

March 2021 -Updated March 29th

BUILDING FOR PRIVACY AND PERFORMANCE

A checklist to prepare for iOS 14 changes for web events



FACEBOOK     

Overview

The ads ecosystem is rapidly evolving to meet people's expectations around privacy

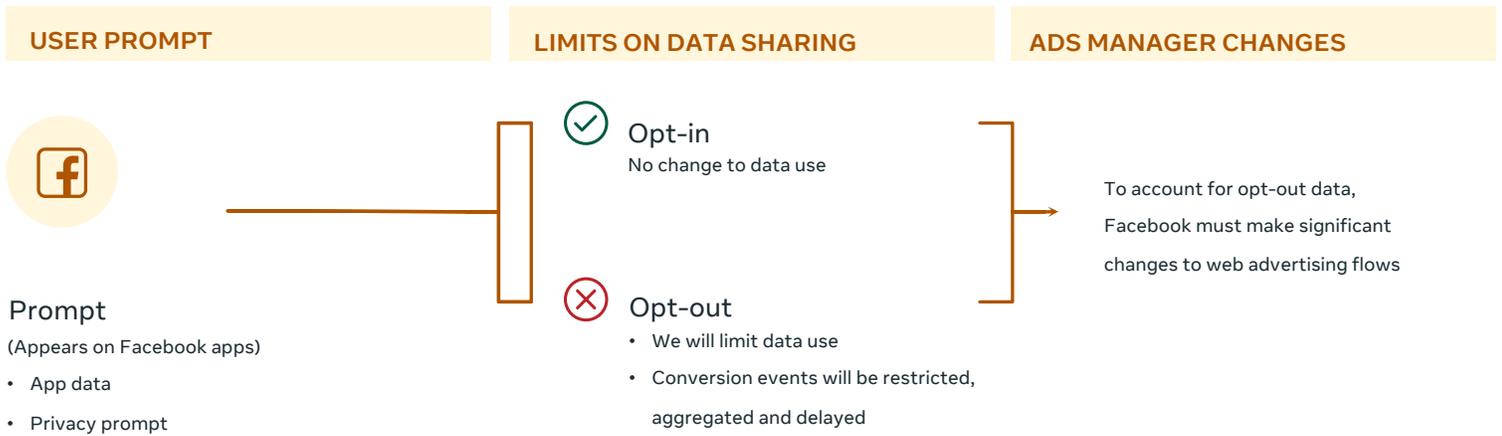


In June 2020, Apple announced new requirements that have started to take effect and impact Facebook campaigns:

- 01.** Apple will ask developers to submit information about their app's data collection practices via Apple's App Store Connect
- 02.** App Store apps, including Facebook, that "track" (as Apple defines it) users across third-party apps and websites must ask them for permissions to do so through Apple's App Tracking Transparency (ATT) Framework (aka: the prompt)
- 03.** Apple is applying a new standard for iOS 14: Private Click Measurement (PCM) for reporting campaign effectiveness



If a person chooses not to share their information using Apple's Tracking Prompt, Facebook will honor their choice:



This guide provides information to help you prepare for this shift in advance of these changes. To learn more about our stance in regard to Apple, visit fb.com/ApplePolicyUpdate.

The impact of Apple's new measurement standards on advertisers

Once prompt enforcement begins, advertisers can expect changes in how their campaigns are managed and measured:

BUSINESS TOOL SETUP

- Advertisers using the Facebook pixel should verify their domain, if required, in order to configure their events
- Advertisers will be limited to 8 events per domain for optimization

DELIVERY AND TARGETING

- Default attributions windows are moving from 7-day click-through and 1-day view-through to 7-day click-through only. Advertisers should expect delivery to be less efficient compared to current performance.
- Website Custom Audience sizes may be smaller due to lower match quality

MEASUREMENT

- Campaign reporting will be delayed, aggregated and limited
- We will no longer be able to support 28-day click-through, 28-day view-through and 7-day view-through attribution windows

Actions advertisers can take with Facebook to optimize for iOS 14

✔	ACTION	CONSIDERATIONS	HOW	TIMING
	<p>Action 1: Domain verification</p> <p>If required, verify your domain in Facebook Manager</p>	<p>Verifying your business domain will ensure no immediate or future disruption to your ability to configure and track pixel events on iOS 14.5+ devices</p>	<ul style="list-style-type: none"> • Domain verification required: If there are multiple pixels on the advertiser’s domain used by multiple Business Managers or ad accounts, one Business Manager must verify the top level domain plus one (eTLD+1), so they can have authority over which events are eligible for their domain when Aggregated Event Measurement applies. For example, for www.books.jasper.co.uk, books.jasper.co.uk and jasper.co.uk the eTLD+1 is jasper.co.uk. • Domain Verification recommended: If one Business Manager owns all the pixels on the domain, they will be able to edit pixel event configuration for a domain without going through domain verification. • Verifying subdomains: We have updated our Aggregated Event Measurement guidance to support domains included in the Public Suffix List. Businesses that own subdomains where the top-level domains are already in the Public Suffix List (ex. myplatform.com), can now verify an individual subdomain (ex. jasper.myplatform.com) and configure events. Additionally, multi-national or regional businesses who have already registered their domain (ex. jaspersmarket.com) in the Public Suffix List can now verify the subdomains (e.g., uk.jaspersmarket.com and us.jaspersmarket.com) and configure the top 8 events for use in conversion optimization. • Subdomains vs URL paths: Please note that, only subdomains would be considered for domain verification for configuring the top 8 events and not url paths - ex; jasper.myplatform.com is a subdomain and myplatom.com/jasper is a URL path. Hence, only jasper.myplatform.com would be able to verify the domain for AEM web event configuration purposes and not myplatom.com/jasper. 	<p>Now</p>
	<p>Action 2: Event configuration</p> <p>Set up event configuration for your domain in Events Manager</p>	<p>Avoid disruption to your campaigns when Apple’s prompt comes into effect and every domain with existing conversion events will be limited to 8 conversion events</p>	<p>8-pixel event maximum</p> <ul style="list-style-type: none"> • At the time of Apple’s prompt enforcement, every domain with existing pixel events will be auto-configured with the top 8 web events based on campaign spend within the last 28 days. Ad sets optimizing for events outside the top 8 web events will be paused. <p>Event configuration</p> <ul style="list-style-type: none"> • Advertisers can view, edit and prioritize their 8 events for optimization in a new tool within Events Manager. It’s important that advertisers prioritize their events to meet their business needs as when measuring opted-out events through Aggregated Events Measurement, Facebook will only attribute one event that person completes after a click. Configuring your events prior to enforcement will not impact optimization or reporting and will help limit unwanted impact to campaign delivery and/or reporting at the time of enforcement. <p>Prepare for reset period</p> <ul style="list-style-type: none"> • At the time of Apple’s prompt enforcement, any modification of an event will automatically pause the ad sets using the changed events during the 72 hour reset period in order to eliminate the risk of incorrect attribution. Advertisers will need to manually unpaue their ad sets once this reset period is over. 	<p>Prepare for</p>
	<p>Action 3: Evaluate ad sets</p> <p>Review and consider replacing ad sets that are outside the top 8 selected events and that will be paused at prompt enforcement</p>	<p>Keep ad sets that otherwise would have been paused active when Apple’s prompt takes effect. Advertisers can review which ads will be paused and need action by selecting “Review ads that will be paused” in the Resource Center.</p>	<p>Review ad sets that use unavailable conversion events</p> <ul style="list-style-type: none"> • Advertisers can view all their current ad sets that are optimizing for conversion events that are not included in their top 8 in Resource Center. These ad sets will be paused at time of enforcement. <p>Replace ad sets that will be paused</p> <ul style="list-style-type: none"> • If appropriate, replace these ad sets before they are paused by duplicating them, and selecting an available conversion event. These changes will go into effect immediately, but will result in these ad sets—which would have otherwise been paused upon Apple’s prompt requirement—remaining live 	<p>Prepare for</p>

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	<p>Action 4: Select a single domain for conversion tracking</p> <p>If needed, choose a single domain where event will be tracked for each ad.</p>	<p>Existing ads will be paused if we are unable to determine the advertiser's preference and advertisers do not choose the domain on which to track events. Advertisers can review which ads will be paused and need action by selecting "Review ads that will be paused" in the Resource Center.</p>	<p>To ensure ads aren't paused at enforcement, advertisers may need to select a single domain in the "Tracking" section of ad creation. This is because post enforcement advertisers will not be able to track events for an ad across multiple domains if those ads were shown to a user that opted out of the Apple prompt on the Facebook or Instagram app on that device. Note: for events relating to a user that opted in to Apple's prompt on the Facebook or Instagram app on that device (which are out-of-scope for AEM), we will still be able to provide reporting across multiple domains for the supported attribution settings.</p> <p>Advertisers will be notified of existing ads that are optimizing to events on more than one domain and require action in the Resource Center via a notification to "Review ads that will be paused".</p>	<p>Prepare for</p>
	<p>Action 5: Amend pixel setup</p> <p>If you are using tags, you will need to modify your code to measure conversions from iOS 14 devices.</p>	<p>Without modified tags code or recommended JavaScript code, you risk losing the ability to measure some conversions from iOS 14 devices</p>	<p>First, determine if you are impacted</p> <ul style="list-style-type: none"> Only advertisers who set up their pixel in a non-standard way (e.g., using runtime JS or not using the process laid out in developer documentation) will have to change their pixel setup <p>If necessary, modify your pixel setup</p> <ul style="list-style-type: none"> Affected advertisers will need to amend their pixel setup. We suggest advertisers adhere to our standard pixel setup implementation. The technical details can be found here. Advertisers who are unable to implement our standard pixel setup should follow the instructions found in our developer documentation here 	<p>Prepare for</p>

As Apple's requirements continue to evolve and new information becomes available, Facebook will share additional guidance.

[Facebook.com/business/learn/ads-changes/guide](https://www.facebook.com/business/learn/ads-changes/guide)