

Cambridge Social Media

iOS14 and the changing advertising landscape

Carly
STRINGER.



Hello!

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MAPLANTIC

HONEY & TOAST

plewsky



GEORGIAN DOLLAR

WEST STANTON



itsy

beards & daisies



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the KINDNESS CO-OP

rebecca yates LONDON

ArletteGold

Meli & Ro

LIMITLESS PLAY BAGS



Mini Mench



a tribe well dressed

PLUM & ASHBY

THE MAMAHOOD

Nutmeg STUDIO



MAMA DESIGNS



gayle mansfield designs



melanie porter

Cheeky Zebra

urbansize

iOS14 and the changing advertising landscape

You will learn:

- How the eCommerce landscape is changing and how you should approach ads in light of this shift
- What the iOS14 update is
- What impact the iOS14 update is having on advertising
- How you should be approaching Facebook advertising now
- What Blended ROAS is and why you should be tracking it



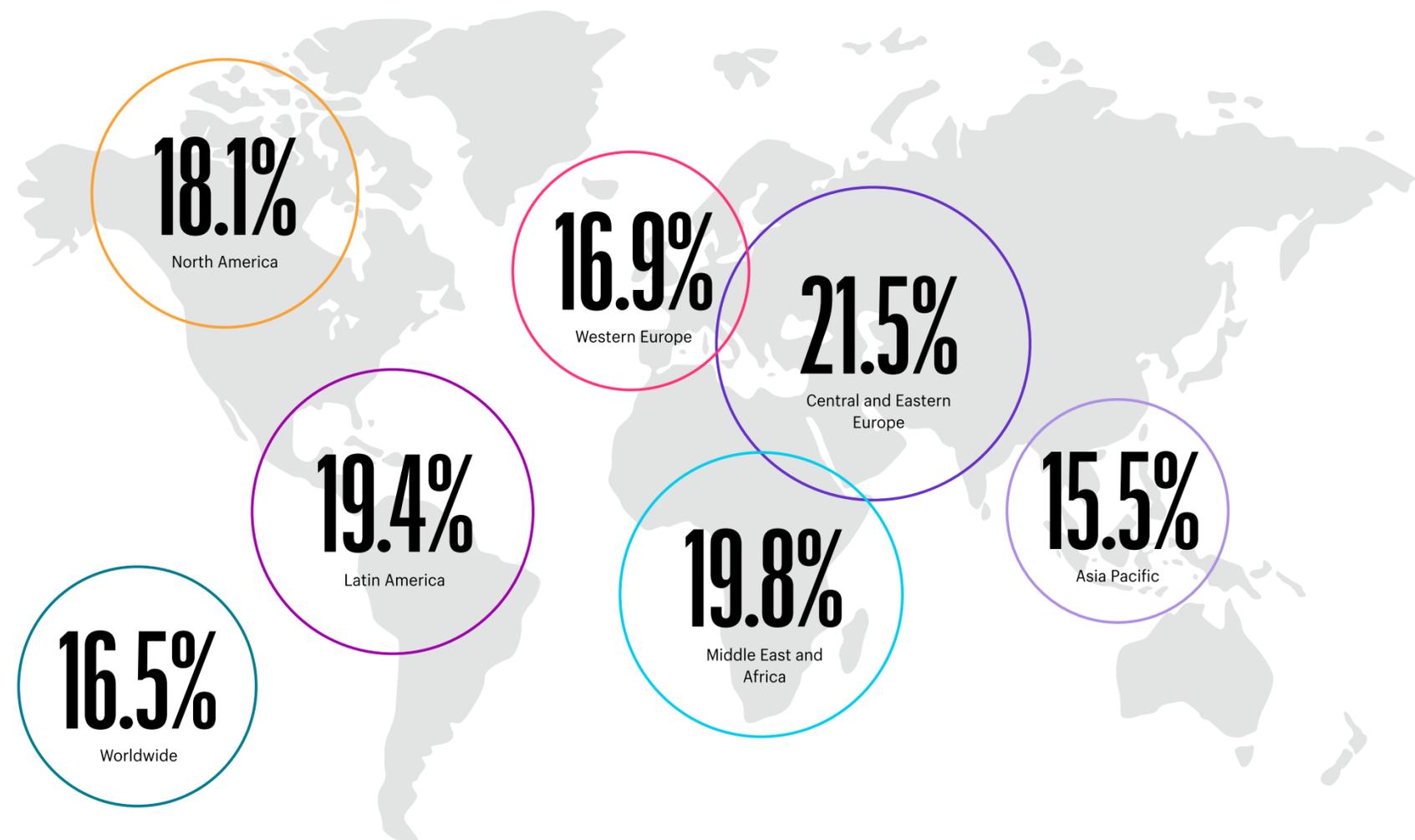
The changing landscape



2020 saw huge shifts in online eCommerce

- Physical stores closed and consumers were forced to shop online
 - According to TechCrunch the pandemic accelerated the shift to eCommerce by 5 years
- There was demand for different types of products - e.g. loungewear, homeschooling, distance gifting
- Some advertisers pulled spend (travel, entertainment, restaurants) resulting in lower competition and plummeting costs. Coupled with increased demand for products online, 2020 saw some of the best results from ads ever

Retail ecommerce sales growth worldwide, by region, 2020 (McKinsey)



2021 is seeing yet another shift

- In 2021 we eCommerce will grow, but at a much slower rate
- We are starting to see a shift in the types of products consumers want/need - eating out, travel, socialising
- Costs on Facebook have rebounded and are at pre-pandemic highs
 - Industries that didn't advertise last year go all in to recoup in 2021
 - Competitors in product categories not traditionally in-demand online are also now competing for eCommerce shoppers
- Apple has made it tougher for Facebook advertisers (and other online advertising platforms) with the introduction of new privacy measures
- There will be a further shift to social commerce with the launch of Facebook checkout in the UK (TBC)

Of the 75% of consumers who say they tried different online brands during the pandemic, 60% expect to integrate the new brands and stores into their post-COVID lives.

McKinsey

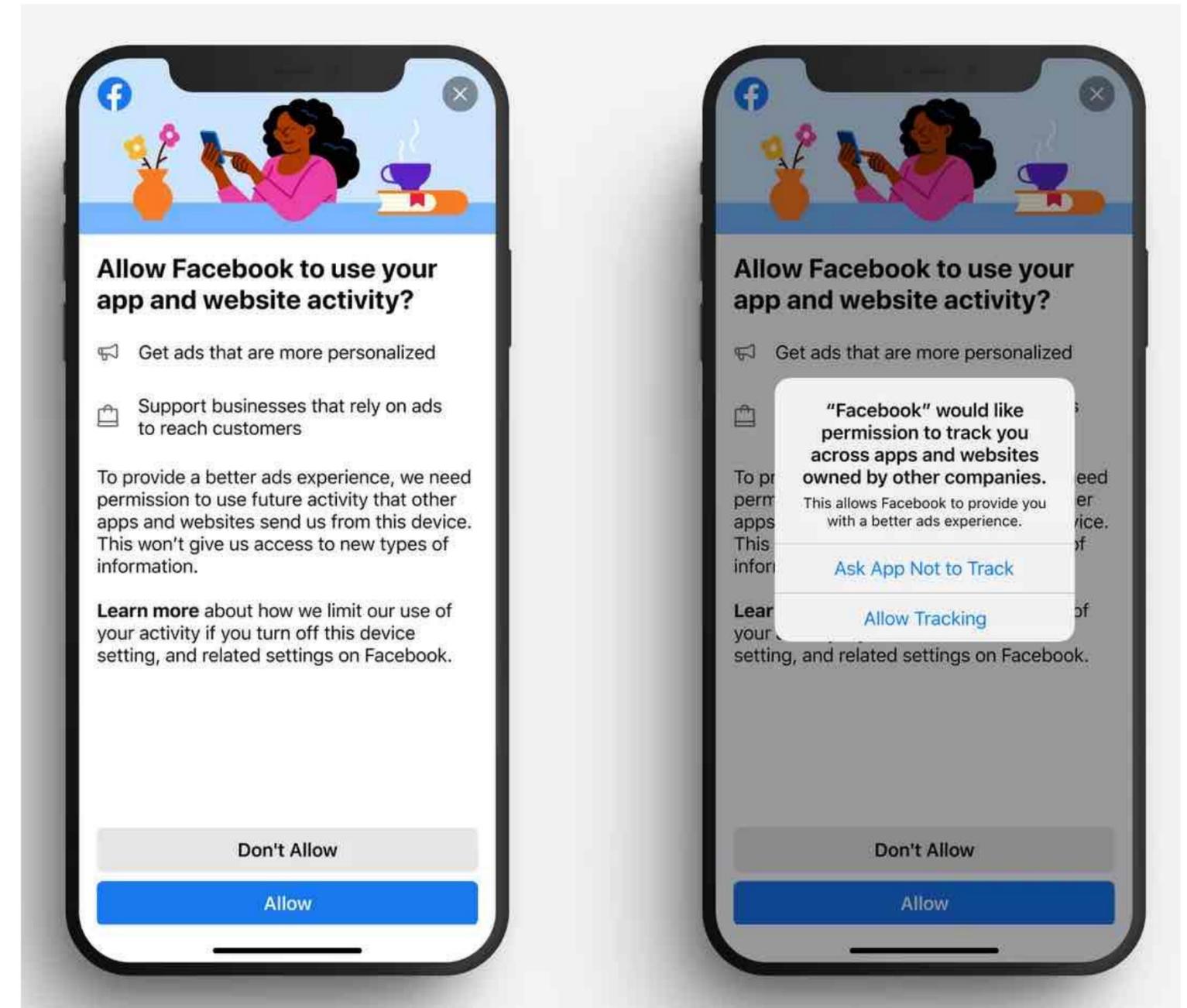


The iOS14 changes



What's the deal with iOS14?

- In the recent iOS14 update Apple began to require that all apps in the App Store show a tracking permission prompt (called an App Tracking Transparency [ATT] prompt) to users on iOS14 devices.
- Apple's policy prohibits certain data collection and sharing unless people opt-in to tracking when these prompts are shown.
- This update doesn't just affect Facebook but any app that tracks peoples' activity/collects user data in order to inform their advertising or personalisation services.



How will this affect Facebook Ads?

- 1. The default optimisation/attribution window has changed from 28d click/1d view to 7d click (7d click/1d view is still available)**
- 2. Some custom and lookalike audiences are affected**
- 3. Reporting may be delayed**
- 4. Conversions are now attributed on the day they take place (vs the day the customer saw the ad)**
- 5. Some results may be incomplete or estimated**
 - You won't see conversion data for anyone who has opted out of tracking if you are using 7d click or 7d click/1d view
 - If you use a 1d click attribution you will see purchase events for those who opt-out (but then you won't see conversions that happen after 1d)
- 6. There is no support for conversion data breakdowns**

Some essential steps to take...

1. Verify your domain

- Ensures that you are “official” in the eyes of Facebook. As far as we can tell, this will be necessary for you to perform certain operations and your ads may stop if you don't do this

FACEBOOK Business settings

Carly Stringer

Instagram accounts
Line of business
WhatsApp accounts
Data sources
Brand safety
Domains
Block lists
Registrations

Domains

Filter by name or ID Add

carlystringer.co.uk
Verification pending

carlystringer.com

carlystringer.co.uk
Owned by: Carly Stringer ID: 400292871057919 Remove

DNS verification HTML file upload **Meta-tag Verification**

Set the meta-tag containing the verification code into the <head> section of your website's homepage.

Meta-tag Verification

Here are the basic steps:

1. Add this meta-tag to the <head> section in the HTML of your domain homepage, carlystringer.co.uk:
`<meta name="facebook-domain-verification" content="01pq10s6bzt50aeqz5xa00w4u5m" />`
2. Confirm that the meta-tag is visible by visiting <http://carlystringer.co.uk/> and viewing the HTML source.
3. Click verify

Verify

Cheeky Zebra Carly Stringer

Home Orders Products Customers Analytics Marketing Discounts Apps

SALES CHANNELS
Online Store Themes Blog posts

Themes View your store

Live theme
This is the theme customers see when they visit your store.

Current
Last saved: Monday at 11:43

Actions Customize

View
Rename
Duplicate
Download theme file
Edit code
Edit languages

Edit code for Current Preview Customize theme Expert theme help

Search files...

Layout
Add a new layout
(/) password.liquid
(/) theme.liquid

Templates
Add a new template
(/) customers/account.cartconver
(/) 404.liquid
(/) article.liquid
(/) blog.liquid
• (/) cart.liquid
• (/) collection.bc-most-popular.liqu
(/) collection.bc-original.liquid
(/) collection.bc-sf-filter-live.liquid
(/) collection.liquid
(/) collection.spurit.liquid

theme.liquid Older versions Save

```

26 <head>
27
28 <meta name="facebook-domain-verification" content="moi6sykqbdio4hdqwy76xz1wfpfh" />
29
30 <!-- Infinite Options Fast Loading Script By ShopPad -->
31 <script src="//dl1iekpayvoaz.cloudfront.net/apps/customizery/customizery.js?shop={{shop.permanent_
32 <!-- Basic page needs ----->
33 <meta charset="utf-8">
34 <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
35
36 {% if settings.favicon %}
37 <link rel="shortcut icon" href="{{ settings.favicon | img_url: '32x32' }}" type="image/png" />
38 {% endif %}
39
40 <!-- Title and description ----->
41 <title>
42 {{ page_title }}{% if current_tags %}{% assign meta_tags = current_tags | join: ', ' %} &ndash; {
43 </title>
44
45 {% if page_description %}
46 <meta name="description" content="{{ page_description | escape }}">
47 {% endif %}
48
49 <!-- Social meta ----->
50 {% include 'social-meta-tags' %}
51
52 <!-- Helpers ----->
53 <link rel="canonical" href="{{ canonical_url }}">
54 <meta name="viewport" content="width=device-width,initial-scale=1">
55 <meta name="theme-color" content="{{ settings.color_primary }}">
56
57 <!-- CSS ----->
58 {{ 'timber.sass.css' | asset_url | stylesheet_tag }}

```

carlystringer.com
Owned by: Carly Stringer ID: 3536878033067761 Remove

Assign Partners Add Assets

Partners Connected assets Domain Access

Partners Assign Partners

This domain is shared with other businesses. View permissions and assign or remove partners.

No partners are connected yet. Assign a partner.

Some essential steps to take...

2. Implement the Conversions API (CAPI)

- This helps Facebook track user activity based on information completed on your site rather than Pixel events. This will help you to attribute more sales to your ads.

PLACES TO SELL | MARKETING



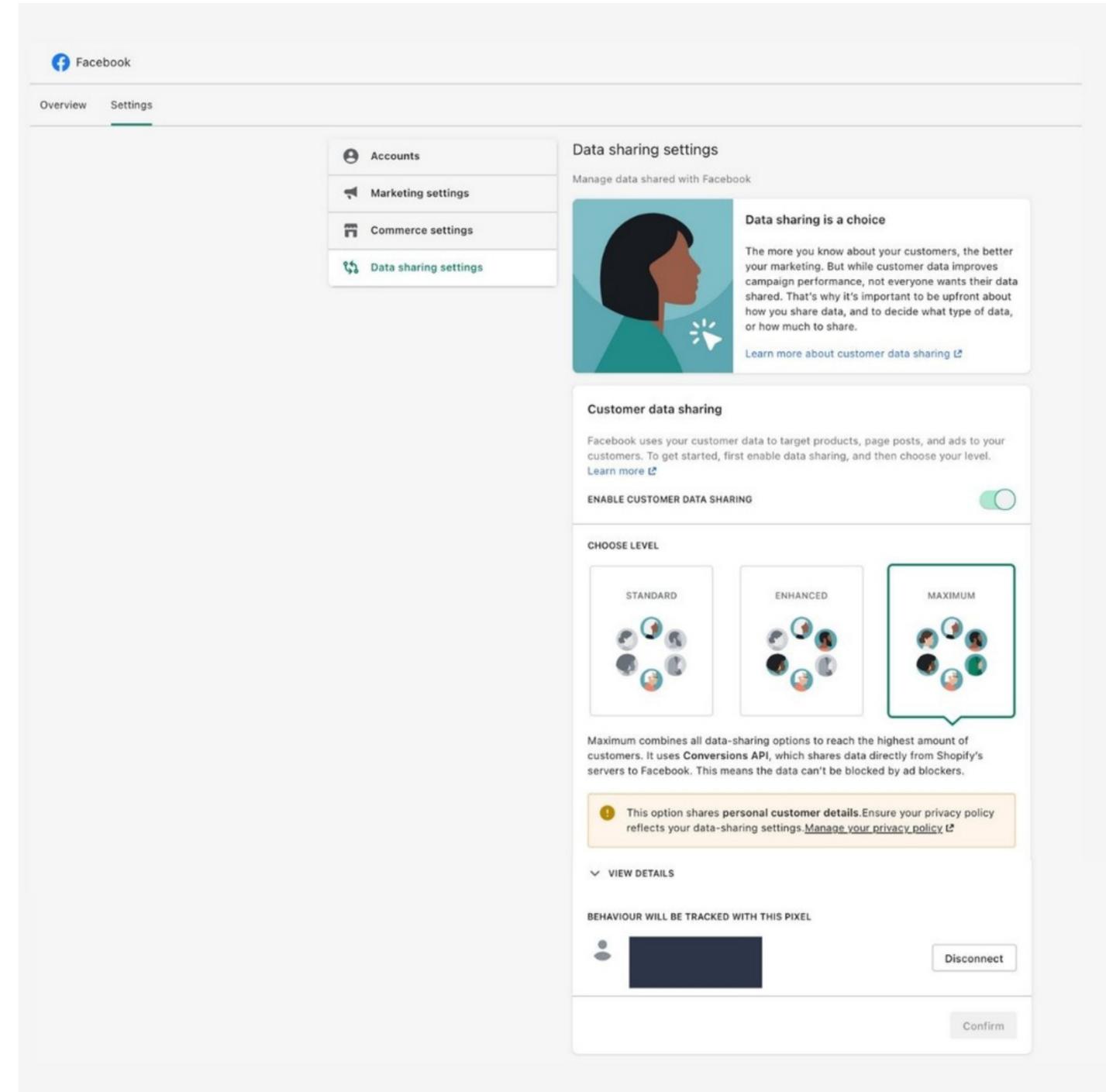
Facebook channel by Shopify

Bring your products to Facebook and Instagram users.

★ 4.6 (2317 reviews)

[Add app](#)

Free to install. Additional charges may apply.



Facebook

Overview Settings

- Accounts
- Marketing settings
- Commerce settings
- Data sharing settings

Data sharing settings

Manage data shared with Facebook

Data sharing is a choice

The more you know about your customers, the better your marketing. But while customer data improves campaign performance, not everyone wants their data shared. That's why it's important to be upfront about how you share data, and to decide what type of data, or how much to share.

[Learn more about customer data sharing](#)

Customer data sharing

Facebook uses your customer data to target products, page posts, and ads to your customers. To get started, first enable data sharing, and then choose your level.

[Learn more](#)

ENABLE CUSTOMER DATA SHARING

CHOOSE LEVEL

STANDARD ENHANCED **MAXIMUM**

Maximum combines all data-sharing options to reach the highest amount of customers. It uses **Conversions API**, which shares data directly from Shopify's servers to Facebook. This means the data can't be blocked by ad blockers.

! This option shares **personal customer details**. Ensure your privacy policy reflects your data-sharing settings. [Manage your privacy policy](#)

[VIEW DETAILS](#)

BEHAVIOUR WILL BE TRACKED WITH THIS PIXEL

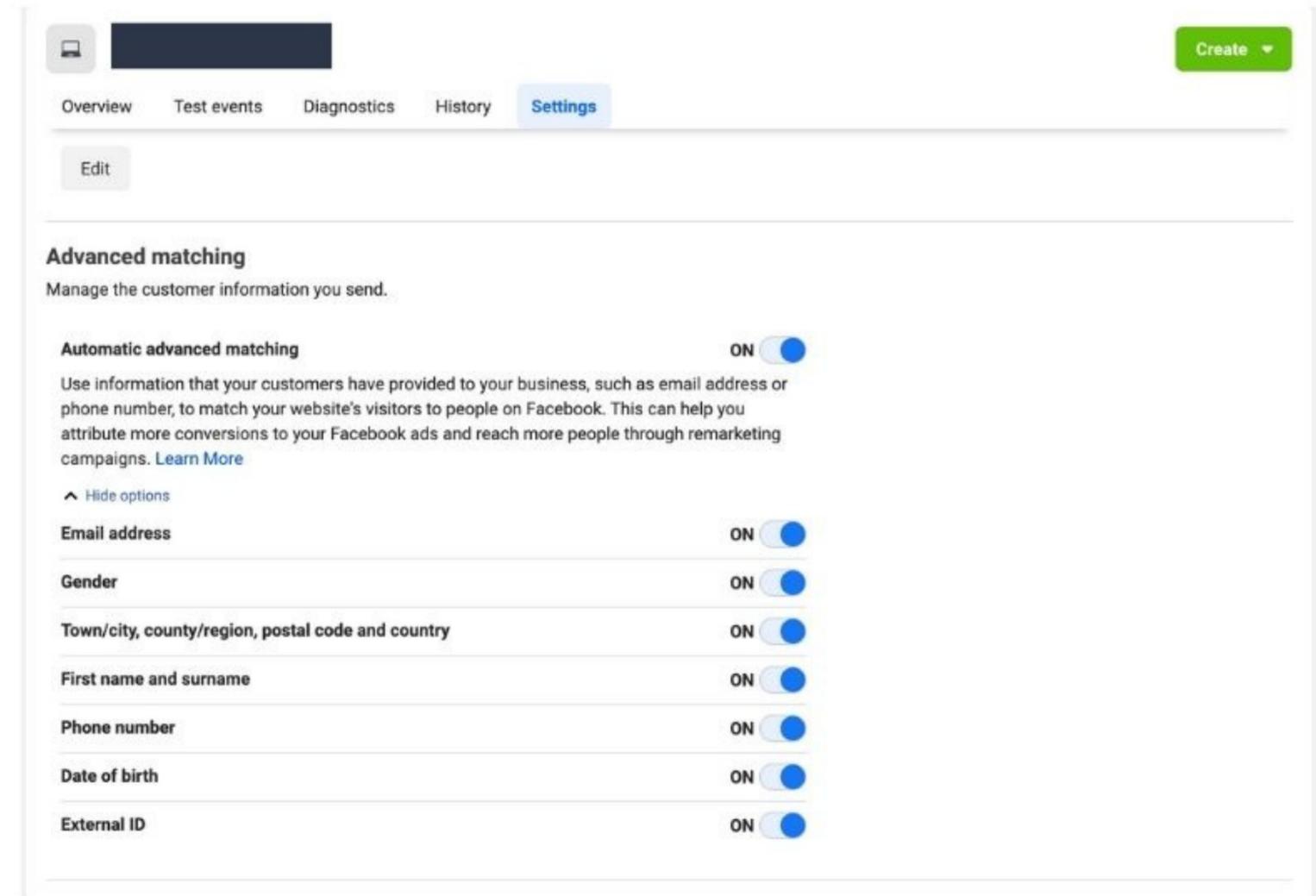
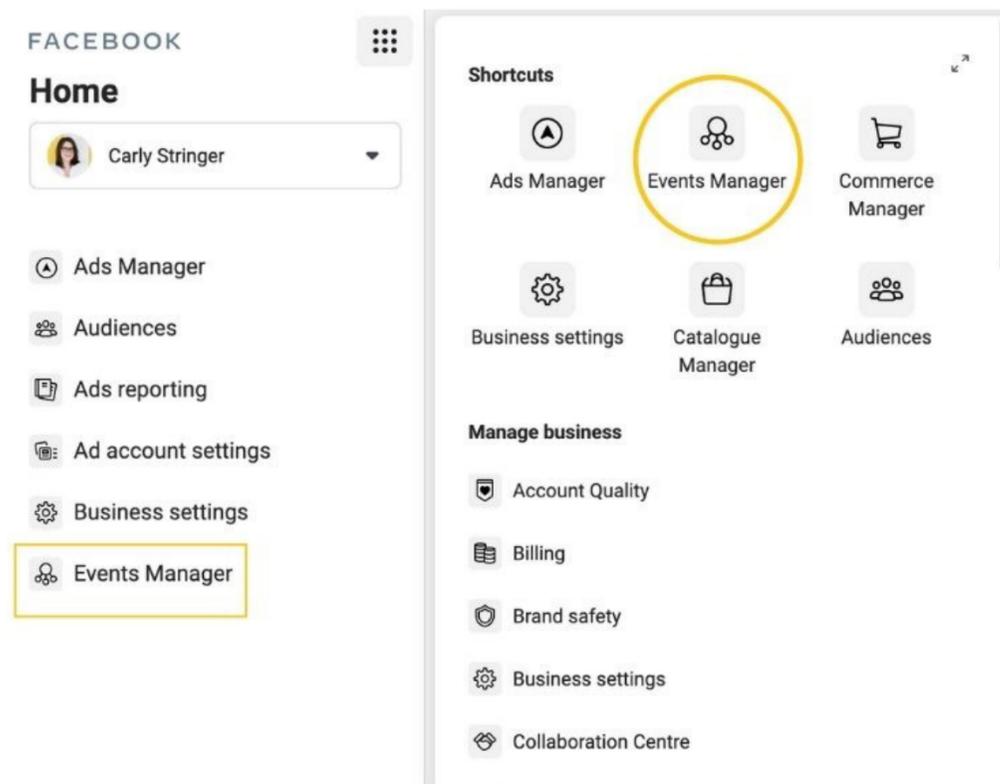
  [Disconnect](#)

[Confirm](#)

Some essential steps to take...

3. Turn on auto-advanced matching

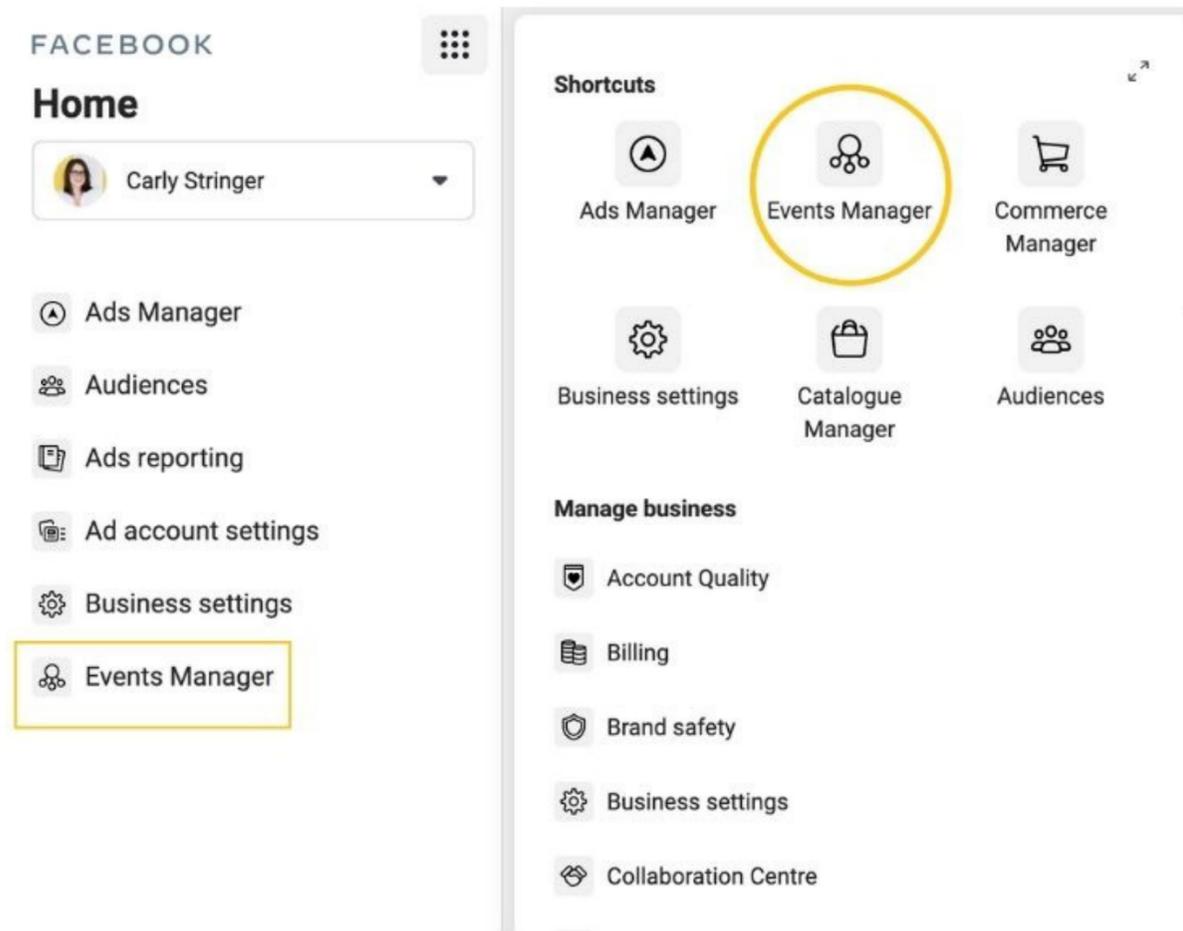
- Tells Facebook to gather data (for example, first and last name, email address, postcode) directly from your website visitors/customers when that data is present



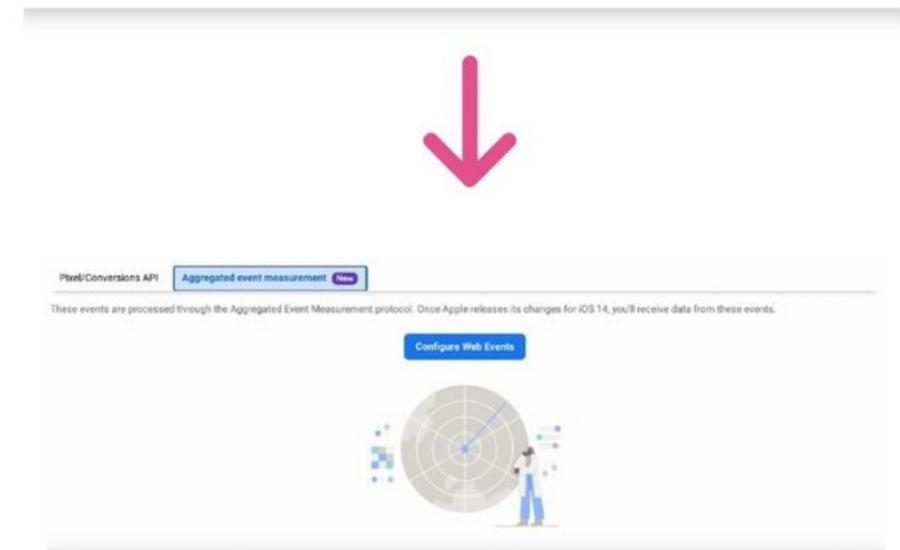
Some essential steps to take...

4. Select your priority events

- Tells Facebook what conversion event you want to track



Aggregated event measurement New



Owned by another business	7
Highest priority	Purchase (4 events)
	Initiate checkout
	Add to cart
Lowest priority	View content



Shifting your ad strategy



How to approach the coming months

- Understand what iOS14 and the eCommerce shifts will mean for your business
 - You may need to revise your targets - what is realistic (and profitable) now?
 - Don't compare this year with last
 - **Blended ROAS** should be your key metric (not your Facebook ad dashboard ROAS)
- Success last year was easier than it is this year from an advertising perspective
 - Give yourself the best chance with a strong website, creative and copy
- Consider how your customers' moods, desires and preferences have changed/will be changing over the coming months. How can you meet their needs as we move into this new phase of life?
 - Test, test, test and test some more - products, images, messaging
- Your customer base may also have shifted
 - Are there new audiences you can test?
 - Consider re-testing what didn't work previously
 - Large, broad audiences tend to be working better
 - Remember performance of some lookalike audiences may decline
- As acquisition costs rise - retention of customers you gained last year becomes even more important
 - Email marketing - abandon cart emails, emails to entice customers who haven't shopped in a while back to store etc
 - Ad targeting - cross sell, show off new launches

Do not pause Facebook spend

- It resets learnings, losing all optimization you once had
- Facebook and Instagram will be driving more sales than it appears
- Turning off Facebook ads will decrease your total revenue and slow/halt growth
- Now is an important time to begin to build audiences ahead of Q4
- Look at the bigger picture - not a small window of time
- Decrease spend if needed to get through the rough patch and consider diversifying some spend to other channels (eg Google ads) but don't cut spend completely

What is Blended ROAS?

- The Facebook dashboard is underreporting
 - It can't report data for those who have opted out of tracking
 - It can't report data for those who purchase more than 7 days after last seeing an ad
- Therefore Blended ROAS should be your guiding star (not your Facebook ad dashboard ROAS)
- Keep track of how your Blended ROAS correlated with your on platform ROAS - establish Blended and on platform targets for your brand

Facebook ROAS = £ Facebook Conversion Value / £ Facebook Ad Spend

Blended ROAS = £ Store Sales / £ Total Ad Spend across all platforms

Key takeaways

1

The eCommerce and ad landscape is changing as we come out of lockdown, competition for online ad space and shoppers increases and the Apple privacy updates come into play

2

It is essential to take the steps outlined with regards to iOS14 - they are essential and not just a 'nice to have'

3

Reasses your ad strategy in light of these changes

- Ad creative/messaging/product focus
- Audiences
- Targets - Blended ROAS

4

Don't ignore customer retention or your email marketing

ADvance.

THE FACEBOOK ADVERTISING MEMBERSHIP FOR INDEPENDENT SHOPIFY STORE OWNERS

The members-only learning platform and community for online retailers who want to make the most of Facebook and Instagram ads. Get help as you go with bite-size video tutorials, live Q&As, troubleshooting clinics and more.

Join the waitlist at

<https://www.carlystringer.com/facebook-advertising-membership>



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Thank you

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