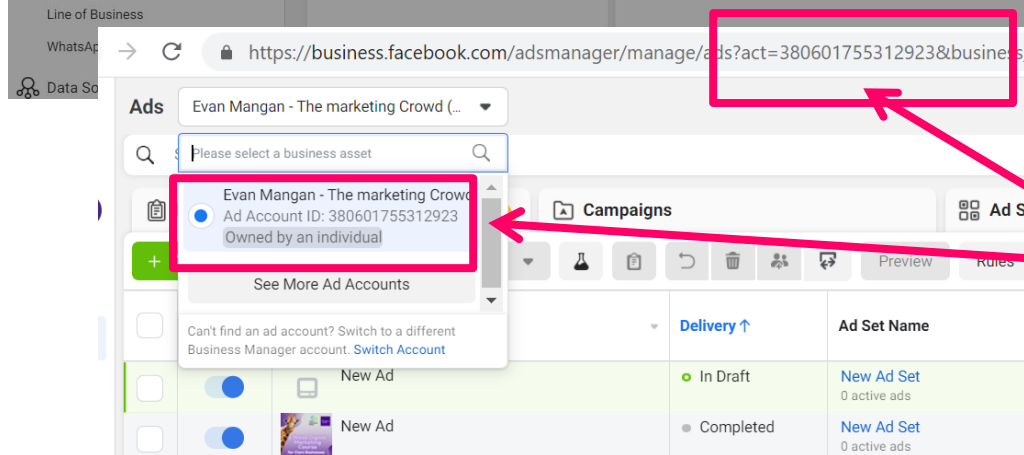1. Click on pages
2. Click on Add
3. Click on Add page
4. Type in the name of your page
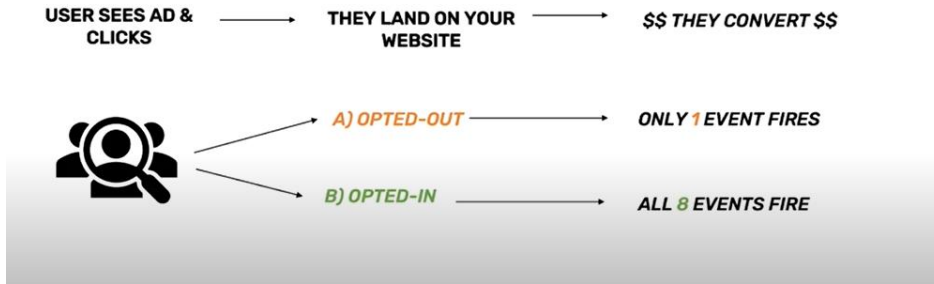5. Then select Add page

On the left menu

1. Click on Ad Accounts
2. Click on Add
3. Click on Add Ad account
4. Paste in the id of your ad account
5. Then select Add Ad Account

To get your ad account id, go to your ads manager. Here you will see your id

USER SEES AD & CLICKS → THEY LAND ON YOUR WEBSITE → $$ THEY CONVERT $$

A) OPTED-OUT → ONLY 1 EVENT FIRES

B) OPTED-IN → ALL 8 EVENTS FIRE

You should prioritise your tracking events because:

1. For people who opt out of tracking on iOS 14, only one event will be reported. Therefore, ensure that you have set the priority that suits your business. For most of us, the top priority will be a sale, then checkout, then add to cart. But yours might be different.
2. Facebook has already prioritised your events but they may not be what you want.
3. Facebook has not added your custom conversions – you need to add them to the list and prioritise them.

Only the person who verified the domain can Prioritise Events

How to prioritise your tracking events

Custom Conversions

Measure and Optimize with Custom Conversions
Use custom conversions to measure outcomes that happen on your website or in-store, and optimize your ads for URL traffic and custom events. Learn More

Create Custom Conversion   Share

| Custom Conversions	Status	Data Source
Visited Upcoming courses page on TMC ID 2028967533792248	● Active	Evan Mangan's Pixel ID 604883649639695
Purchase of DMS membership ID 284545735895938	● Active	Evan Mangan's Pixel ID 604883649639695
Visited checkout page for DMS membership ID 844846999449466	● Inactive	Evan Mangan's Pixel ID 604883649639695

1. Go to your Ads Manager
2. Then on the left select the option for Data sources and then custom conversions – check whether you have any custom conversions setup and copy the id of each conversion into a notepad or word document.

(If you haven't setup a customer conversion you can set one up here. Refer to the Zoom course on the members website "How to analyse and track your marketing" and it shows you how to set these up)

How to prioritise your tracking events
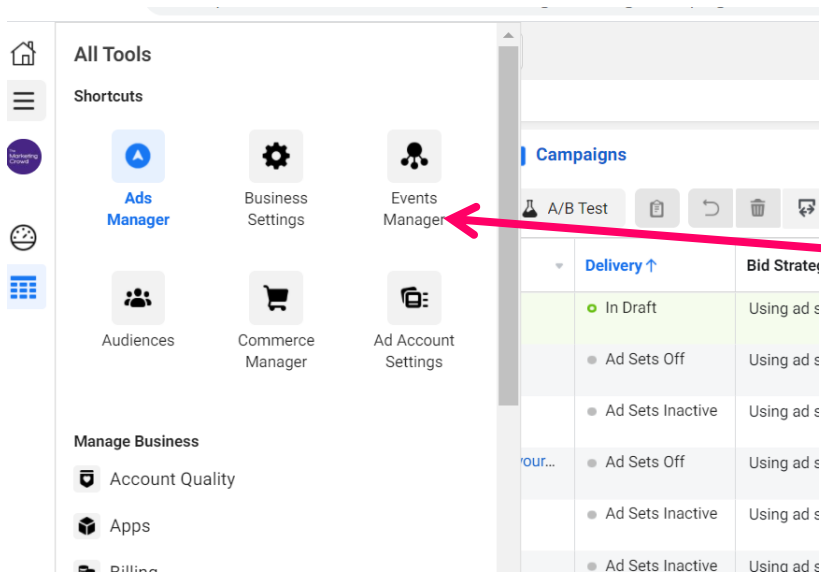
3. On the top left menu select Events Manager

4. Then click on Aggregated Events measurement – this is the place where you can prioritise your events.
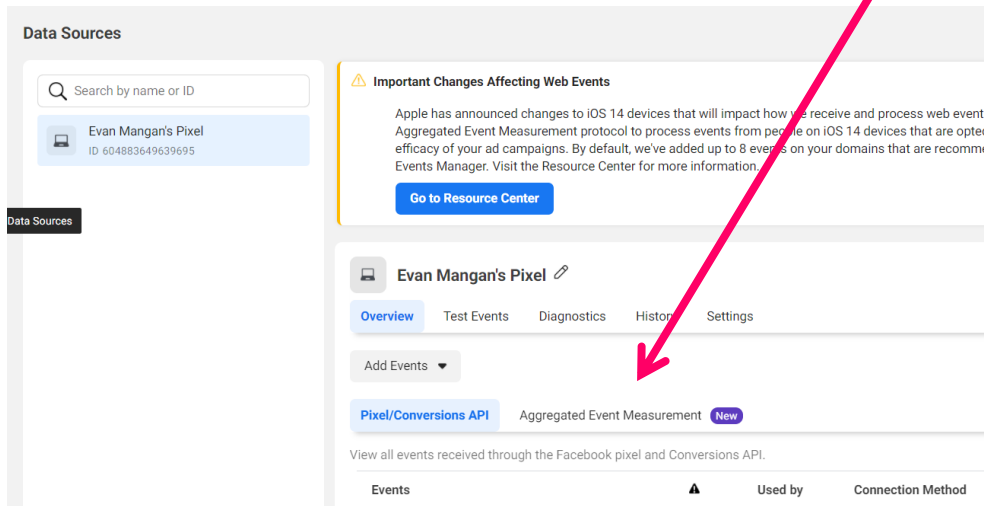
How to prioritise your tracking events

Events Manager

Web Event Configurations

The domain list displays domains that receive data from pixels that your business either owns or shares with other ad accounts. By default, all domains are configured with up to 8 prioritized conversion events which are used for web ad campaign optimization. Search for domains to view and manage prioritized event configurations. If a domain isn't listed, add it to your business account first using **Manage Domains**.

If you're unable to edit configurations and you're the domain owner, verify the domain. Completing the domain verification process is recommended for all unverified domains to ensure your business has control over which pixels and conversion events are eligible for configuration on your domains.

🔍 Search by domain name

Domain		Configured Events
themarketingcrowd.ie	Domain Verified	3

Web Event Configurations

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🔍 Search by domain name

Domain		Configured Events	
themarketingcrowd.ie	Domain Verified	3	
	Highest priority	Contact	Evan Mangan's Pixel
		Initiate Checkout	Evan Mangan's Pixel
	Lowest priority	Add to Cart	Evan Mangan's Pixel

Manage Events

5. Click on Domain Verified

6. Click on manage events

How to prioritise your tracking events

7. Facebook will have chosen some standard events for you and prioritised them. Review these and change the order of them by dragging them up or down

8. In order to add your custom conversion to this priority list, click on "add event" button

9. Change it to custom conversion and click the down arrow. Your custom conversions might not be visible. Paste in the conversion id into the box and it should appear. Select it.

How to prioritise your tracking events

Edit Web Event Configurations
To change this domain's configuration schema, select the desired pixel or custom conversion and the event you want configured on the do...
highest in priority when a customer takes several actions during a web session. If you change the priority of the events, all ads and ad sets
remove events that are being used for optimization. Learn More

Domain: themarketingcrowd.ie

Priority ⓘ	Pixel/Custom Conversion	Event Name ⓘ	Value
Highest priority	Evan Mangan's Pixel ▾	Contact ▾	
	Evan Mangan's Pixel ▾	Add to Cart ▾	
	Evan Mangan's Pixel ▾	Initiate Checkout ▾	
Lowest priority	Custom Conversion ▾	Choose an event ▾	
		284545735895938 ✕	
		Received within last 28 days from ...is dom...	

9. Paste in the conversion id into the box and it should appear. Select it.

10. Then move the conversion events up or down so the most important event is at the top of the list.

11. Click on Submit

‹ Events Manager   🖵 Evan Mangan - The marketing Cr... ▾

Edit Web Event Configurations
To change this domain's configuration schema, select the desired pixel or custom conversion and the event you want configured on the domain. Place the events in order from highest to lowest priority so Facebook receives the event that's highest in priority when a customer takes several actions during a web session. If you change the priority of the events, all ads and ad sets optimizing for the changed events will be paused for 72 hours. Ads and ad sets will stop running if you remove events that are being used for optimization. Learn More

Domain: themarketingcrowd.ie   Events slots filled: 4 of 8   [Add Event]

Priority ⓘ	Pixel/Custom Conversion	Event Name ⓘ	Value Optimization ⓘ	Configured Event Usage ⓘ	Owned By ⓘ
Highest priority	Custom Conversion ▾	Purchase of DMS membership ▾		1 Event	Evan Mangan - The marketing Ad Account ID: 60060955614
	Evan Mangan's Pixel ▾	Initiate Checkout ▾		1 Event	Evan Mangan - The marketing Ad Account ID: 600609555...
	Evan Mangan's Pixel ▾	Add to Cart ▾		1 Event	Evan Mangan - The marketing Ad Account ID: 600609555...
Lowest priority	Evan Mangan's Pixel ▾	Contact ▾		1 Event	Evan Mangan - The marketing Ad Account ID: 600609555...14

Give Feedback   Cancel   [Submit]