Twitter Thread by Eric Seufert



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eComm and D2C will be acutely impaired by the ATT opt-in mechanic coming to iOS (rumored made mandatory in March). ATT doesnt exclusively impact app advertisers, & in fact may disproportionately damage eComm and D2C. Some thoughts on how those advertisers should prepare (1/X)

2/ In the @MobileDevMemo 2020 mobile advertising predictions post, I posit that D2C ad spend may drop by as much as 50% in Q2 2020. FB revealed in December that app-to-web campaigns will be governed by ATT opt in, severely limiting campaign efficiency https://t.co/0llZjphmHN

3/ FB had only previously discussed ATT in terms of app campaign relevance. This new revelation likely stemmed from further instructions from Apple following FB's initial guidance https://t.co/ijoaFyXml6

4/ FB affirmed in Dec that app-to-web campaigns will be: conversion event limited, aggregated at campaign level, and limited wrt attribution windows (default: 7-day click). This effectively replicates the privacy treatment of app campaigns on app-to-web campaigns

Going forward, 28-day click-through, 28-day view-through, and 7-day view-through attribution windows will not be supported for active campaigns. However, inactive campaigns will still report using the legacy account level attribution window, and historical data for the attribution windows that are no longer supported will continue to remain accessible via our Ads Insights API.

After these changes take effect, except for iOS 14 app install campaigns and automated rules, the default 7-day click attribution window can be modified by you to one of the other windows that are still supported. The following windows will be supported under the new attribution setting:

- 1-day click
- 7-day click (default)
- 1-day click and 1-day view
- 7-day click and 1-day view

Before 28-day click-through, 28-day view-through, and 7-day view-through attribution windows become unavailable you should take the following steps to prepare.

5/ Adam Lovallo from https://t.co/baV6VrUW7E describes 28-day click / 1-day view the "gold standard" for D2C. Why would FB change the default to 7-day? Because it is aggregating conversions at the campaign level -- universally, with what it is calling Aggregated Event Measurement

6/ This means that the intel that many D2C / ecomm consultants and agencies are dispensing around the conversions API (CAPI) being a panacea here for conversions collection / targeting is invalid unless the user opts in. Conversions are being aggregated at the campaign level

7/ Why is this important? Few reasons. First -- just as with for apps -- the user-centric monetization behavior data that drives campaign performance through personalization will be severely diminished. How much is that worth? FB says 50% of CPM https://t.co/IXxISE3bwh

8/ Second: 7-day click will simply drop a lot of conversions. So not only is targeting losing a substantial amount of precision (bc FB will lose visibility into who spends money on D2C ads & thus should be targeted) but measurement will suffer from loss of data

9/ How should D2C and ecomm advertisers prepare? There are no "quick tips" or clever tricks here: this is a tectonic shift in digital advertising. Sure, implement CAPI -- why not. But pivoting through this requires making fundamental changes to advertising strategy

10/ Understanding the impact of these changes requires acknowledging that the D2C category really only rose to prominence as a result of directly-attributable campaigns on FB & other channels that provided for user-centric monetization profiles / targeting https://t.co/DTRShHDpJ4

11/ When that evaporates w campaign-level aggregation, so does much of the opportunity. eComm & D2C advertisers must wrap their arms around as much first party data as possible to preserve the link. This article from Common Thread provides helpful guidance https://t.co/u9mfbtny58