



82 - What You Need To Know About The Apple iOS14 Update and It's Impact On Facebook & Google Ads with Scott Desgrosseilliers From Wicked Reports

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Brief Background About Scott Desgrosseilliers

- He is the CEO of [Wicked Reports](https://www.wickedreports.com/). Where they map attribution models to marketing campaign goals so you can measure and act on marketing's impact on the top, middle, and bottom of the funnel.
- Wicked Reports also have deep integration with Facebook, Google, and all popular CRM, marketing, e-commerce, and order management platforms
- Learn more about Scott and Wicked Reports on their website: <https://www.wickedreports.com/>



Why is the iOS 14 Update is Important and Why You Should Care

- And so in a nutshell, what's going on is that in the background, Facebook, but it's not just them, it's a lot of other companies are using something called Apple IDFA, which stands for ID For Advertisers. They take your phone number, and they send it to Apple and then Apple returns this list of everything that they know about you or not everything but places you visited all kinds of information about you from your phone.
- So Apple was the one that was collecting and sharing out that point. They download that data and use it for All sorts of things. In some cases, it's to determine what conversions have happened. In some cases, it's to determine audiences such as if you, you know, they're trying to target a certain interest.
- Apple has now decided that if anyone's doing that, in their app on the phone, they have to first there's going to be a prompt, that's going to say, *"Do you want Facebook pin whoever to be able to track your activity across websites?"*, and then it says, *"Do not allow"*, then it says *"Allow"*.
- But the big impact that's coming is going to be when people are on their phones and say, I don't want to be tracked, what's going to happen.



Aspects of the Update that will Affect Advertisers

- So all the impacts are currently going to affect only phones, apple, iPhone, iOS 14, dot four dot five, it doesn't matter. Point is, sooner or later, every Apple iPhone, at first, is where the impacts can happen. These people are going to have the prompt, and they can be allowed to opt out of tracking.
- So if you're targeting a desktop right now, this has no impact on you for the desktop traffic, but it has all the impact on the phone traffic. Now it's likely somewhat to spread elsewhere. But what's first going to happen is that because people click "*I don't want to be tracked*".
- So when you say I don't want to be tracked, then, for various reasons, Facebook's not able to use your data in virtually anything, it means Facebook can't show you as a conversion. In the ad manager. That's the biggest one, no matter how you try to do it.
- The events manager, you need to go in and prioritize, you are allowed eight events, of which a purchase somehow can take up four of them due to value based bidding ideas and concepts.



Workaround with the Update

- Well, there is a way so I mean, you need an independent measurement solution that is able to track. And so the way that you're able to still measure and track results is if you aren't using Apple IDFA, you're not using the phone number lookup, and you're not spying on people on other websites, or you're not using the data for anything other than to track your own performance.
- But you need to rely on particularly with Facebook, there's a lot of incredible lifetime value you can get from the leads, you get, even as an ecomm store, you can still pull leads down there, and you know, have them opt in for a coupon or buy one, get one free shipping, whatever, and then redirect them to your offer page. And then you still got that data point that, hey, they came from Facebook, and then track this lifetime value.

How Advertisers can Cope Up

- So it puts a big emphasis on first party data, which is emails that you're able to collect your data you're able to collect to help you target.
- So the shift there that would be helpful is if you're cold traffic offers, instead of just counting on the pixel to get seasoned, and to be able to target everyone through the pixel, you're gonna have to do more email collection near the top of the funnel, particularly as your price point rises, or your consideration cycle is longer, then that's going to be paramount.



The Affected 8 Conversion Events

- So you can set any priority of events you want, but the importance of it is, in a given timeframe, which they haven't debated hasn't revealed how long that timeframe is; only the highest most called most priority event is the label they use. is the one reported in the ad manager. Events. Yeah, let's just use two events to make it easy, became a lead bought something.
- Well, okay, so obviously bought sale is more important than lead. But that means that the same person that became a lead and then turned to sales only to be reported as a sale, even though maybe they only bought because they became a lead, and then that other campaign made them buy.
- So that one's really frustrating that there's that the only clarity they've had on it is that it's eight events, max. So if you have a big Custom Event, complicated solution, you're probably already know about this and are scrambling to find out a new strategy.
- Why is it 8 conversions events - eight is one, you know, if you're storing things at the bit, byte level, eight is one of those ones. eight rounds is like one slot of storage in memory. So one slot for events



Is Google Ads Landscape Going to Be Affected As Well?

- Google owns all their other all their other properties, you know, they have what you're doing in your Gmail, what you're watching on YouTube, what you're searching for and what you're doing on your pixel. So they have a massive signal already, that they are using it, or they are using it? And are they still going to I don't, they might just stop using it as my is the rumor, because they already have so much else signal. They don't necessarily have to rely on it.

Steps that Advertisers Should Be Taking Before the Update

- Well, one simple thing that you have to do is verify your domain with Facebook. It's very simple, you can just google verify my domain with Facebook. And it's a simple process, but they're having everyone do that.
- So you'll want to think about how within your once you have the the leads captured in your CRM, what type of engagement and ad sets you want to create around those because there could be some things that you just haven't had to do that might be valuable, such as when someone clicks on this type of email, they're interested in that topic.
- If you do have some great engagement on ad sets, that you're relying on the pixel to do all of the heavy lifting, you probably want to start trying to mine those now while you still Facebook, they're still so effective. You know...
- Spending more, but also trying to harvest the emails, if nothing else, I mean, obviously everyone wants to convert everyone to sales, that's why they're spending the money.



- Other thing would be to start segmenting your campaigns by device type. Can you just have separate mobile versus desktop because then the stuff that's still working on desktop isn't affected? You can maybe spend more on the desktop although most of the traffic's Global's the problem.