



80 - Apple iOS14 and Your Facebook Ads - Why Is It Important and What You Need To Do To Prepare?

By: Ilana Wechsler

About the iOS14 Update

- When you start using apps for the very first time, you're going to get a prompt, saying that that particular app would like permission to track you across apps and websites owned by that company. And you have two options, then one is to say allow tracking. And the other is to say, Do not allow tracking.
- Now the big difference with this software update is that the default setting was to automatically allow tracking.



Why is it Important and Why You Should Care?

- Basically, it means that if Facebook can't track your movements, and what you're doing sort of on other websites, and you know, so for example, if you were to click on a Facebook ad and you elect for Facebook to not OPT, you elect for Facebook to not allow them to track you, when you click on an ad and you go to a website and you end up buying something as a result of a Facebook ad, then Facebook can't deliver that conversion data into your ads manager.
- From an attribution point of view, that is attributing the sale from the ad, it's going to be under reporting.
- That affects your optimizations of the ads, because you won't know which ads lead to sales, you won't know a bunch of information about how you can optimize and improve your Facebook ads.
- It is also going to have a really big impact on your custom audiences and your retargeting audiences.



Ways to Deal With The Update

- So you go into the business manager, and in the business manager settings, that's where you need to verify your domain. And it's going to give you a bit of code, which you need to upload to the head section of your website. And that's kind of your way of saying to Facebook, yes, I'm a proper business, and I'm verifying my domain with you.
- This new update is also limiting advertisers to only track eight conversion events or if you've got more than eight, it would be recommended to remove some redundant conversion events that you've got in your ads manager. And you will need to make them in a hierarchy as well.