

The identity crisis and a unified approach to marketing measurement

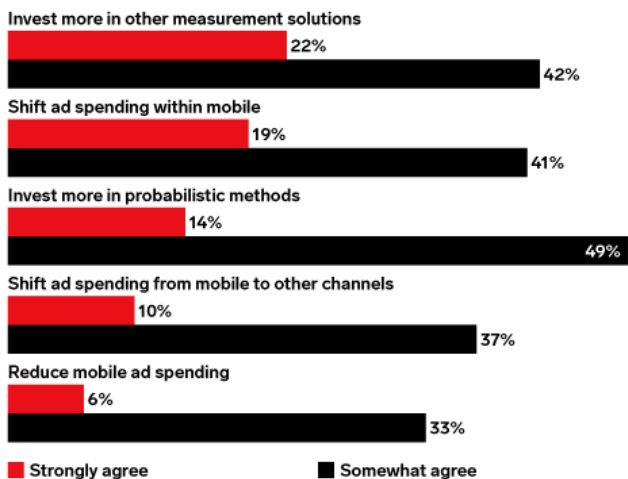
Audio



Neustar's product marketing director Devon DeBlasio and eMarketer principal analyst at Insider Intelligence Nicole Perrin discuss how the deprecation of third-party cookies and changes to Apple's policies will affect how advertisers can identify and track users across channels and what they can do to continue measuring their success by taking a unified approach.

What Actions Do Mobile Marketers Worldwide Intend to Take in Response to Apple's Planned Changes to Identifier for Advertisers (IDFA)?

% of respondents, Sep 2020



Source: AppsFlyer and MMA Global, "Apple, IDFA and iOS14: New Challenges, New Opportunities for Marketers," Nov 17, 2020

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