

I'm sorry.

I want to apologize for the delay of comment on this matter. This was not done out of a lack of importance nor a lack of urgency; but out of a selfish need to understand as much as I possibly could before communicating any steps forward.

The below is a mix of thoughts, resources, explanations, and input from individuals, who I deem trustworthy on this matter and that I have a personal relationship with and thus has allowed me to trust the information and positioning that they stand on the side of sharing more in the hopes that it will provide the industry, the brands we support, and the brands we don't support so that we can all come up with various solutions.

Special Thank You To The Following Contributors

Dee Dang, Ralph, John, Jason, Brian, Justin, Taylor, Nii, Damien, Adleaks, Incognito Group and many others that have given us a chance to get our heads wrapped around what we are about to go through.

The Document Is Organized in The Following Manner:

[Background on Why this is Happening](#)

[What We Can Do About This Happening](#)

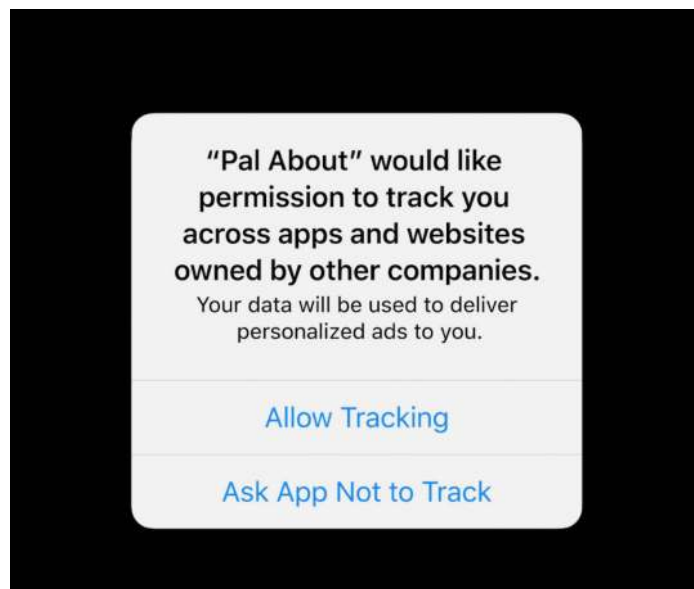
[Deeper Resources For More Understanding](#)

[Structured](#) || [Konstant](#) || [Geekout](#)

Disclaimer: This is going to continue to develop and I will continue to update as I see new and updated information flooding the space.

A Look at What Prompted You To Begin Reading This Message:

Rewind back to June 2020, where we witnessed the first virtual Apple WWDC that [announced](#) a number of changes coming to iOS14. A subtle update slotted between, the cool new ability to add Widgets to your homescreen and the new MAC OS Big Sur, was a simple notification that will fundamentally change how we advertise online moving forward:



It's beginning, well it actually had already begun long before -- As early as Apple's decision on Privacy. This unavoidable opt-out is just the latest blow that Apple is delivering to the advertising world that both you and I have most likely built a life / financial substantial investment around.

Let's (Relatively) Quickly Understand Why This Is Happening...

Apple's business is a strong multi-revenue stream behemoth. Products, Services, Music, Storage, AppleCare, TV Shows, Magazines, Apps, Games, Banking... but **NOT** Advertising. So when Facebook and friends are making billions; all while doing so off of the products and services that Apple is creating and there is no piece of that advertising pie making it's way onto Apple's Plate.. Well.. what would you expect them to do about it? Especially at this level. Apple knows their power, we saw it earlier this year in fact.

Quickly rewind back to this small game called Fortnite? Taking a peek into their [lawsuit](#) with Apple for booting them off the App Store? - Essentially Fornite bit the hand that fed them and said, "F&%K IT! We don't want to pay your "App tax" of 30%."

Not only did Apple say [see you later](#), but went as far as almost cutting off their ability to use Apple's developer tools program, which would hurt their parent company at Unreal Engine.

All this is to say that Apple doesn't play those games. Heck, remember the iOS10 update back in 2016 where they introduced [differential privacy](#) with the aim to randomize individual actions without affecting the aggregate number. What about again in 2017, with iOS11? With iOS11, Apple's Safari browser update allows for [anti-tracking](#) which prompted the major players in the digital ad space to band together and respond accordingly..

"Apple's Safari move... will hurt the user experience and sabotage the economic model for the internet," the letter said. "Apple's unilateral and heavy-handed approach is bad for consumer choice and bad for the

ad-supported online content and services consumers love. Blocking cookies in this matter will drive a wedge between brands and their customers and it will make advertising more generic and less timely and useful.”

Enter Facebook, Instagram, Google, Snap, Pinterest, any other “Free Platform” that we give our time and attention to, how do they make money?



“Senator, we run ads...”

This simple tongue in cheek, alien-like phrase and smirk was delivered so devilishly back to our deeply uneducated US Senate that when I witnessed it, I couldn’t help but hold my head in my hands because I know so many others share this exact same sentiment and confusion.

What I truly fear as we will see more businesses and advertisers continue to flood into this digital advertising / paid media / attribution split world out of necessity for survival

thanks to the breakneck acceleration of [online shopping](#) that the [pandemic](#) has created.

There is and will continue to be a grossly under prepared population -- both consumer side and advertiser side -- that needs to wrap their heads around what and why this is happening. Even analyzing the relationship between new shoppers flooding online and the increased platform effectiveness that the various ecommerce platforms and social networks contribute to both positively and negatively there is more change and potential scramble to come post D Day.































Let's get one thing clear... If we aren't paying to use a service or platform...

We are the money. Our actions, our attention, our behavior. We as users and as advertisers make these platforms the millions of dollars it needs to operate and make shareholders happy.

BUT It's not all doom and gloom -- We made it this far right?

- Apple and the major players in the online advertising space have always needed to coexist with each other - think of it like a divorced couple sharing custody of a child; Except their child is billions of dollars.

First, Social Networks and other apps live within the Apple App Store and leverage their Apple Products to populate their Social Networks and apps. Second, as these Social Networks and apps need to increase their user base, (remember all the Tik Tok Ads you saw everywhere?) How else are they to find new users and increase their ranking within the [App Store](#)...

Overall Downloads	App Store Downloads	Google Play Downloads
1  WhatsApp	1  TikTok	1  WhatsApp
2  TikTok	2  YouTube	2  Weather & Radar USA
3  Facebook	3  ZOOM	3  Facebook
4  Weather & Radar USA	4  Instagram	4  TikTok
5  Instagram	5  Facebook	5  Instagram
6  ZOOM	6  WhatsApp	6  Snapchat
7  Snapchat	7  Taobao	7  SnackVideo
8  Messenger	8  WeChat	8  ZOOM
9  Telegram	9  Messenger	9  Telegram
10  SnackVideo	10  Gmail	10  Messenger

Note: Does not include downloads from third-party Android stores in China or other regions. TikTok includes downloads of Douyin.

A slightly visual example of the two relationships Apple shares with Social Networks

Relationship #1

Apple Product x Social Network

- Nick Buys iPhone >
- Nick Downloads Instagram >
- Nick Takes Photo on iPhone >
- Nick Uploads to Instagram >
- Nick Spends 7 Hour On Instagram

Relationships #2

Apple Service x Social Network

- Nick Develops App Called HoodieGod >
- HoodieGod Needs Users >
- Nick Buys Media on Facebook to Promote HoodieGod >
- HoodieGod Begins to Attract Users from Facebook >
- HoodieGod Ranks Higher Within App Store >
- HoodieGod Receives More Organic Users

For Facebook and friends, they fundamentally cannot escape the fact that they MUST collect users data in order to keep us on the platform. The more they know about our

behavior, the more they can improve the overall consumer experience. -- I'm not going to get into a discussion around privacy integrity or the [shockingly large](#) number of data breaches Facebook and friends have been guilty of in the past.

TL;DR From Above:

This isn't an Apple vs Facebook scenario. This is an Apple vs Digital Advertisers and has been a recurring theme; this is just the latest battle in the war for consumer data and dollars. Apple has played along with the other Tech Giants for sometime but as Tim Cook put it, "You are not our product, our products are iPhones and iPads." Atleast for now..

Let's Dig in...

With looming changes slated for an Early Q1 arrival, there are changes to the way data is shared in Apple's iOS 14 [update](#) slated to roll out in Q1 of 2021 -- This new rule book that Apple is -- as far as we know it today -- will fundamentally change the way that we at Structured, manage ad accounts, (across every platform not just Facebook), report on ad performance, and attribute revenue to ad performance; and in turn, this will also impact our attribution & client performance incentivization model. The severity of this impact is still developing at this point and I invite open conversation about anything in this document.

My intention for writing this memo is to ensure that we apply a healthy dose of proactive paranoia, approach this situation with a seek-to-understand mindset, and make well-researched, well-informed partner-like decisions together.

As you continue reading, do keep in mind that this is rapidly developing news and nothing is concrete as yet. It is also crucial to keep in mind that change will affect not just us, but multiple industries, and of course, all of **your** competitors.

The opportunity that lies before us is to make sure that we are one step ahead of the game (and the competition).

This needs to be understood and read as an evergreen on-going discussion and will be updated regularly

The Major Apple iOS14 Changes That Affects Us All (apps and ecommerce)

In a breath, iOS14 will require all apps on their App Store to show an **App Tracking Transparency** ([ATT](#)) prompt, requesting that users opt-in or opt-out from allowing an app to collect & share their data and track their usage. This will affect the way that the **Identifier for Advertisers** (IDFA) which is the way that devices assign identification to an Apple Device that allows them to be tracked and advertised too, without revealing personal information. IDFA is essentially how the current Facebook Pixel placed on sites and apps reports back user events/actions. Lastly, the changes to SKAd Network, the [SKAdNetwork](#) is how developers measure an aggregate of all mobile ad campaigns

for iOS apps and attribute success back to the ads being shown.



It's this ATT policy that will impact our game dramatically.

Why should you care about this?

iOS users represent a large number of conversions and customers for you and our other businesses we support, love and buy from. Facebook's own statements have made a nod to the potential severity of more than a **50% drop** in [Audience Network Publisher Revenue](#) as well as Facebook's own admission to those potentially being affected by this [update](#) are going to be... free apps, small businesses and content creators. They continue on to cite a study done by [Deloitte](#) that noted that **44%** of small to medium businesses, in the US alone, have just begun or increased their use of targeted

advertising during the pandemic. So losing the ability to

How Did Facebook Respond To Apple's App Tracking Transparency (ATT) Policy?

On 17 Dec 2020, Facebook published an article titled: [Preparing our partners for iOS 14: Mobile Web Advertising](#) -- which states that despite not agreeing to Apple's approach, that they will fall in line with the ATT policy

As speculated in this [blog article by Singular.net's CEO](#):

"Facebook's decision to show the AppTrackingTransparency popup for their customers is a pivotal moment in the iOS 14 saga:

- **Major precedent**

Facebook is setting a precedent. They're the first really big company to declare they'll support it, and this could encourage other developers to follow suit.

- **Huge consumer familiarity and education**

Facebook has massive penetration, which means that billions of smartphone users will start getting used to this pop-up, and that might increase overall opt-in rates (similar to how all of us are used to seeing prompts for location sharing or push notification permission).

- **Trusted brands gain a data advantage**

If Facebook users choose to opt-in for tracking en masse, that gives Facebook a data advantage that could help the company be a preferred media partner for advertisers.

Obviously, the big question is whether Facebook and Instagram will get good opt-in rates. I tend to think that the general population does trust Facebook, though some in the tech community might disagree with me.”

How Does This Affect Facebook (Soon All Platforms) and Advertisers (You/Us)?

A Conceptual Overview of What ATT Will Do

To give a clear answer to this, we must first understand the current data feedback loop of the current Facebook Pixel & Facebook Ad Platform setup (ie. how Facebook ads work for us right now) vs. how it could potentially look like in an iOS14 future.

The Current Way

For simplicity, when referring to a web campaign, it means, “ads that direct users to a website when they click on an ad”

- The current & standard practice for tracking web campaigns is through URL parameters ([UTM parameters](#) or custom ones). Facebook supports dynamic URL parameters such as {campaign.id} and {adset.id} that gives FB advertisers extreme granularity at the point of click
- Currently, when a user clicks on an ad on Facebook/Instagram (regardless of device, unless they have ad blockers), they go to the website directly. And the URL parameters carry some of the user’s information across from Facebook/Instagram to the website. This allows for advertisers like us to perform a relatively sophisticated level of attribution

- With the Facebook Pixel installed on said website – advertisers like us can track certain actions that users make (Add To Cart, Initiate Checkout, Purchase, etc). This pixel relies on a third-party cookie (the “fbclid”) to match the user on the website to the actual Facebook user
- Based on these user actions tracked by the Facebook Pixel, advertisers and brands can (in simple terms):
 - create segments of audiences and serve them a more specific ad (ex. Remarketing ads to those who have visited a specific product page.);
 - Be able to -- in near real time -- report an action (an event) that allows us to tell us make decisions within the ad account. (analysis and optimization)

Here’s a literal explanation / example of how things work now:

- Nick sees an ad on Instagram from “hoodiesonhoodies.com”
- Nick taps on the ad and is taken off platform to “hoodiesonhoodies.com” with some URL parameters attached (including the fbclid parameter)
- Nick adds the hoodie to his cart but doesn’t purchase
- “hoodiesonhoodies.com” has the Facebook Pixel installed on their site and is now able to send Facebook information about Nick’s actions on their website. (adding to cart but not purchasing)
- Based on this attribution, the next time Nick is on Instagram, he is served a targeted ad that encourages him to come back to “hoodiesonhoodies.com” and buy the hoodie

The Possible Future iOS14 World

Let’s go back to Nick, where he lives in a world where Apple and Facebook have ATT active

- Nick opens Instagram, sees the ATT popup, and clicks “No” – effectively opting out from sharing his data with the Instagram iOS14 app and therefore not sharing information to all brands or advertisers alike.
- Nick sees an ad on his Instagram feed from “hoodiesonhoodies.com”
- Nick clicks on the ad, and his mobile browser navigates to “hoodiesonhoodies.com” with some URL parameters attached (including the fbclid parameter)
- Nick buys the hoodie
- “hoodiesonhoodies.com” uses the Facebook pixel to send Facebook the conversion data
- **At this point, Facebook now knows that Nick bought hoodie, but technically they’re not supposed to since he declined the ATT popup**

As such, to stay compliant with Apple’s ATT policy, Facebook decided to make changes to prevent cases where they “accidentally track” customers who opted out of tracking on iOS. This greatly limits the ability of Facebook to receive web conversion events and optimize these web campaigns.

Now that we understand these two scenarios - let’s bring it down to earth -

Before we move on, a side note about cookies: In simple terms – a first-party cookie is created, stored & “owned” by the domain owner; a third-party cookie is created and placed by other owners (ex. Facebook, Google, etc). The [ClearCode Guys](#) explain this very well.

Dee enlightened me on a much larger discussion and I am still doing my needed

research to have actionable takeaways for you and others but for now I'll link to this article [Google announcing that it will phase out third-party cookies on Chrome by 2022](#).

We will touch upon it briefly below and how it will eventually affect us all.

How Does This Affect Facebook Advertisers (Us) At A Tactical Level?

Simply Put – Facebook loses the ability to leverage the user action data from iOS14 users that opt-out via ATT.

Facebook released this helpful article to explain how it will affect us, [How Apple's iOS 14 Release May Affect Your Ads](#) and this Facebook Developer article, [Preparing our partners for iOS 14: Mobile Web Advertising](#)

We won't talk about the intricacies around what will happen with remarketing or retargeting audiences in this talk as there isn't enough information for me to clearly layout how we are going to approach this at this time.

TL;DR – This is the thing that's most important:

- **Introduction of Facebook's: *Aggregated Event Measurement*:** This information is still gathering but how I understand it is that it will continue to receive the unique consumer information, randomize it and create a algorithmic model that "...helps us to measure campaign performance in a way that is consistent with consumers' decisions about their data."

- **Advertising Set Up**

- Advertisers will be limited to using 8 conversion events per domain, including both standard and custom conversions for optimizing within an ad account.
- Advertisers will receive partial reporting in Ads Manager and Events Manager for additional events outside of the priority of the 8 events. We will be able to use events outside of the priority 8 events to create website custom audiences. Facebook will initially configure the conversion events that they deem are most relevant to our businesses. This can be edited through a section within Events Manager (that doesn't currently exist)
- The 8 conversion events per domain will be ranked based upon campaign spend within the last 28 days. If multiple events are completed by an unique user (i.e. "add to cart" and "purchase") - purchase will be prioritized for reporting.
- When an event is changed, it will trigger a 72 hour cool down period before campaigns can deliver using changed events. (if you are optimizing for purchase, and change it to add to cart, the cool down is initiated)

- **Targeting and Delivery**

- Default attribution windows are moving from 28 day click to 7 day click through only for all conversion and catalogue sales objective campaigns. If you see delivery stop or halt, this is the reason.
- 28-day click-through, 28-day view-through, and 7-day view-through will be gone
 - This will be replaced by 7-day click (default); with these other modifications supported

- 1-day click
 - 7-day click (default)
 - 1-day click and 1-day view
 - 7-day click and 1-day view
- **Targeting limitations:** As more people opt-out of tracking on iOS 14 devices, the size of your app connections, app activity Custom Audiences, and website Custom Audiences will decrease.
- There will be no more reporting for age, gender, region, placement breakdowns
- Advertisers using Dynamic Ads for retargeting may see performance and audience size decrease.
- **Measurement and Reporting**
 - **Attribution data is going to be hazy** (as described in [Preparing our partners for iOS 14: Mobile Web Advertising](#))
 - Statistical modeling (*Aggregated Event Measurement*) will be used for certain attribution windows and/or metrics to account for less data availability from iOS 14 users. In-product annotation will communicate when a metric is modeled
 - Certain attribution windows will have partial reporting and metrics will not include all events from iOS 14 users. In-product annotation will communicate when a metric is partial. This will launch in early 2021
 - Delivery and action breakdowns will not be supported for offsite conversion events
 - Offsite conversion events will be reported based on the time the conversions occur and not the time of ad impressions. As a result, you

may notice small fluctuations in cost metrics, as cost per conversion will reflect spend over a given period divided by conversions that took place over the same period, whereas today, cost per conversion reflects spend over a given period divided by conversions driven by ad impressions that took place over the same period

- **ie. Delayed & more vague reporting:** (It can take up to 3 days from when a conversion event occurs) as opposed to how it is currently reported: where data is passed through when the specific event occurs.
- From this [article on Apple Webkit's blog](#): *Once the browser has matched a conversion against a stored ad click, it sets a timer, randomized between 24 and 48 hours. When that timer fires, the browser makes an ephemeral, stateless POST request to the same well-known location. In our example, the request would go to <https://search.example/.well-known/ad-click-attribution/20/55>, with the referrer request header set to <https://shop.example>. In plain English this report would say: 24 to 48 hours ago, some user who previously clicked shop.example's ad campaign 55 on search.example, converted with data 20 on shop.example*

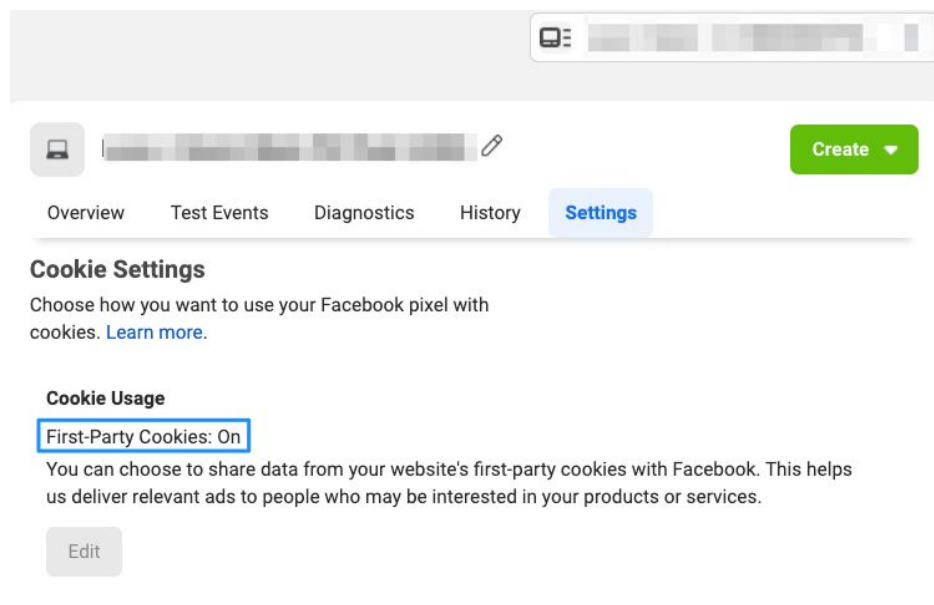
This is serious - these are very serious and very important changes that we will have to work through together. We are unable to know the amount of consumers who will in fact "opt-out" but this will be seen in the coming months and impact our ability to optimize and report back like we currently do.

Remember our side note about third-party cookies? This is where it gets important.

In the current world, Facebook's ad algorithm works in our favor because the Facebook Pixel (a third-party cookie) lives on millions of websites – harvesting and cross-referencing user data across billions of touchpoints. In other words, Facebook knows a LOT about consumers based on how they use the web, where they take their devices, which other Facebook users their devices are around, what content they all engage with, what they buy or don't not buy, what they skip past or what they consume and the list goes on. – multiply this by 2.7 billion users, and pair it with machine learning.

Earlier in the year, mixed with the CCPA announcement - Facebook issued updates and allowed advertisers / brands / businesses to switch the Facebook Pixel to [First-Party Cookie Settings](#). -- Check now to see if you are currently switched to **"ON"**

To get there go: Business Settings > Select the pixel you are using > Navigate to Settings > Scroll down to Cookie Settings Select **"ON"**



It is this glorious play land of data - that ensures the Facebook ad algorithm is able to provide its advertisers the ability to create highly-targeted ads shown to owned & lookalike audiences. All while doing so WITHOUT any targeting or audiences at all aka running to "Broad" audiences.

Now let's imagine a world where 10%, 20% or even 50% of iOS14 device owners opt-out of sharing their data with their Facebook / Instagram / Whatsapp iOS14 app – which creates this giant datahole within Facebook's ad algorithm. Essentially choking off the flow of data that is powering their algorithm that's intended to learn upon itself and create scenarios that based upon cross-referencing their millions and millions of data models & provide an as accurate as possible outcome that WE brands/advertisers are bidding upon) – we now are in a situation where the machine has less data, which leads to only partial & patchy cross-referencing, which leads to dramatically less accurate probabilistic predictions which leads to fewer and fewer advertisers on the platform.

This means: Facebook advertisers will be working with a slightly starved algorithm compared to what they've been used to – reporting, attribution, optimizations – all will likely be impacted.

With the intro of iOS14, and as we (very rapidly) move into a world where third-party cookies are crumbling – first-party tracking is going to be critical for marketers.

So Shack all good right, this is an easy solve right? Facebook and others have already talked about their Conversion API or ([CAPI](#)) and that it is going to solve it all right? So all we have to do is integrate the Facebook Conversions API (CAPI) with our Shopify backend, and we should still be able to feed user data back to Facebook, right? In a way, yes. My friend Andrew Foxwell did a great write up [here](#) about CAPI. He explains clearly how it needs to be set up and the key takeaways about how CAPI is the most logical

step forward now for all our brands. If you are not on Shopify, connecting with your store developer or a development shop to understand more about (server 2 server communication) will be your best step forward.

Using [CAPI](#) - We are able to pass through -- as of December 23, 2020 -- only purchase event data. Facebook is not able to report on events such as View Content, Add to Cart, or Initiate Checkout. Facebook did a great overview of CAPI [here](#). I do believe that this is going to continue to improve and give us the data we need to optimize and make decisions.

Remember that for the algo to perform at the level we're currently used to, it requires billions of data points – which means an overwhelming majority of advertisers/website owners need to implement CAPI. Otherwise, we still end up in the world of partial & patchy data & signals.

Further to this – if you recall the example of Nick who bought from “hoodiesonhoodies.com”;

Regardless of whether a website's first-party cookies or server-side tracking captures data about Nick or not, the issue lies here – when this data parsed back to Facebook – Facebook will say "Sorry, I cannot accept that data since the user opted out"

Okay Thanks For This Nerd, Now What Do I Do?

I'm going to emphasize this again: **information on this topic is rapidly developing and nothing is concrete at this point.** Thus, we are yet to have one official Structured

response to best tackle this iOS14 ATT issue, nor any official plans forward – but I am actively working on this over the weeks to come to make sure we are able to make the best steps forward.

However, in the meantime, from a technical and thoughtwork standpoint – this is what we need to be doing now with all our clients as non-negotiables:

1. **Protect personal FB profiles (especially profiles that are tied to Business Managers):** [set up Two-Factor Authentication 2FA on their personal Facebook profiles](#)
2. **Verify domains:** [verify their domains with Facebook via Business Manager](#)
 - a. [How To Video Here](#)
 - b. This must be done at the effective top-level domain plus one (eTLD+1)
 - c. ex. for [www.books.jasper.com](#), [books.jasper.com](#), and [jasper.com](#) the eTLD+1 domain is [jasper.com](#)
3. **Integrate Facebook's Conversions API (CAPI)**

This [blog article by Andrew Foxwell](#) provides a step-by-step for you to understand how

 - a. From what I currently understand, this native integration within Shopify can run in tandem with the current pixel setup while ensuring that conversion events are deduplicated
 - b. Here is a little more information on this from [Facebook](#) and [Shopify](#).
 - c. If you are not on Shopify the data and availability of CAPI is limited and I am still gathering data / resources on this. If you have notes or comments on this - email me and I will update it. Nick@structured.agency
4. **Pre-select your events being tracked**
 - a. There is no firm date of this but for now - stick to the events that matter most for your ecommerce store.
 - b. Check your Dynamic Product Ads (DPA) ensure they are optimizing for one conversion event per catalogue.
5. **Pull your delayed attribution MoM and around Major Moments for your brand**

- a. If you are partnered with us, we have already done this and will be presenting this to you shortly.
- b. If you have not - please check what your Facebook Attributed Lift is on a Monthly basis so that you are able to build a prediction of lift around seasonality and major moments.

6. Invest In Content

- a. Partner with a content shop
- b. Hire Internally
- c. Leverage Freelance editor / outsourced Creative Director

7. Invest in Channel Diversification + Retention

How Are We Going To Approach This?

New Customer Acquisition Strategies

In terms of specific ad strategies and ways to keep moving forward, We are going to take a nuanced and individual approach for all of our partners - that myself, John and the team will work through however, I foresee that an LARGE emphasis will be placed upon three key areas that I want to lay out sooner than later below:

Content Creation

Platform + Sitewide Targets

Multi Channel + Retention Adoption

Content Creation and Content Iteration

Content will continue to be the largest lever we can pull - Approaching this with an iterative mindset rather than a perfection mindset.

We have made a massive investment in this area over the last 12 months. Early this year, we released [Konstant Kreative](#) a “done for you” service that allows those to request ads to be made based upon assets a brand currently has - If you are a Structured Partner - we have been using this much longer than March (with minor self serving upgrades for us to ensure an additional layer of quality and speed.

We are rolling out our creative strategist team strictly focused upon ad research, ad conception and individual brand analysis across every stage of a consumer life cycle.

We also have been thankful enough to have Structured Studios our beautiful content playland located in Playa Vista California where we have been creating everything from in-studio product / model / high concept content to UGC and On-The-Go styled content.

The above is aimed at creating content, iterating on that content, and prolonging our ability to win not through “ad tactics” but through making good decisions and structuring clear and concise creative tests focused on various angles, positioning and offers for your brand.

Please don't confuse the above statement around content as me saying -- If you want success with creative that converts you need to hire us -- no that's not it -- We should

come alongside you, we would like to have an input and say into your content you plan to create -- if we are going to be a paid partner, let's keep the conversations open and at a point where we can fill in or extend what is currently being on. At the end of the day, we knew we had to provide a solution for those of you who need that support.

What I truly truly do recommend is invest in a creative arm / department for your business. Whether that is a videographer, editor, creative director -- freelance or full time -- just invest in a positive impact of your brands trajectory with the ability to create content that highlights various value propositions, promotions, or simply elevating the brand. This will be something that will become more and more important as your brand and business grow.

If we can support you or provide any information on how we approach this - I'd love to talk. Nick@structured.agency or just Slack me - I'm online. :)

Mapping Towards True Profitability (what we see in cart) MER WITH CHANNEL ROAS TARGET CONSIDERATION

We do not recommend and will not change how we are currently optimizing on the platform. Until Facebook confirms with us on the best immediate steps forward we are going to keep focused on **ROAS / CPI** and making sure we are getting the spend to revenue at the level that proves profitable for you and your business in whichever stage you may be at.

Early January, we are going to be setting up individual conversations with each of our partners to talk through what this will mean for their brand and business and how we

are viewing success.

What we ask of you is that now more than ever, know what your true north star is.

What is the profitability needed to continue to grow and what season is your current business in.

Multi Channel Marketing and Retention Focused Marketing

For many of you, we manage one or two channels. We don't believe we should move away from Facebook by any means but introducing one or two additional channels at a lower spend is something we want to begin having conversations around.

In [March](#), we [acquired](#) Boundless Labs, led by Chase Dimond and David Bozin; since then we have grown to support over 100 brands with design, execution, strategy and copy. We continue to hire and know what we know about iOS14 a focusing on email and sms marketing into 2021 and beyond, is going to be a large focal point for all brands. If it hasn't been top of mind for you until now, it should be that since there will be a much larger emphasis on backend marketing activities – driving new customers to build lists (ie. owning the audience) and leveraging email, Messenger & SMS to nurture those lists towards purchasing; while de-emphasizing ad retargeting (due to the hazy “up to 3 day” data pass-through).

The sky is not falling.

We have the community and the resources to continue to be informed and make the best decisions we can with the information we have.

I expect to have conversations about this for the next months to come and as we look to find the best strategy for you and your brands

I hope this document provided some clarity into what we are about to embark on and I look forward to discussing, partnering, and being successful with you in 2021 and way beyond.

If there is anything I can do / provide clarity around please don't hesitate to message me.

Nick@structured.agency

Below are a few resources that we are exploring:

Facebook and Shopify already have been working on a first-party/server side solution that I've gone over here - be looking into first-party/server-side tracking solutions and their ability to mitigate iOS14:

- [Wicked Reports](#)
- [Elevor](#)
- [Hyros](#)
- [Trackify](#)
- [Google Tag Manager](#)

I will also be setting up a learning event with our Facebook Reps, Brian and Julia to learn more about their recommended solutions as information develops and post the call time and link once I am able to naildown a time.

Deeper Reading and Resources:

[Mobile Dev Memo Slack](#)

[Singular Slack](#)

- [Covid-19 and E-commerce](#) - UNCTAD.ORG
- [IDFA zeroing in on iOS 10](#) - Mobile Dev
- [Differential Privacy iOS 10](#) - Theverge
- [iOS 14 SKAdNetwork, What to do](#) - Himanshu
- [Top App Downloads MoM](#) - Sensor Tower
- [Ad Industry Attacks Safari's Privacy Plan](#) - CNET
- [Data Breaches Across The Web](#) - Varonis
- [Ad Targeting in a Pandemic](#) - Deloitte
- [Epic Games Inc. Vs. Apple Inc.](#)
- [Apple Boots Fortnite From App Store](#) - The Verge
- [Key takeaways from Facebook's major iOS 14 updates today](#) - Singular.net blog
- [What are UTM parameters](#) - Wikipedia
- [Apple's Latest Privacy Updates](#) - Adweek
- [What is IDFA and Why Apple Killed it: Everything Marketers Need to Know](#) - Invoca blog
- [Apple's iOS 14 will give options to opt-out](#) - TechCrunch
- [1st-party vs 3rd-party cookies: What's the difference?](#) - Epsilon blog
- [Google Chrome Will Phase Out Third-Party Cookies by 2022](#) - AdWeek
- [Preparing our partners for iOS 14: Mobile Web Advertising](#) - Facebook article
- [How Apple's iOS 14 Release May Affect Your Ads](#) - Facebook article
- [Use Facebook Pixel to Reach Devices on iOS 14](#) - Facebook article
- [Speak Up For Small Business](#) - a Facebook microsite
 - [How Apple's changes may significantly limit your marketing efforts](#) - Facebook microsite page
- [How to verify your domain via Facebook Business Manager](#) - Facebook article
- [How to set up two-factor authentication for your Facebook profile](#) - Facebook article
- [Facebook Advertising and iOS14: A Guide \(and what to tell clients\)](#) - Andrew Foxwell's blog
- [Facebook's Conversions API and How to implement it with your Shopify site](#) - Andrew Foxwell's blog

- [How Browser, iOS, and Cookie Restrictions Impact Tracking for Shopify Stores](#) - Elevar blog
 - [Server Side Tagging for Shopify + Facebook Conversions API](#) - Elevar YouTube video walkthrough
 - [Privacy Preserving Ad Click Attribution For The Web](#) - Webkit (Safari) article
 - [What is IDFA and Why Is It Important](#) - Tinuinti
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Facebook is offering a webinar titled: **Our Stance on Apple's iOS 14 Policy Requirements and Guidance to Help You Plan**

Thursday, January 7th, 2021

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Sign Up Here: [Webinar](#)

Thank you again for taking the time to read, think, and be a part of the solution. As always you can find me pretty much everywhere.

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