

December 2020

A checklist to prepare for iOS 14 changes for web events



We outline in our Facebook for Business post at fb.com/ApplePolicyUpdate why we disagree with Apple's approach to their iOS 14 policy changes. In early 2021, Apple's requirement that all apps in the App Store show a prompt to iOS 14 users in accordance with their AppTrackingTransparency framework will have hard-hitting implications for businesses that advertise mobile apps and across the web. We disagree with Apple's approach and solution, yet we have no choice but to show the prompt. If we don't, they will block Facebook from the App Store which may further harm the businesses and users that rely on our services. We cannot take this risk on behalf of the millions of businesses that use our platform to grow. Once Apple requires the prompt and it's shown on Facebook and Instagram, advertisers running campaigns that optimize, target or report on web events from any of our advertising tools will be impacted by limitations on data sharing. This guide provides specific guidance to help advertisers that target, optimize, and/or measure web events prepare for the changes coming in early 2021 as a result of Apple's new requirements.

01. The impact of Apple's iOS 14 requirements on advertisers and developers

In June 2020, Apple announced their iOS 14 policy changes that are expected to take full effect as early as January 2021.



AppTrackingTransparency framework

App Store apps must ask users for permissions to use data from third-party apps and websites through Apple's App Tracking Transparency (ATT) framework.



Apple has proposed a protocol for website event attribution that disrupts critical advertising use cases.

PCM restricts, aggregates and delays data that can be shared across businesses and platforms. It does not solve for key advertiser use cases including app-to-web conversion measurement.



Facebook will introduce Aggregated Event Measurement

Aggregated Event Measurement is Facebook's new protocol that also restricts, aggregates and delays data while still supporting critical advertiser use cases.

Advertisers can expect changes in advertising tool setup, targeting, delivery, measurement and reporting.



Advertising tool set up

- Advertisers will be limited to using 8 conversion events per domain, including both standard events and custom conversions, for optimization.
- We are planning for advertisers to receive partial reporting in Ads Manager and Events Manager for additional events outside of the priority 8 events. Additionally, they will be able to use events outside of the priority 8 events to create website custom audiences. Facebook will initially configure the conversion events we believe are the most relevant to your business based on your activity. If necessary, you will then be able to change your configuration via a soon-to-be launched section in Events Manager.
- The 8 conversion events per domain will be ranked based on campaign spend within the last 28 days. If multiple events are completed by a user (i.e. “add to cart” and “purchase”), only the higher prioritized event will be reported.
- When using Value Optimization, each purchase event will count as a minimum of 4 events toward the 8 event optimization limit.
- When an event is changed, it will trigger a 72 hour cool down period before campaigns can deliver using changed events.



Targeting and delivery

- Default attribution windows are moving from 7-day click-through and 1-day view-through to 7-day click-through only for all conversions and catalogue sales objective campaigns. Advertisers should expect delivery to be less efficient compared to historical performance.
- We expect that Website Custom Audience sizes will decrease due to the loss of some events from iOS 14 users.
- Advertisers using Dynamic Ads for retargeting may see performance and audience size decrease due to the loss of some events from iOS 14 users.



Measurement and reporting

- Website conversion events will be reported based on the time the conversions occur and not the time of ad impressions. Additionally, there may be a 24-48 hour delay when an offsite conversion is reported from iOS users.
- Facebook will no longer be able to support 28-day click-through, 28-day view-through, and 7-day view-through attribution windows.
- Delivery and action breakdowns will not be supported for offsite conversion events. This includes demographic breakdowns such as age, gender, and region.

02. Actions advertisers can take with Facebook to prepare for iOS 14

ACTION 1

Verify your domain in Facebook Business Manager

- If a domain has pixel events owned by multiple Business Managers or ad accounts, one Business Manager must verify the domain in order to edit the event configuration. This ensures there is no conflict between Business Managers or ad accounts as to ownership of the domain's conversion event configuration.
- Still, we recommend that all advertisers verify their domain(s) using the steps outlined in the [Facebook Business Help Center](#). This will ensure no immediate or future disruption in the ability of that business to configure conversion events for their domain.

ACTION 2

Prepare to operate and define the priority of a maximum of 8 conversion events per domain

- Businesses that use more than 8 conversion events per domain for optimization or reporting should create an action plan for how to operate with 8 conversion events per domain for optimization. We recommend identifying the 8 events most important to critical business outcomes and assessing if changes need to be made to campaign or measurement strategy. Businesses may need to consider if they will be required to optimize for upper funnel objectives like landing page views and link clicks.
- Prepare to review and update the priority of your events. Initially every domain with existing conversion events will be auto-configured with up to 8 conversion events based on campaign spend within the last 28 days. Businesses may need to take action and make changes to their configuration in Events Manager. Additional details on event configuration will be provided in early 2021. **Advertisers will not need to make changes to their pixel as this event selection will be done in Events Manager.**

ACTION 3

Anticipate changes to attribution windows and update automated rules if necessary

Advertisers using 28-day attribution and/or automated rules should:

- Use the Comparing Windows feature to see how conversions attributed to their ads compare across different attribution windows. This will allow advertisers to better anticipate any changes in reported conversions as a result of moving to a 7-day window.
- Export any historical 28-day attribution window data. Please note that historical data will continue to remain accessible via the Ads Insights API.
- Update any automated rules using a 28-day attribution window to prevent any unexpected adjustments in spend once the new 7-day click-through window default goes into effect.

ACTION 4

Identify campaign optimization strategies that may require testing such as alternative audience options or different bidding strategies

- Begin identifying which optimization strategies, like bid types and amounts, audience definitions, or optimization events, will need to be tested against new performance levels to develop new best practices.

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

