iOS 14.5: A brave new world for creative optimization
What’s going on in Cupertino?
Why traditional attribution will be insignificant

No IDFAs (or other identifiers) can be passed to third parties

Facebook

App Store

The advertised app

Your app

User Provided Opt-In Consent

User Provided Opt-In Consent

MMP
How SKAdNetwork will work?

- We’ll tell you whether there was an install for that campaign or not.
- We’ll also tell you what was the conversion value of that install.

**BUT only:**

1. 24–48 hours after it happens, at a minimum.
2. If we deem there are enough installs above our “privacy threshold” so it’s safe to report back the conversion values.
3. At a campaign level
4. With different attribution windows for different ads
Understanding Storekit ads

Storekit Ads

“View-through” Ads
Who gets the attribution credit in SKAN?

The SKAdNetwork 2.2 ad impression array

User viewed this Storekit rendered ad in its journey. It will get the attribution.

User clicked on this ad and then installed.
Who gets the attribution credit in SKAN?

The SKAdNetwork 2.2 ad impression array

Last ad the user viewed was a Storekit rendered ad.

User searched for the app and installed organically 27 days after that view. The credit will still go to the storekit ad.
All that is going to be taken away from us?

- No sharing of user-level behavioral data with 3rd parties
  - No IDFA for ROAS measurement
    - Challenge in allocating UA budgets
  - No IDFA for hyper-quality targeting of high LTV users
    - Challenge in reaching good ROAS
  - No IDFA for retargeting
    - Loss of ability to growth through retargeting
  - No ad level reporting
    - Loss of ability to test creatives
Campaign performance will be as strong as the strength of the creatives you use
The day to day of a UA Manager

**Before**
- Allocating budgets by ROAS
- Testing ad creatives on the networks
- Self-optimizing campaigns towards the best ad sets / ad creatives based on "value" events

**After**
- Allocating based on modeled ROAS
- No access to a/b testing at the ad creative level
- Ad networks can't optimize budgets towards high-performing ads or ad sets
Demonstrating the problem: Before

Ad

CPI = $3.50
CVR = 23.7%
ROAS = 6.5%

CPI = $4.50
CVR = 28.8%
ROAS = 7.1%

CPI = $6.50
CVR = 16.4%
ROAS = 4.6%

CPI = $2.50
CVR = 32.4%
ROAS = 8.9%

“This is a great ad”

Blended CPI

CPI = $2.87

Facebook

Ad Level Data is Collected
Demonstrating the problem: After

CPI = $3.50
CPI = $4.50
CPI = $6.50
CPI = $2.50

Facebook

Blended CPI

CPI = $4.87

No ad level data

Ad
Ad
Ad
Ad

What ad is working?

CVR = 23.7%
CVR = 28.8%
CVR = 16.4%
CVR = 32.4%

ROAS = 6.5%
ROAS = 7.1%
ROAS = 4.6%
ROAS = 8.9%

The ad network can’t get ad level data
The day to day of an ASO Manager

**Before**
- High quality paid traffic reaching the page
- The App Store page has to “close” high intent users

**After**
- Broad paid traffic reaching the page
- App Store page has a lot more “convincing” to do to convert that broad traffic to installs

Lower CVR
The solution, a **new** creative optimization methodology
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**Ad**

- **CPI = $3.50, CVR = 23.7%**
- **CPI = $4.50, CVR = 28.8%**
- **CPI = $6.50, CVR = 16.4%**
- **CPI = $2.50, CVR = 32.4%**

**High performing ad**
The solution, a **new** creative optimization methodology

Remove poor ads before you waste your UA budget
Start solving for creative optimization

Where and how your audience is spending its time?

What is your process going to look like for creating new ads?

Do you have a strategy to attract core users in a broader audience?
Mythbusters

- We’ll just spend more on ASA
- We’ll use what works on Android on iOS
- Facebook will figure it out
- Cohort Analysis will be the replacement
Mythbusters

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Cohort Analysis will be the replacement
That’s it!

For more on iOS 14.5, the new privacy guidelines or anything else Mobile Growth and ASO, don’t hesitate reaching us at:

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You’ll find the recording of this webinar in your inbox sometime next week.

Thanks for joining us.