

An Apple-shaped split in Meta mobile ad spending

Article

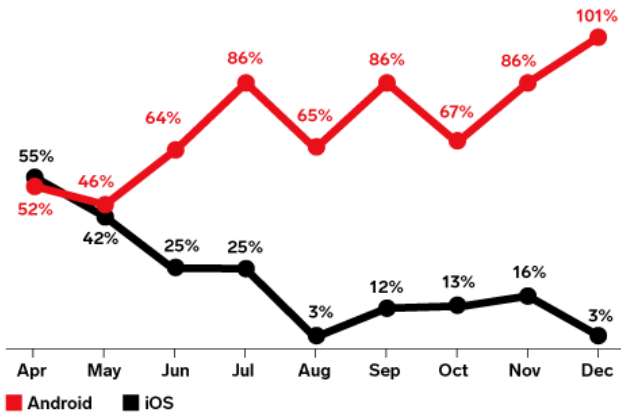
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Apple's 2021 privacy updates have advertisers approaching **iOS** with caution and accelerating their investment in **Android**. Last May, soon after the changes rolled out, US **Meta** ad spending rose at about the same pace on both types of mobile devices. By the end of December, growth on iOS had slowed to **3%** year over year, while Android's soared to **101%**.

Beyond the chart: In spite of the ad spending surge on Android, Meta has been hit hard by Apple's **AppTrackingTransparency** framework. Meta no longer receives data on the off-platform activities of **Facebook** and **Instagram** users who have opted out of tracking on devices running iOS 14.5 or later versions. In its Q4 2021 earnings call, the company said this signal loss would slash its sales by **\$10 billion** in 2022.

US Meta Mobile Ad Spending, by OS, April-Dec 2021

% change vs. same period of prior year



Note: across all properties including Facebook, Instagram, Audience Network, and Messenger; represents activity on the Tinuiti platform, broader industry metrics may vary
Source: Tinuiti, "Facebook Ads Benchmark Report: Q4 2021," Jan 2022

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