

The Ad Platform: What to expect from the App Tracking Transparency update

Audio

Apple plans to roll out a major update to iOS this spring, requiring an opt-in before apps can track users across channels. "Behind the Numbers" host Marcus Johnson turns the tables on

eMarketer principal analyst at Insider Intelligence Nicole Perrin to ask about the latest research on AppTrackingTransparency opt-ins, the China Advertising ID (CAID), and how advertisers are preparing.

Expected Impact of Apple's Planned Changes to Identifier for Advertisers (IDFA) on Select Marketing Capabilities According to Mobile Marketers Worldwide, Sep 2020

% of respondents

	Very negative	Somewhat negative
Audience targeting/suppression/remarketing	34%	40%
Cross-device measurement	31%	40%
Multitouch attribution	31%	31%
Conversion measurement	20%	46%
Contextual targeting	17%	26%
Frequency capping	17%	42%
Impression measurement and verification	17%	39%
Dynamic creative optimization	15%	44%

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

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