

# HOW APPLE'S IOS 14 RELEASE MAY AFFECT YOUR ADVERTISING

Apple has announced changes with iOS 14 that will impact how we receive and process conversion events from tools like the Facebook pixel. Apple's policy will prohibit certain data collection and sharing unless people opt into tracking on iOS 14 devices. As more people opt out of tracking on iOS 14 devices, ads personalization and performance reporting will be limited for both app and web conversion events.

## How Is Facebook Addressing This?

In response to these changes, Facebook will also start processing pixel conversion events from iOS devices using Aggregated Event Measurement. This will support efforts to preserve user privacy and help you run effective campaigns. They plan to provide updates and additional resources to support businesses advertising on the platform as they become available.









[Read the full post here.](#)

[Read an FAQ Facebook sent out here.](#)

## What Is the Impact to Your CAP Agency?

This doesn't impact us as much as you would otherwise take away from the headline and news. As we don't provide in-app conversions through the SDK and currently have less than eight conversion events to optimize (see below), the immediate impact is around longer attribution windows, breakdown based on demographics, and lift studies. As we focus heavily on the last click, this does not impact your lead counting – just the insight into overall campaign impact (e.g., did someone see my ad on Facebook and convert in another way later).

### Events currently provided (eight):

 <b>PageView</b> ● Active	 <b>Add to Cart</b> ● Active
 <b>View Content</b> ● Active	 <b>Contact</b> ● Active
 <b>Find Location</b> ● Active	 <b>Purchase</b> ● Active
 <b>Complete Registration</b> ● Active	 <b>Lead</b> ● Active

## Items That Will Be Removed Are As Follows:

- 28-day click and 7-day view windows
- Conversion Lift studies
- More than 8 site conversion events (we don't have more than eight)
- Breakdowns based on user demographics (age, gender, region, country)

## What This Means to You:

### Default to conversion time reporting:

Offsite conversion events will be reported based on the time the conversions occur and not the time of ad impressions

### Attribution window selection will move to ad set.

The following windows will be supported under the new attribution setting:

- 1-day click-through
- 7-day click-through (default)
- 1-day click-through 1-day view-through
- 7-day click-through 1-day view-through

### Breakdowns no longer supported:

Delivery and action breakdowns will not be supported for offsite conversion events. This includes demographic breakdowns such as age, gender, region.

## What Comes Next?

While guidance from Apple remains limited, we are working to help advertisers respond to Apple's updates and prepare for when Apple enforces additional requirements. We recognize these changes can be disruptive and will continue to provide guidance as it becomes available.

## CONFUSED ABOUT HOW TO NAVIGATE THESE CHANGES?

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.