

The background of the slide shows a person's hands holding a smartphone. The image is dark and semi-transparent, overlaid with a network of circular icons connected by lines. The icons include a smartphone, a laptop, a globe, a shopping cart, a padlock, an '@' symbol, a location pin, a magnifying glass with a 'www' symbol, and a shopping cart. The overall theme is digital technology and privacy.

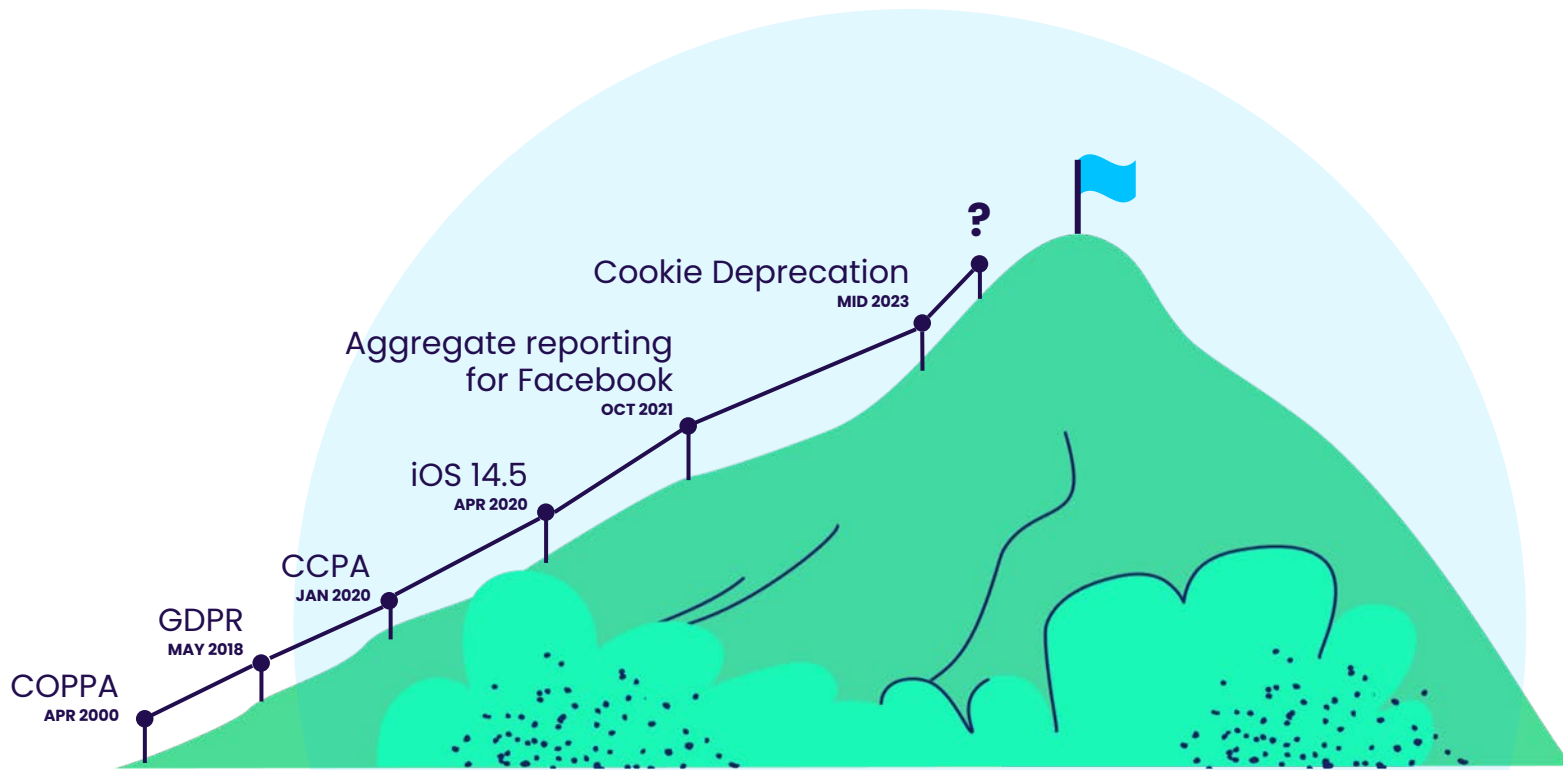
Key learnings from the **iOS 14 privacy shift**

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Vice President, Strategy
AppsFlyer

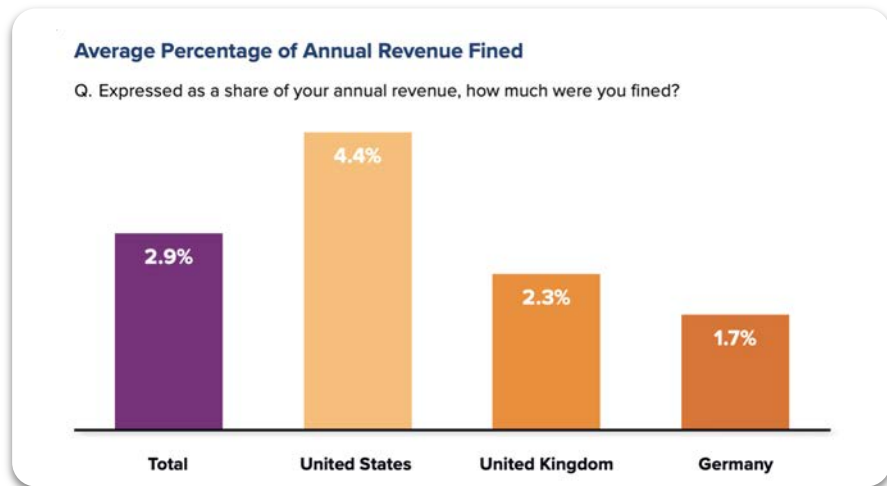
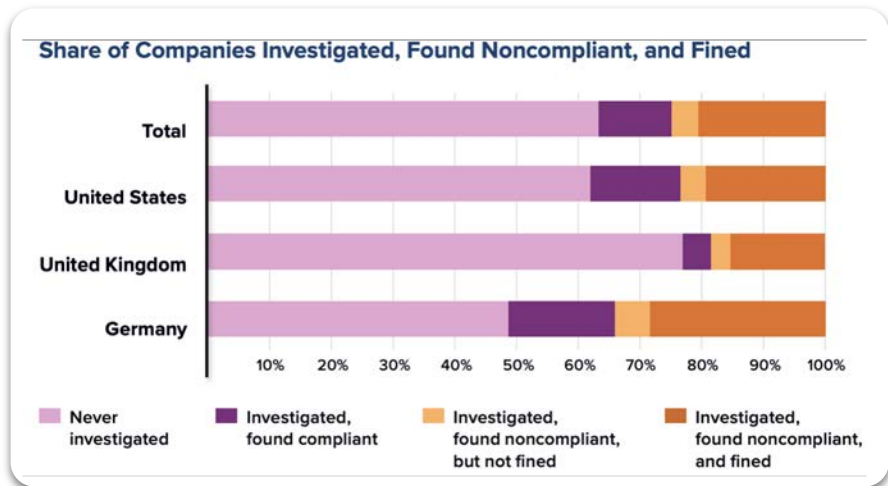
Say goodbye to **cookies**



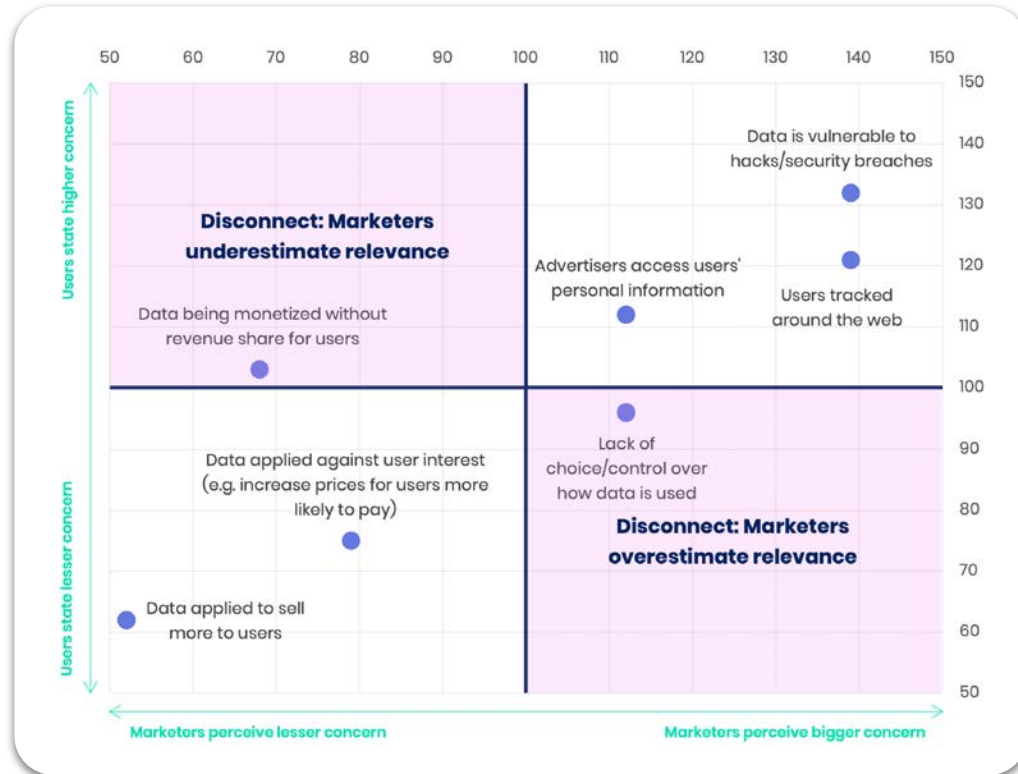
Marketing evolves towards **privacy**



2 of 3 investigations find noncompliance



Shared concerns: Hacks, tracking, PII



Navigating the **trade-off** in user expectations

PERSONALIZATION

PRIVACY

Marketers remain confident about solutions

Q. How confident are you that independent vendors, industry initiatives, or industry organizations will find new solutions to maintain the current level of attribution capabilities for independent vendors?



Total



United States

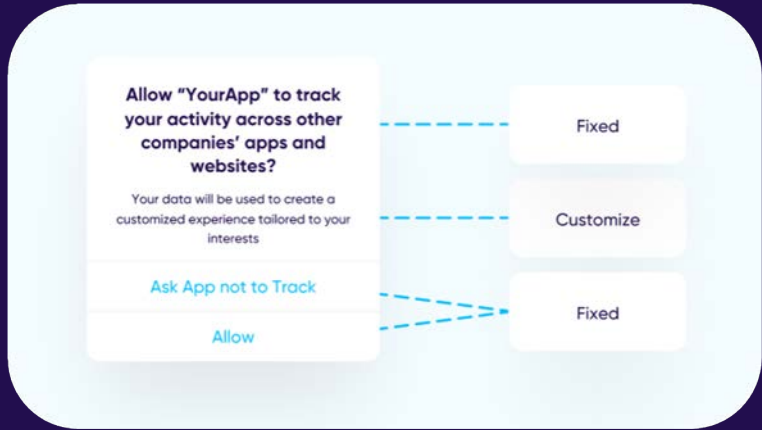


United Kingdom



Germany

The impact of iOS 14+ on mobile measurement

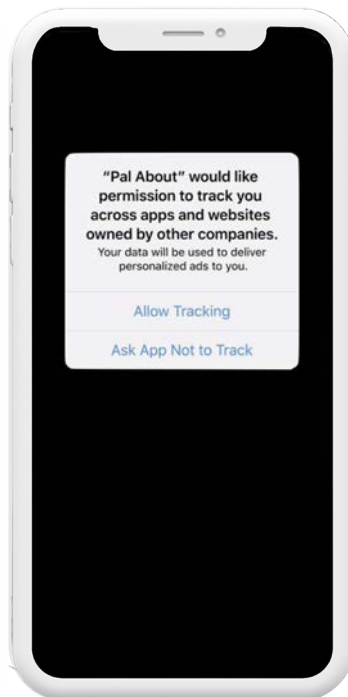


iOS 14 prioritizes user privacy over holistic marketing measurement



Required opt-in

iOS users must consent to share their IDFA with each app via Apple's **ATT prompt**

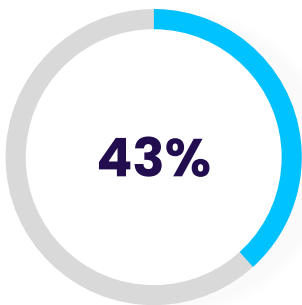


Limited measurement

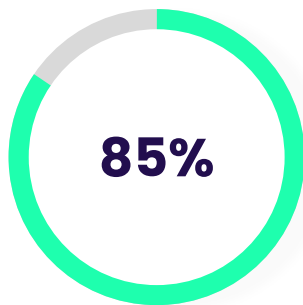
User-level attribution relies on IDFA (high granularity, low coverage)

SKAdNetwork provides **aggregate attribution** regardless of ATT consent (limited granularity, full coverage)

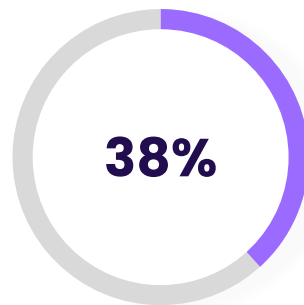
A majority of users reject the ATT prompt



ATT implementation rate
Percentage of U.S. apps
that adopted ATT

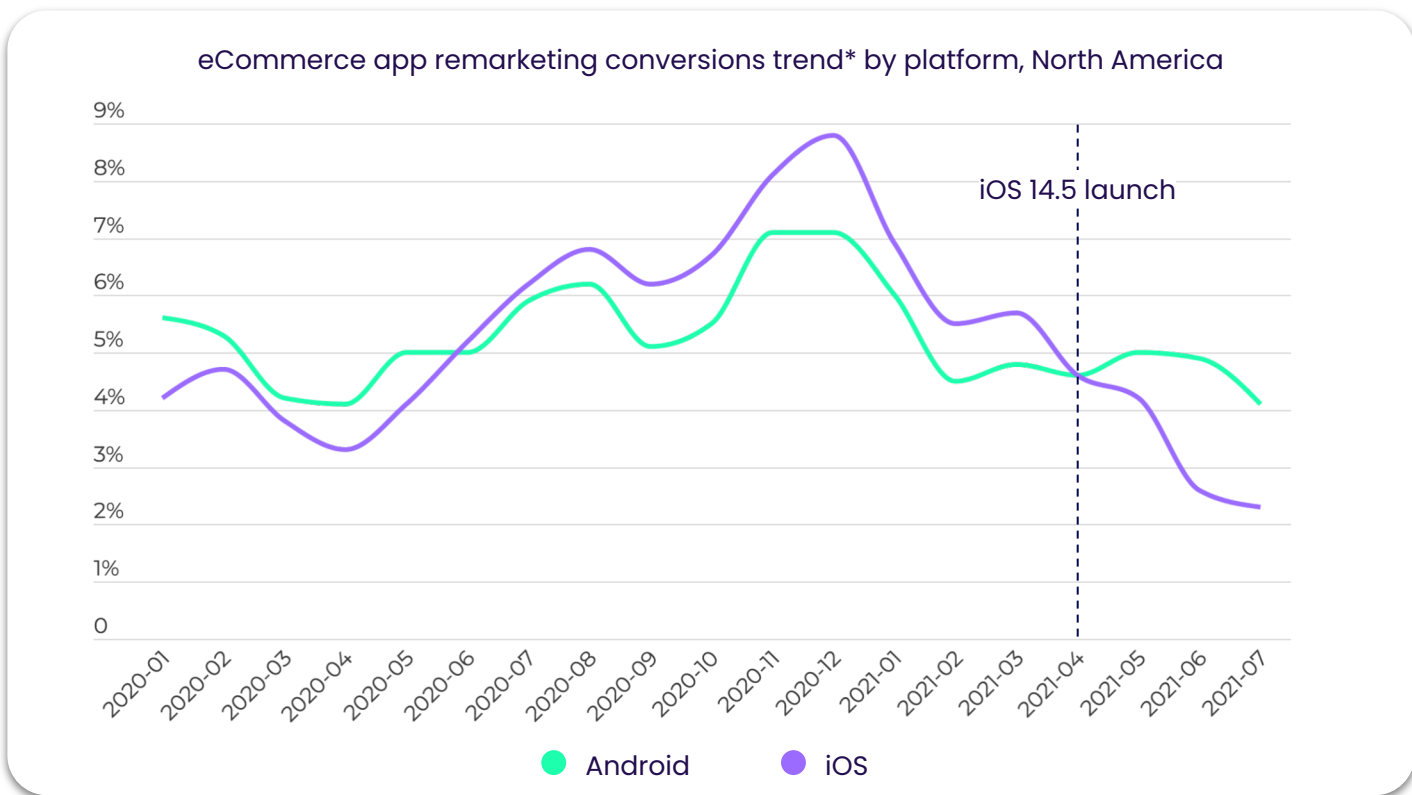


iOS 14.5+ adoption rate
Share of users who
installed iOS 14.5 or higher



ATT opt-in rate
Share of users who saw
and accepted ATT prompt

iOS 14.5 introduced remarketing challenges



*normalized data for Jan '20 - Jul '21. Source: AppsFlyer, State of eCommerce Report, October 2021

SKAdNetwork conversion values have **limited granularity & timing**



**Only 1 postback
is sent per install**
(1 conversion value in
first 24 hours after install)



Conversion values are
limited to **6-bits / 64
combinations** of user
value signals



Limited timing (24-48h)
for conversion values
reported after install
(no timestamp)

How the ecosystem responded to iOS 14.5+

01

Deploy alternative “hacks”

Attempt to maintain the status quo, circumventing the new guidelines

02

Accept a siloed approach

Work with fragmented data and within limitations of “walled gardens”

03

Shift our perspective

Innovate new strategies and tech to run marketing campaigns



The multi-solution approach



Optimize UX for ATT opt-in

Update the user journey to show value early and explain why users should provide ATT consent.



Deploy measurable channels

Expand share of measurable growth channels including web-to-app banners, CTV ads, app clips, and more.



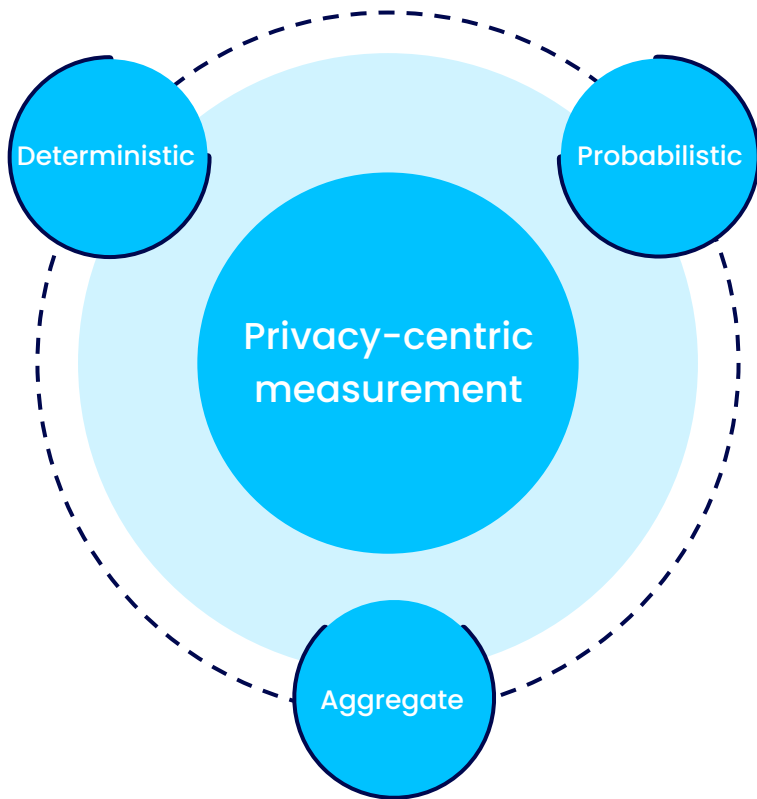
Maximize conversion values

Invest in tools that optimize conversion value data, provide mapping flexibility, and provide a unified view of separate data streams.



Leverage predictive modeling

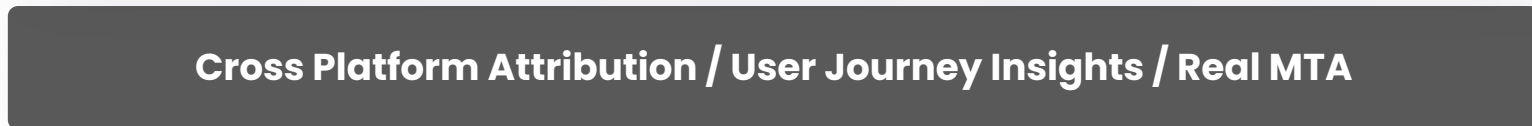
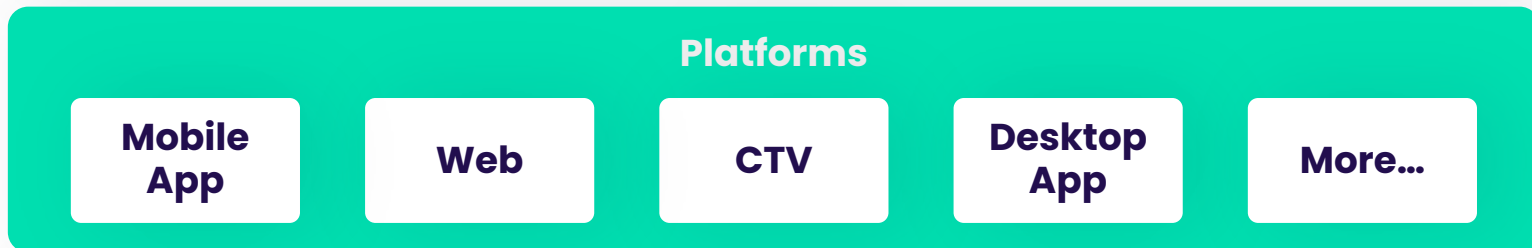
Use predictive modeling to extrapolate accurate performance data from consented or aggregate sources.



There is no one-size-fits all

Get deterministic user-level data where consented, probabilistic modeling where permitted and aggregate data where applicable.

Outlook: The future of measurement





1% Done



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