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The Future of Digital Marketing Measurement

April 2021

Nice to meet you



Amy Stamper
Senior Paid Social Specialist

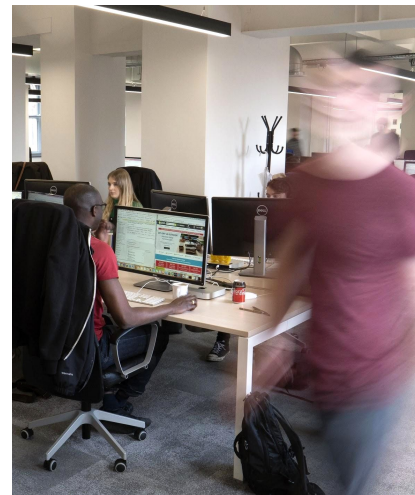


Aaron Dicks
Founder

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Who we are

Founded in November 2012, Impression has grown to be one of the UK's premier agencies, working with brands across the globe to drive higher returns on their digital marketing investments.



Agenda

1

Situation Analysis

2

How Ad Tech Works

3

What's Actually Changing?

4

Getting Prepared

5

Our Take

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Q&A

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Situation Analysis

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Situation Analysis

Where are we now?

Digital advertising ecosystem is increasingly focusing on user privacy

Users felt lack a of visibility into, and control over, how their data is being used



1. Transparency



2. Choice



3. Control

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Situation Analysis

User demand

Awareness of how ad data and tracking works, and desire for more privacy online

News and events

High profile coverage of big tech's role in issues like US elections, Snowden, Brexit

Current legislation

Catching up with tech innovations and user demands - GDPR, CCPA, DPA

Perceived future demands and legislation

Further changes anticipated based on consumer expectations and regulatory issues

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Situation Analysis

3 things are happening

Three broad areas to consider



**Verification and
transparency**



**App
response**



**Browser
response**

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Situation Analysis

Transparency and Verification

Google

→ Business verification

“We are verifying the identity of advertisers on our platform and including a disclosure with the name of the advertiser and where they're located on ads served through Google Ads.” [Google](#)

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Start identity verification by May 12, 2021

Dear Advertiser,

You've been selected to complete identity verification for your Google Ads account [REDACTED]. You must start verification by May 12, 2021.

Your ads will continue to serve while we review your information. If you don't complete verification, your [account will be paused](#). [Learn more](#)

GE



winter coats

[Q All](#) [Images](#) [Maps](#) [Videos](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 2,910,000,000 results (0.63 seconds)

Ad - <https://www.coatdepot.com/>

Winter Coats | Men & V

Get quality winter coats at afford shipping.

Ad - <https://www.discounted>

Discounted Coats Now

Up to 70% off on winter coats! S

New Arrivals

Shop the latest styles and fashions today

Shop Sales

Discounts up to 60% off for men & women

About the advertiser

Name

Coat Depot, Inc

Location

United States

[Learn about Google advertiser identity verification](#)

☒ Show ads from coatdepot.com

CLOSE

Situation Analysis

Transparency and Verification

Facebook

→ Domain verification

“This ownership allows you to control editing privileges of your links and other content to prevent misuse of your domain and to keep bad actors from spreading misinformation.” [Facebook](#)

→ Business verification

“Business verification checks that a Business Manager account belongs to an actual business or organisation [...] you may need to verify your business to access certain features” [Facebook](#)

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Tasks

Actions that can help you prepare your ad account for iOS 14 changes.

0 of 1 completed



Verify your website domain

Admin access required



We suggest verifying that your business owns the website domains where your pixels are set up so that you can change which eight events your pixel can optimise on.

We require verification to ensure that your business has the authority to decide which conversion events should be eligible on your domains. You'll need admin access to the Business Manager account associated with your pixels to verify your domains. [Learn more](#)

The domains that your pixels are placed on:



Verify domains

Mark as complete

Situation Analysis

Apps

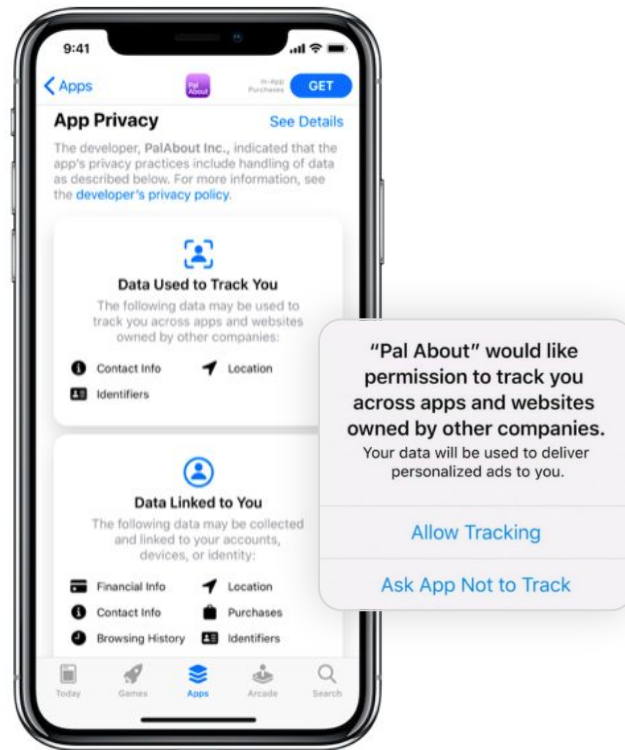
Users increasingly more in control of app tracking

→ E.g. Apple's AppTrackingTransparency (ATT) update / iOS14

- ◆ Describing Data Usage
- ◆ Asking Permission to Track

Without this, app publisher doesn't have permission to track users - whether through Apple's Identifier for Advertisers (IDFA) or any other identifier.

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Situation Analysis

Apps

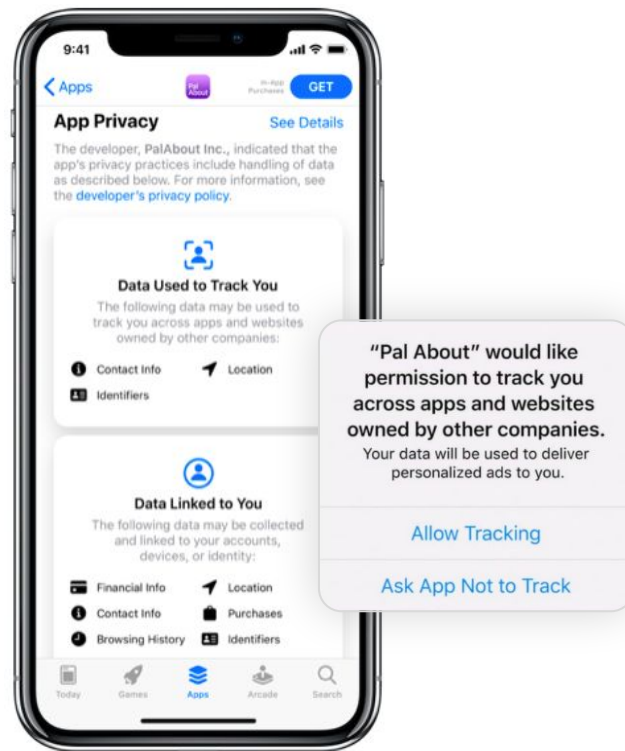
Not the first significant change in apps

- Previous iOS versions - opt outs through “limit ad tracking” option in user settings
- Android users can already opt out of ad personalization

Increased user control will drastically change measurement

- Over 30% of iOS users chose to opt-out of tracking in 2020, up 216% since 2016
- Opt outs getting more common overall but may be lower among Android users ([Singular](#))

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Situation Analysis

Browser

Do Not Track / DNT

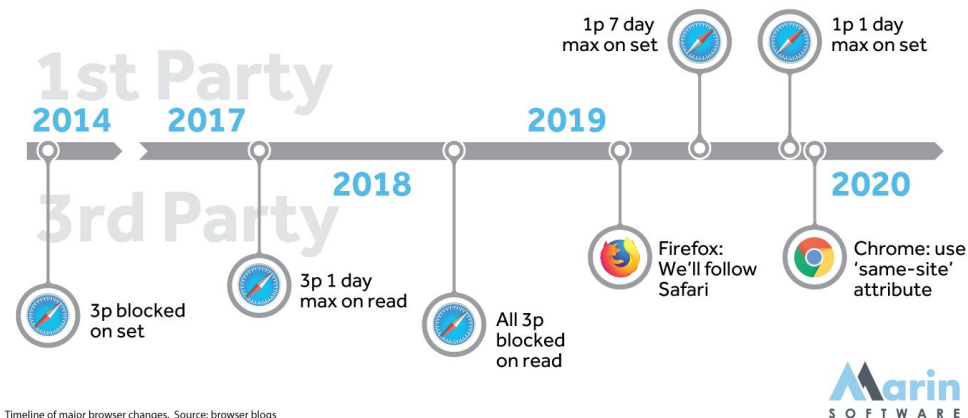
Rise of ad blocker usage

Safari ITP

Firefox ETP

Chrome Same-Site

Chrome Privacy Sandbox announcement



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How Ad Tech Works (briefly)

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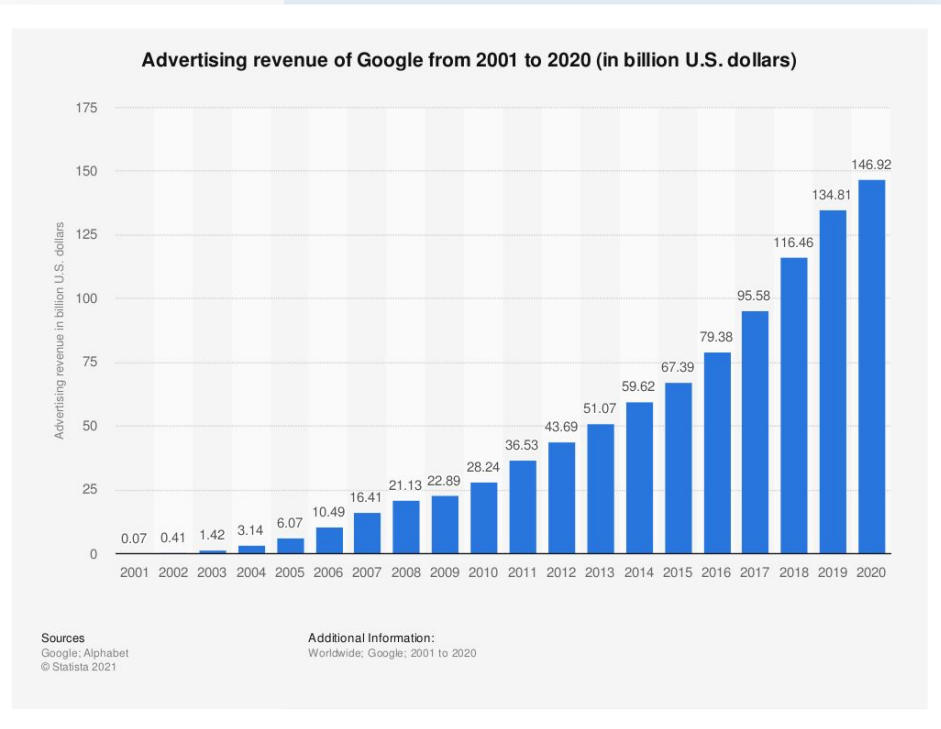
Selling data & attention for revenue

Advertising has always been about selling attention

The last couple of decades has been about selling [access to] data

Ongoing changes aim to **balance** enhanced user privacy but obviously continue industry growth

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Cookies: the backbone of internet advertising

Cookies & advertising

Cookies are the glue in internet advertising

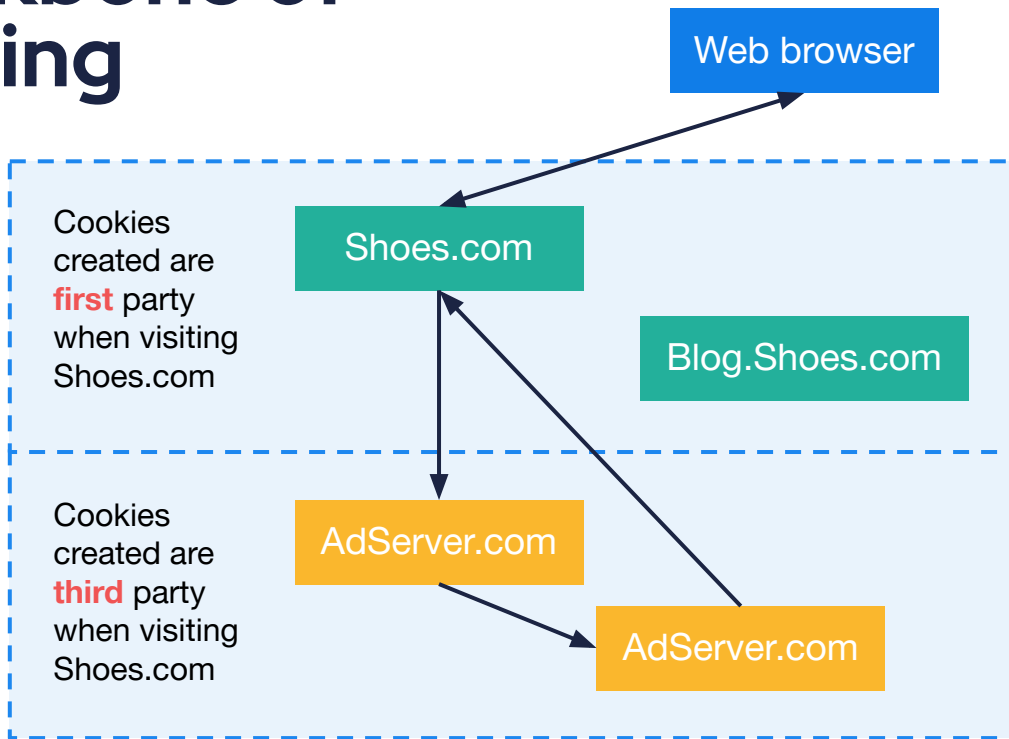
Cookies have existed for almost as long as the web itself

Cookies come in two flavours, “first party” and “third party”

Not originally designed for advertising - they’ve been exploited and used in insecure ways

Chaining of ad servers via redirects is how multiple parties manage to get included in third party scope

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Cookies: the backbone of internet advertising

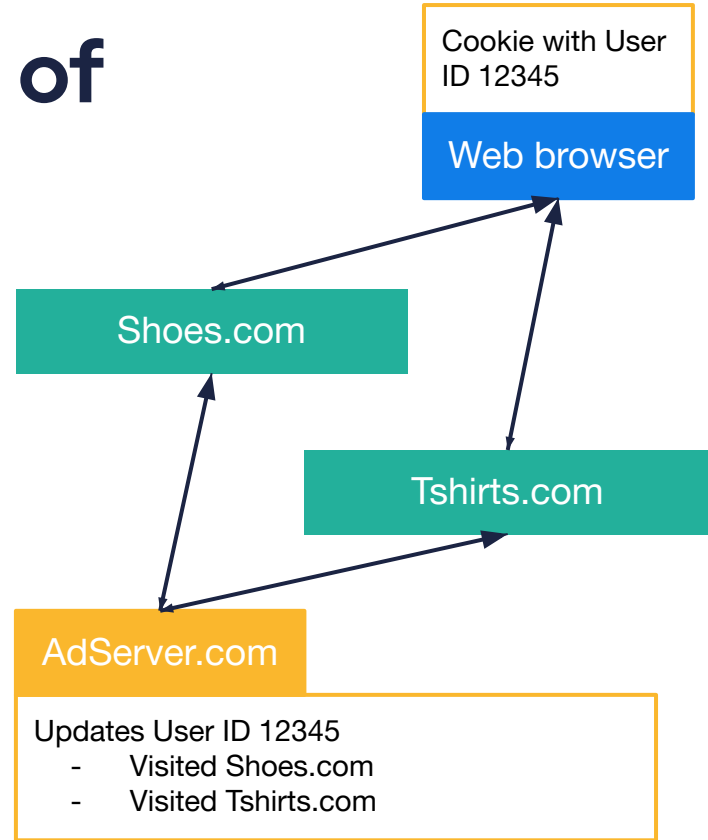
Cookies & advertising

Ad servers hold the user demographic and behavioural data

Cookies store user IDs which reference ad server data

Browsing history is appended against this ID to build up a picture of your interests

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Mobile app advertising

Advertiser device IDs

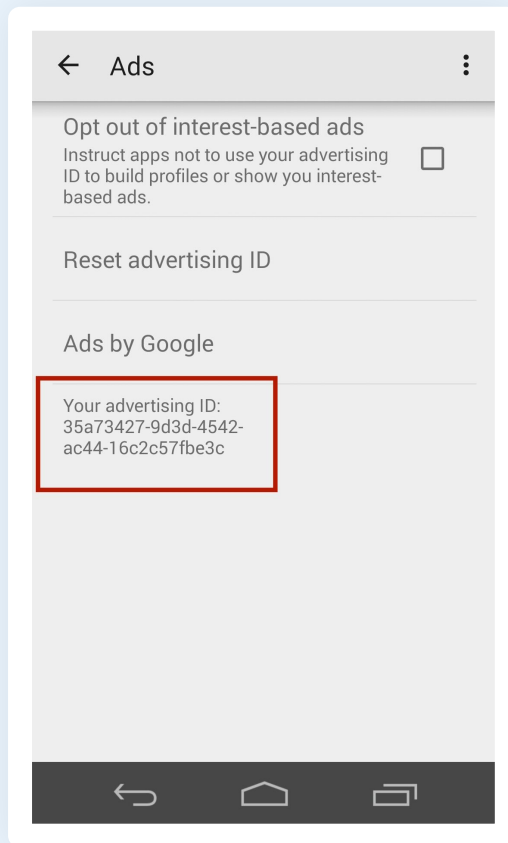
Used in a similar way to cookies on web

Unique device identifier

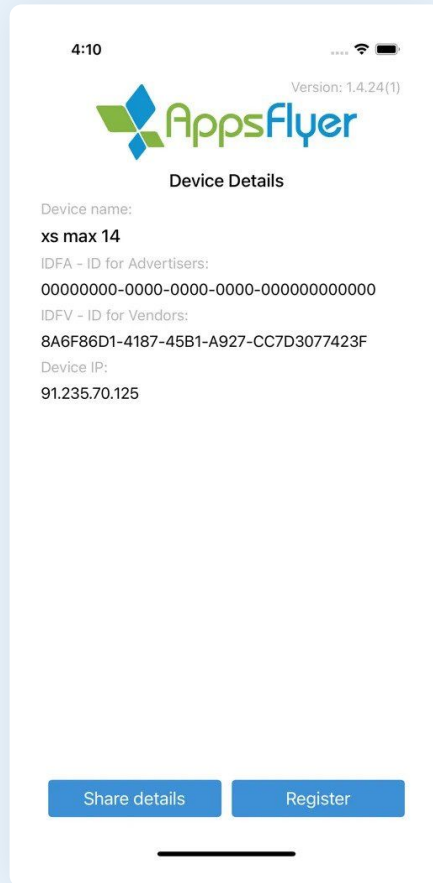
Some privacy controls already exist

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Android



iOS



So...

...we can't just do away with 3rd party cookies and User IDs?

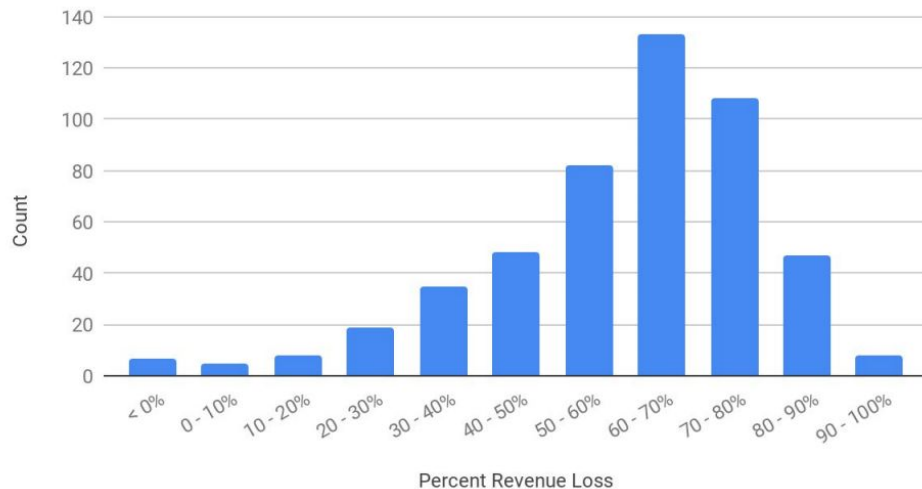
Google commissioned a test to establish effectiveness of advertising without third party cookies.

A randomly selected top 500 publishers were identified.

- average revenue in the treatment group decreased by 52%
- median per-publisher revenue decline of 64%.

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Revenue Loss Distribution (Top 500 publishers)



Source:

https://services.google.com/fh/files/misc/disabling_third-party_cookies_publisher_revenue.pdf

Realisation

Google and other major ad vendors have realised there must be a better solution to provide better user privacy, but to keep the ad ecosystem alive for its publishers and its own business interests.

Google just happens to own the world's most popular browser, too.

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64% +

Browser Market Share - Chrome

What's Actually Changing?

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What's actually changing?

Just some of the current changes

- ✓ Launch of Google Analytics 4
- ✓ Google Tag Manager launched server-side tagging
- ✓ Facebook Conversion API
- ✓ Chrome privacy upgrades & Privacy Sandbox
- ✓ Transparency requirements for platforms
- ✓ Impacted conversion measurement in platform reporting
- ✓ Impacts on advertising audiences

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GA4 Launch

A new event based analytics model

Early days still

What you can sign up for right now is a beta

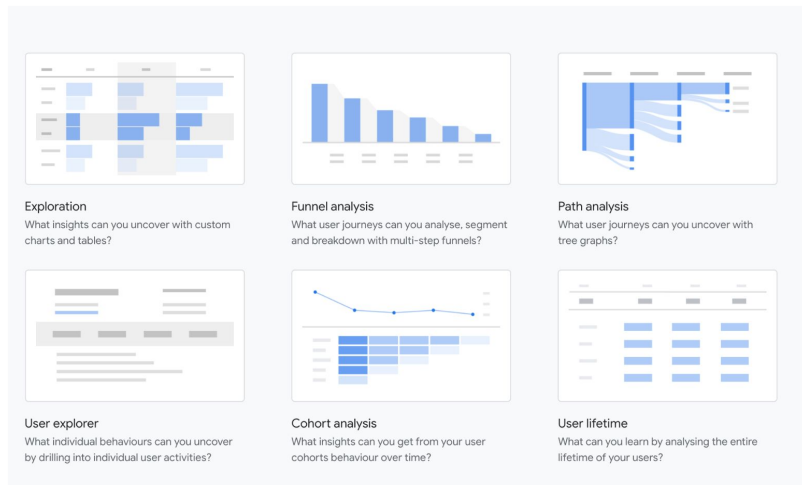
Start early and get some data populating

Explore the new event and parameter-driven data model - less focus on sessions in the sense that Universal Analytics has

New features include:

- Analysis Hub
- Free BigQuery linking
- Event editing (after the fact)
- New UI & menu layout
- Debugging
- Engagement metrics replace “bounce rate”

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Server-side 1st party measurement

New direct measurement solutions from Google and Facebook

- Early days
- What you can sign up for right now is a beta
- Start early and get some data populating
- Explore the new event-driven data model - less focus on sessions in the sense that Universal Analytics has
- New features include:
- Analysis Hub
- Free BigQuery linking
- Event editing (after the fact)
- New UI & menu layout
- Debugging
- Engagement metrics replace “bounce rate”



Google Tag Manager

**Server-Side
tagging for
Google Analytics**



**Facebook
Conversions API**

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Google's privacy sandbox

5 APIs across 4 privacy & safety categories

- Building first party audiences
- Placing relevant ads on sites
- Measuring advertising effectiveness
- Preventing fraud

Despite antitrust, this is likely to go ahead



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Building first party audiences

Personalised remarketing audiences

“FLEDGE” (previously “TURTLEDOVE”)

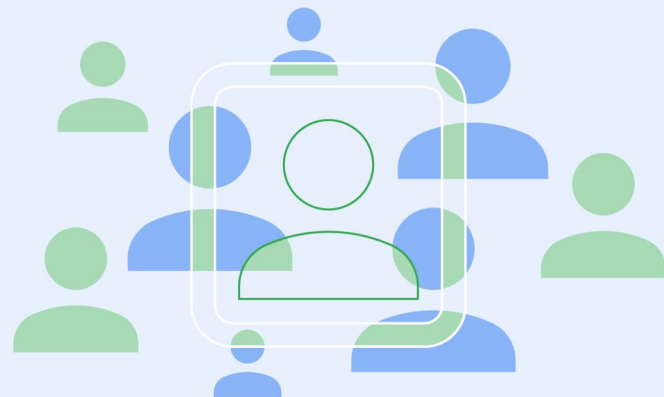
Ask the browser to persist information

Stores: bidding logic, bids, ads, allowable ad networks

Browser determines when an ad slot is available to an ad network it's expecting

Auctions are then run in the browser and the ads are shown

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Source: privacysandbox.com

Placing relevant ads on sites

Interest based audience targeting

FLoC - Federated Learning of Cohorts - on-device machine learning & inclusion in audience “cohorts”

Browsers are in control of audience categorisation, not central ad servers

Based on local device browsing history

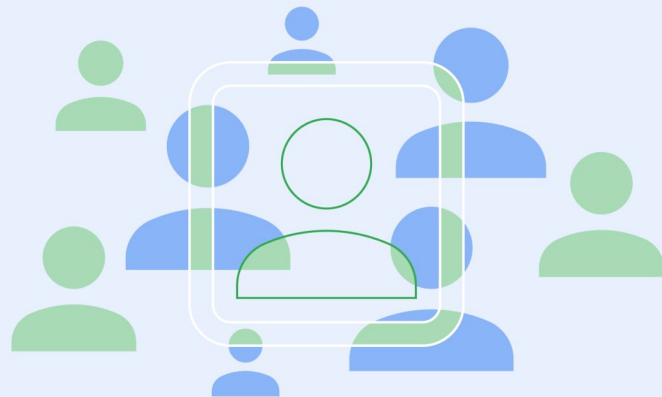
Exist in only one cohort at a time and these evolve over time. Also rotated weekly.

“Whether the browser sends a real FLoC or a random one is user controllable.”

Sites can opt out of inclusion in FLoC for additional privacy

Browser ultimately makes the decision of which cohort's ads to give an ad slot to

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Measuring advertising effectiveness

Without Third Party Cookies

Currently cookies are used in almost all parts of measurement

They are absolutely crucial in measuring:

- Cross device conversions
- View-through conversions

Browsers to take control of ad effectiveness reporting via new browser APIs separately covering reach and conversions.

Focus: “Accuracy in aggregation” Browsers will send back limited information, sometimes delayed, sometimes with added “noise” in the data to prevent personal identification.

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Preventing fraud

Using "Trust Tokens" to identify real users

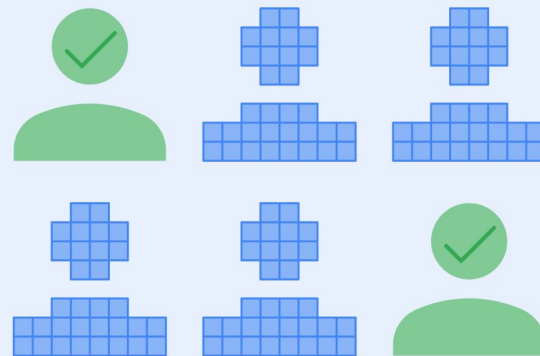
Current efforts to prevent ad fraud rely on cookies and fingerprinting

This is required to distinguish users from bots

Global ad fraud costs businesses in the region of \$34 billion per year (disputed)

See if your device fingerprint is unique and could be used for personalisation - amiunique.org

Potentially users will solve a CAPTCHA but this is unconfirmed. Tokens will live in your browser, hidden away, until required by sites



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Source: privacysandbox.com

Browser privacy upgrades

Privacy Budget & First Party Sets

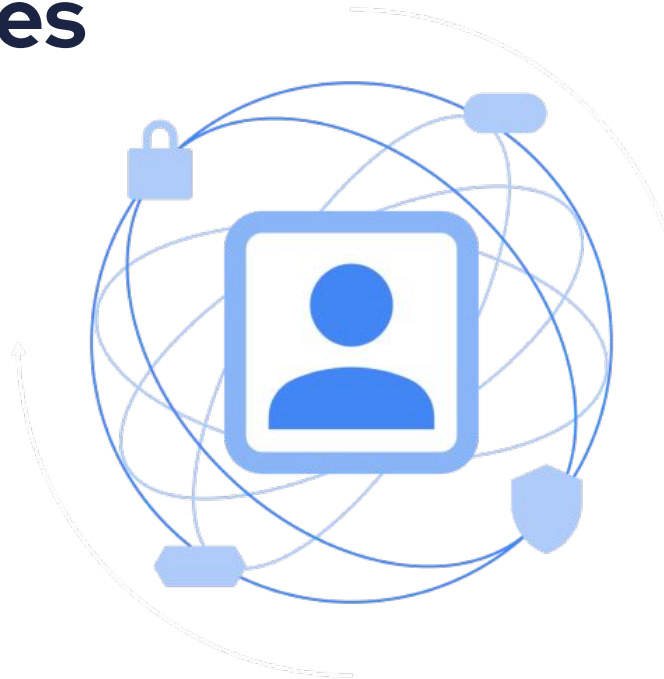
A number of initiatives are led by the Chrome team but this is generally supported by other vendors, to some degree, too.

Prevent covert tracking:

- User Agent Hints
- (amiunique.org)
- Restricted IP disclosure - “Gnatcatcher”

Keep groups of sites all in first party realms

- “First Party Sets”



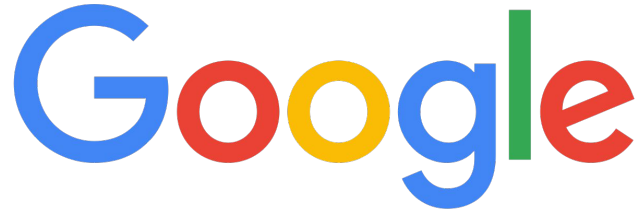
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What's actually changing?

Platforms - Facebook and Google have released the most information so far



Focus on advertising platform updates



Focus on browser impacts and development

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What's actually changing?

Facebook Ads

- **Expect significant changes to the Facebook Ads platform in 2021**
- **Facebook as a vocal opponent to ATT and iOS14 policies.**

In their '[Speaking Up for Small Businesses](#)' announcement, they say Apple are:

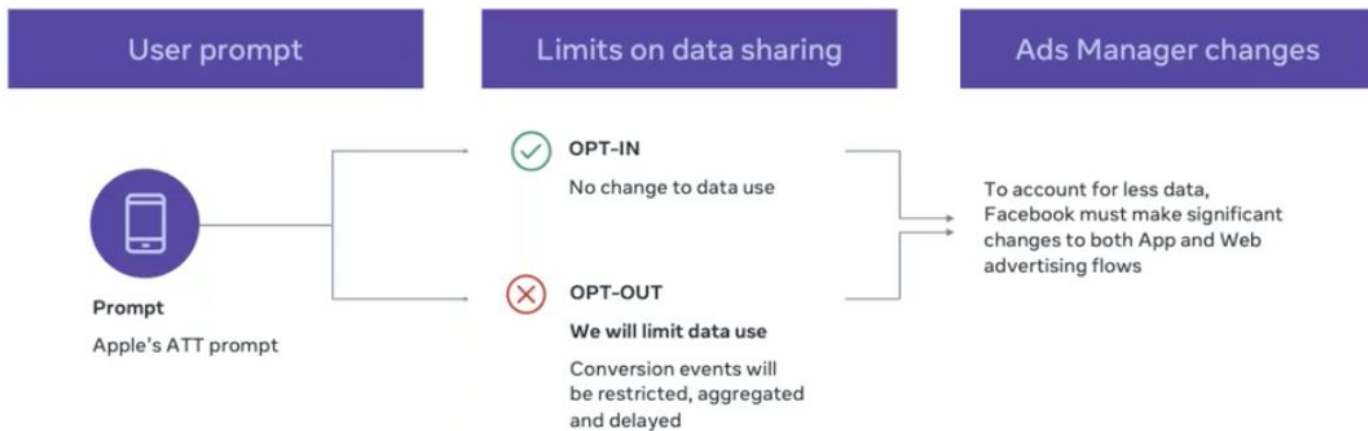
- Creating a policy that's about profit, not privacy
- Hurting small businesses and publishers who are already struggling in a pandemic
- Not playing by their own rules
- Not giving other businesses any choice but to accept their policies

Increased user privacy may negatively impact on Facebook's powerful advertising system and revenue

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What's actually changing?

Facebook Ads



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What's actually changing?

Facebook Ads

Reporting limitations

Reduced user breakdowns

Delayed and restricted reports

Shorter attribution windows and defaults

Aggregated Events

Max. 8 pixel optimisation
Events per domain

Statistical modelling for opted-out users

Targeting limitations

Custom audiences based on website and app behaviour likely to reduce as more users opt out of tracking

Asset limitations

Organisation of business assets - recommend just one pixel per catalogue and domain

Only associate apps with a single ad account

New delivery statuses

Pending/updating limit (iOS14 app campaigns)

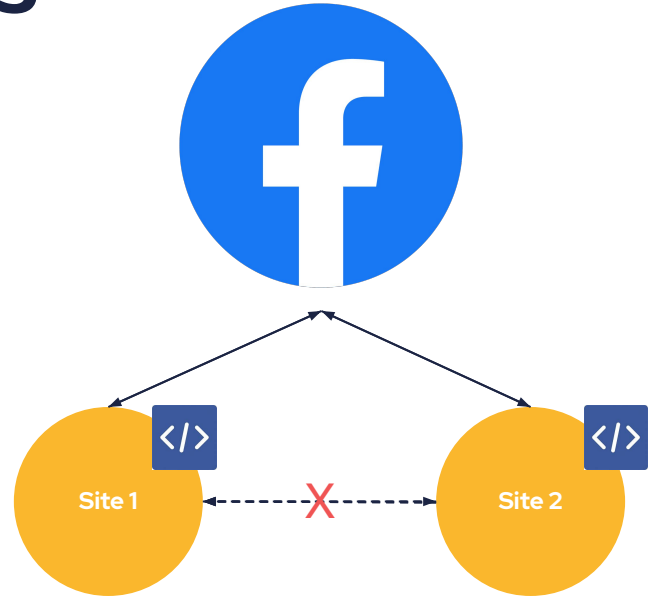
Unsupported event, set up error, updating events (web conversion campaigns)

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What's actually changing?

Facebook Ads

- Prospecting efficacy may reduce
- Algorithm will benefit from fewer data points relating to users' behaviours on **other** websites



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What's actually changing?

Other social platforms



Snapchat - Similar response to Facebook

→ Custom Audiences impacted - Pixel, and Snap Audience Match and Dynamic Retargeting Audiences reduced



Twitter - states that ATT will largely impact App Install and App Re-engagement products... watch this space



Pinterest - watch this space



LinkedIn - watch this space



TikTok - watch this space

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A quick word on what's not changing

1

Paid Social

- Own their data - PII graphs and 1st party information
- On-platform data
- All on-app or logged-in ads

2

Search advertising

3

Audience-based display and video advertising will remain via FLoC and FLEDGE

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What you can do to be prepared

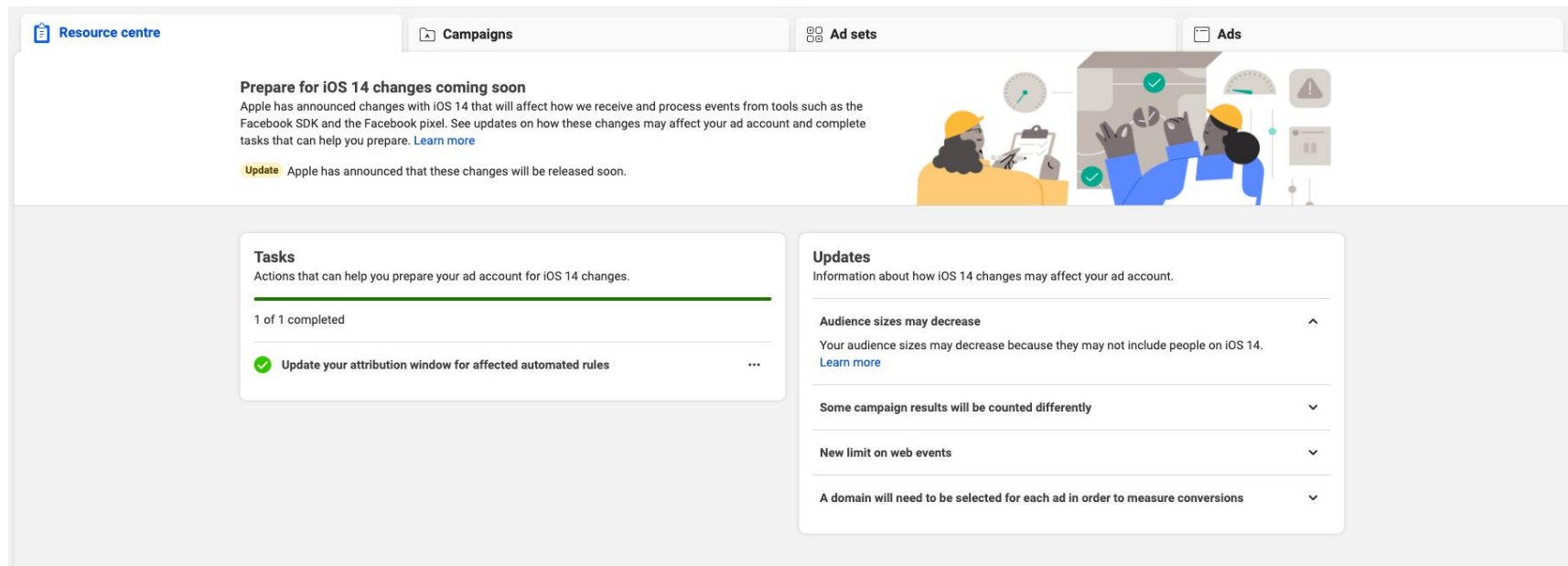
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For Facebook advertisers

Checklist

- ✓ Check new Resource Centre tab in Ads manager for personalised prompts



The screenshot shows the Facebook Ads Manager interface with the 'Resource centre' tab selected. The main header includes tabs for 'Resource centre', 'Campaigns', 'Ad sets', and 'Ads'. Below the header, a banner titled 'Prepare for iOS 14 changes coming soon' provides information about upcoming changes to event tracking and offers a 'Learn more' link. An 'Update' note states that these changes will be released soon. To the right of the text is an illustration of two people in hard hats reviewing a large box with checkmarks and various icons. Below the banner, the interface is divided into two columns. The left column, titled 'Tasks', shows a progress bar for '1 of 1 completed' and a single task: 'Update your attribution window for affected automated rules', which is marked with a green checkmark. The right column, titled 'Updates', lists four items: 'Audience sizes may decrease', 'Some campaign results will be counted differently', 'New limit on web events', and 'A domain will need to be selected for each ad in order to measure conversions'. Each item in the 'Updates' list has a chevron icon indicating it can be expanded for more details.

Resource centre Campaigns Ad sets Ads

Prepare for iOS 14 changes coming soon
Apple has announced changes with iOS 14 that will affect how we receive and process events from tools such as the Facebook SDK and the Facebook pixel. See updates on how these changes may affect your ad account and complete tasks that can help you prepare. [Learn more](#)

Update Apple has announced that these changes will be released soon.

Tasks
Actions that can help you prepare your ad account for iOS 14 changes.

1 of 1 completed

- ✓ Update your attribution window for affected automated rules ...

Updates
Information about how iOS 14 changes may affect your ad account.

- Audience sizes may decrease** ^
Your audience sizes may decrease because they may not include people on iOS 14. [Learn more](#)
- Some campaign results will be counted differently** v
- New limit on web events** v
- A domain will need to be selected for each ad in order to measure conversions** v

For Facebook advertisers

Checklist

App advertisers

- ✓ Learn more how to use or upgrade Facebook SDK, App Events API and Mobile Measurement Partners as applicable

Web conversion advertisers

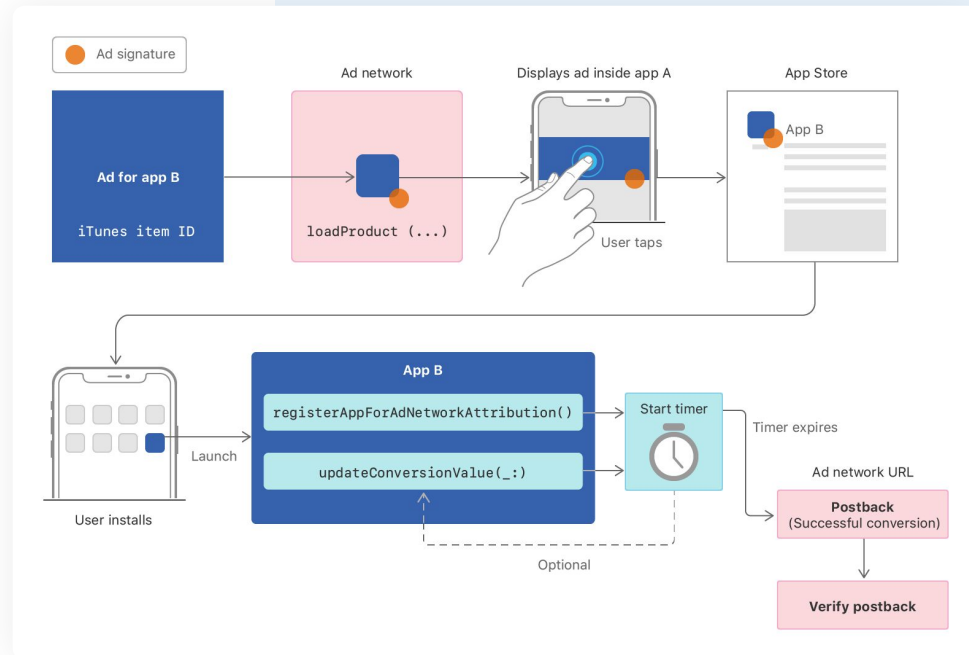
- ✓ Adjust to new attribution windows - compare windows and download historic data
- ✓ Claim your domain
- ✓ Configure eight preferred web conversion events per domain
- ✓ Set up Aggregated Events Measurement
- ✓ Implement server-side tagging - Conversions API

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For App Publishers

Impacting app install campaigns

- ✓ Ensure your iOS app includes the new SKAdNetwork SDK
- ✓ Be aware of reporting delays and aggregation to preserve privacy



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Source:

<https://developer.apple.com/documentation/storekit/skadnetwork>

Get set up on GA4

- ✓ Use the GA4 Setup Assistant in Google Analytics
- ✓ Start capturing data as soon as possible
- ✓ Configure your data retention (2 or 14 months) depending on your consent
- ✓ Configure filters to match existing data cleanliness
- ✓ Mark important events as conversions
- ✓ Return in a week and head straight to the Analysis Hub to analyse the new path, cohort and funnel reports

<http://impression.tips/setup-ga4>

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Get started with Server Side Tagging

Across Google Analytics & Facebook

- ✓ Search “Getting started with Server Side Tagging” - Google Developers tutorial
- ✓ Set up a new container in Google Tag Manager
- ✓ Import into this container the Facebook Conversion API “client” from the template gallery (to keep everything in GTM)
- ✓ Check out Simo Ahava’s guide to running FB inside GTM impression.tips/fb-in-gtm
- ✓ Pass this onto your developer / IT team to get started

Note - it’s early days still but it is possible to get set up in this way

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Begin/ Continue First Party Data Capture

First data capture will be key

- ✓ If you can, encourage site logins (publishers etc)
- ✓ If you can, encourage account signup after purchase
- ✓ If you can, build an email marketing list
- ✓ If you can, implement email notification systems for product stock levels or launches
- ✓ If you can, run more gated content on your website
- ✓ If you can, run more on-social ads to capture contact data
- ✓ If you can, sync your customer data with ad platforms in a privacy centric way (hashing)

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Our take

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Based on what we know

The direction of travel is obvious

- Machine Learning appears to be the answer to this challenge
- Privacy Sandbox doesn't satisfy everyone
- But Privacy Sandbox proposals seem fairly likely
- Privacy will only continue to increase in the future (regulation, expectations)
- Big Tech appear to be set on removing unique identifiers and blocking fingerprinting techniques
 - “Unsurprisingly, Google stands to profit the most from the death of the third-party cookie” - Digiday

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Based on what we know

- These changes are a big deal - but for many advertisers the changes shouldn't cause adverse effects
- Advertisers heavily reliant upon retargeting might need to closely monitor and consider shifting strategy
- Be more multichannel/through the funnel to stay future proofed
- Ultimately advertising works!

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Thank you
Any questions?