

■ The Complete Guide to Marketing Measurement in iOS 14



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Here to help

A message from Singular CEO Gadi Eliashiv

If you're feeling overwhelmed by the degree of change in the mobile marketing landscape, you're not alone. There's a lot going on. iOS 14 is bringing huge shifts.

The good news is that at Singular, we have been preparing for iOS 14 for well over a year and can help (and that Apple just gave us all [a bit more time!](#)). We started the [Mobile Attribution Privacy group](#) in the summer of 2019 to kick off collaboration with advertisers, MMPs, ad networks, and publishers on the future of IDFA-less attribution on iOS. And we were the first to [announce support for](#) Apple's SKAdNetwork solution.

(Here's how to [join that Mobile Attribution Privacy group](#), by the way.)

That means we have what you need to measure and optimize marketing in iOS 14. We've [released a standard, SKAN](#), for how to implement SKAdNetwork. We've [open-sourced code allowing](#) the industry to experiment with SKAdNetwork, figured out how to unlock ROAS, and perhaps most importantly, developed [Secure-SKAN](#) allowing data to propagate straight from devices to MMPs, ensuring accuracy and reliability.

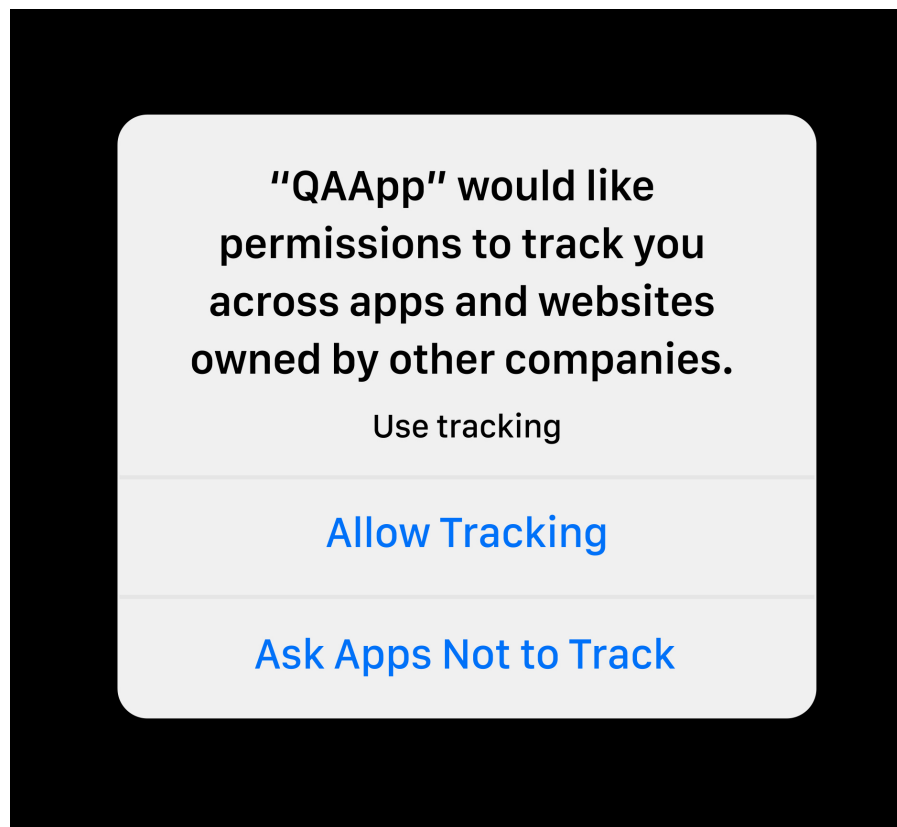
In short: implementing the Singular SDK will get you the best possible functionality and capability for SKAdNetwork available.

We are more than happy to [show you this solution and walk you through it](#).

Gadi Eliashiv
CEO, Singular

The big iOS 14 changes

At WWDC 2020, Apple announced several new privacy enhancements that will be embedded into iOS 14. The biggest news: apps will need to receive permission from users to use the Identifier for Advertisers, the IDFA. To be clear, this explicitly grants permission to track users across apps and services. That can be right away at first launch, or it can be initiated on-demand later.



If your users decide to opt-out, they'll click "Ask App Not to Track." When they do so, your app will not be able to access the device's IDFA, receiving only the same value as if the "Limit Ad Tracking" mechanism were on. In short, **until a user grants authorization, all identifiers will be zeroed out.**

iOS 14 includes other privacy-enhancing features too:

- A way of sharing where you are without giving your precise location
- Checking for compromised passwords in Keychain
- A new privacy report
- And more...

But the big one for mobile marketers is the changes around the IDFA

Previously the IDFA was opt-out, and [only about 30% of people did so](#). Now it is explicitly opt-in, and if people opt-out in the "Allow Apps to Request To Track" privacy settings, you'll never even be able to ask the question. This enhances user privacy, which is a good thing, but makes it tougher for marketers to measure advertising results at a granular level.

And if you think you'll just default to good-enough probabilistic methods of attribution, think again.

Tracking by any on-device technology is something that Apple has explicitly told brands is a no-no. So, even if your attribution provider is rebranding fingerprinting with some nice-sounding reality-obscuring terminology, be aware. You cannot risk having your app removed from the App Store due to noncompliance.

It's also becoming clear that some SANs, [including Facebook](#), will not ask for IDFA at all. That means even if you're able to get IDFA opt-in for some of your users, you won't be able to leverage it to attribute for those channels.

Fortunately, there is a solution, and it's called SKAdNetwork. And Singular can not only make using it super-easy for you ... Singular can also add extra mobile marketing value on top of SKAdNetwork.

SKAdNetwork: answering your questions

Apple knows that marketers need to measure the results of their marketing campaigns. Without measurement, bad advertising has no penalty and good advertising has no reward, because marketers can't optimize for success. But Apple also wanted to preserve individual user privacy, which granular tracking can be misused to violate.

What Apple provided marketers is SKAdNetwork: measurement in aggregate.

SKAdNetwork is a framework for mobile app install attribution that doesn't use IDFA. It always works. It's privacy safe, and digitally signed by Apple, so it's accurate (mostly: keep reading). It provides good functionality for mobile advertisers in a number of ways:

- Aggregate-level, reliable and potentially fraud-free attribution
- Measurement of all ad networks, including self-attributing networks (Google, Facebook, Twitter, Snap, etc.)
- Offers at least one post-install conversion data point
- Developed and promoted by Apple, so likely to be the standard for mobile attribution on iOS
- Significantly improved as of version 2

The biggest news here is this: **SKAdNetwork offers completely permissionless marketing measurement for all users.** That's a big deal: it's more than marketers have in iOS 13, where 30% of people have Limit Ad Tracking activated.

But, of course, there are some limitations to SKAdNetwork:

The biggest limitation is the lack of user-level data, which means you need to rework the way your internal BI and campaign measurement works today. There's a capped number of campaigns you can run per ad network, so granular optimization is limited. Post-install conversion data is restricted to a single reported value, and cohort analysis is challenging.

To summarize, the limitations of SKAdNetwork are:

- You don't get any user-level data
- The number of tracked campaigns is capped at 100 per ad network
- There isn't reporting visibility at the ad group and creative levels
- Marketers are limited to a single conversion value metric for each app install
- There's no support for long cohorts
- SKAdNetwork doesn't support view-through attribution
- Marketers get only a partial real-time attribution feed

Perhaps most critically, while the original install attribution is cryptographically signed by Apple, **the post-install conversion data is not.** That means unscrupulous fraudsters could attach a mammoth conversion value to some of the legitimate install attributions and you would not be able to immediately check the truth of the claim.

The good news: Singular's got your back.

Attribution in iOS 14: Singular's SKAdNetwork solution

While there are massive changes in iOS 14, attribution is still attribution. For users who provide consent to both the advertiser and publisher, you can still get the IDFA and achieve deterministic and granular insights into marketing measurement, which can shed light on overall performance. And of course, on the Android side, everything is status quo for now.

But the new big change in iOS is SKAdNetwork. Built by Apple, it's compliant with Apple's privacy policies by design, it works for 100% of users (assuming reasonable volume), and using it will never result in your app being removed from the App Store.

As the first mobile measurement partner to fully adopt SKAdNetwork, Singular has the most complete and powerful integrated solution for advertisers.

Singular's SKAdNetwork solution:

- Calls all required SKAdNetwork API endpoints for advertisers
- Aggregates all SKAdNetwork postbacks from all partners
- Validates each SKAdNetwork postback for accurate reporting
- Distributes all SKAdNetwork data wherever you need it
- Enables multiple conversion models without code changes
- Supports cohorted, customized metrics
- Enables ROAS calculation and analysis

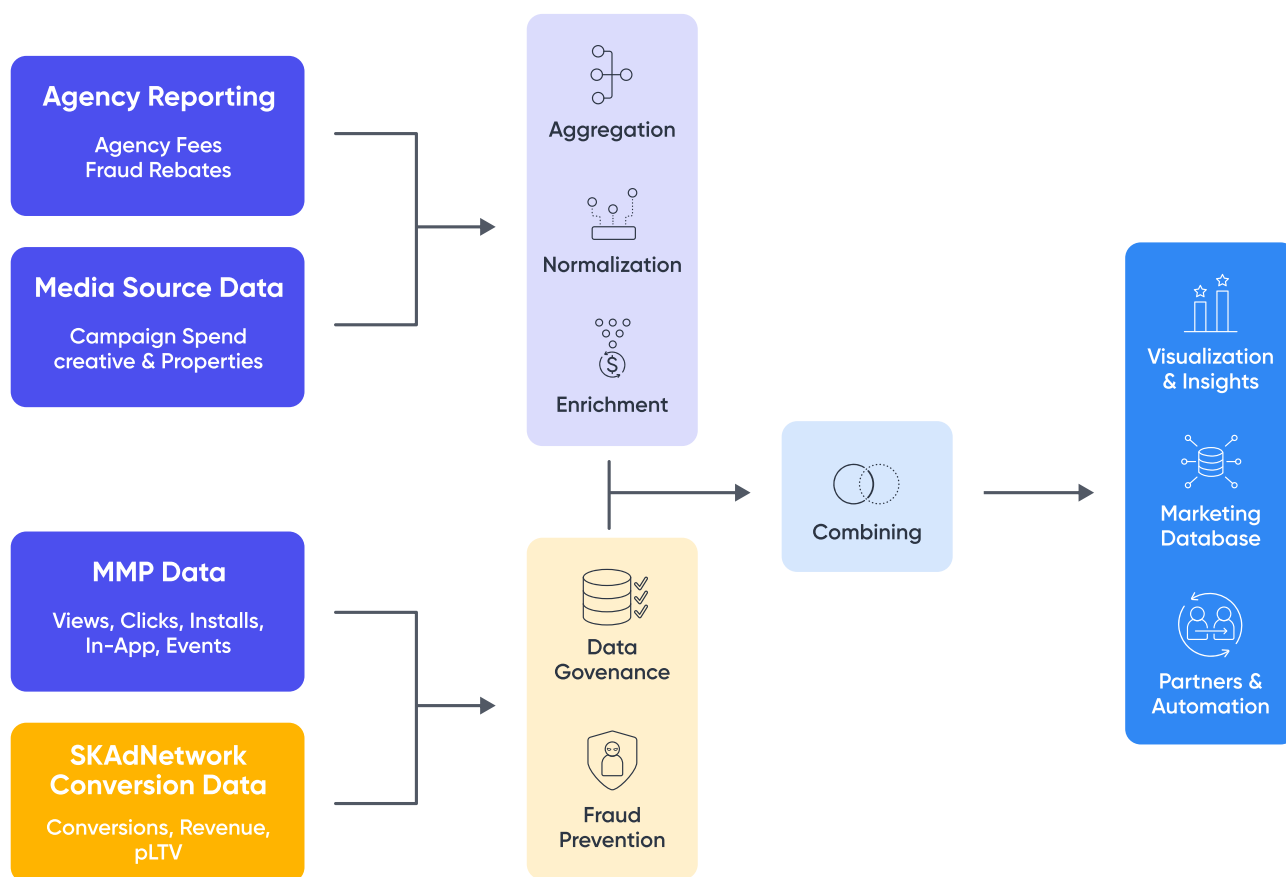
Let's dive into the details ...

One: Unified reporting

You work with any number of ad networks. In fact, we've seen the most successful marketers typically work with the larger numbers of networks: seven or more.

Singular collects all the data for you from every ad network along with – as usual – your accurate cost data. Even if one of your ad networks doesn't have an API, we will still get all the needed information and ingest it. Then Singular presents it to you in one single reporting table.

This is about a lot more than a SKAdNetwork solution because the data you manage your marketing with is much broader than SKAdNetwork.



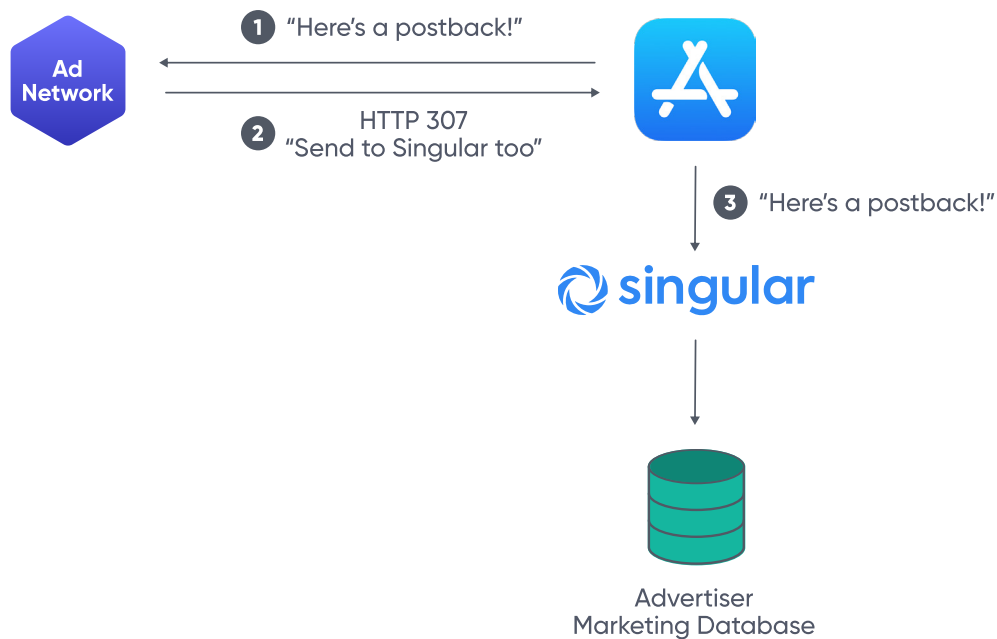
SKAdNetwork data is essential, but it's not everything. You also need cost data. IDFA-based granular attributions on iOS. Any agency data, if you use one. And then, you need to manage it all in one place and determine accurate cost and ROAS.

Two: Validation via Secure SKAN

Getting the right data is great, but how do you know it's accurate? SKAdNetwork installs are cryptographically signed by Apple, but post-install events aren't.

Secure SKAN:

- Verifies Apple's cryptographic signature
- Verifies that each transaction is unique (not duplicated)
- Verifies ROI
- Verifies correct geographic location



With Secure SKAN, all data Singular receives is directly from the device, making it much more difficult to try and tamper with the conversion value or geographic location.

Secure SKAN is Singular's way of ensuring that the cryptographic signatures provided by Apple for installs are correct and valid, and that post-install events are trustworthy. That prevents a less-than-honest ad network from reporting any ROI they wish or self-reporting any geo they want for an install. Even honest ad networks could experience tech hiccups that lead to incorrect reporting. Secure SKAN ensures that each install is unique, not simply duplicated from one correct Apple-signed install.

Three: Smart Conversion Management

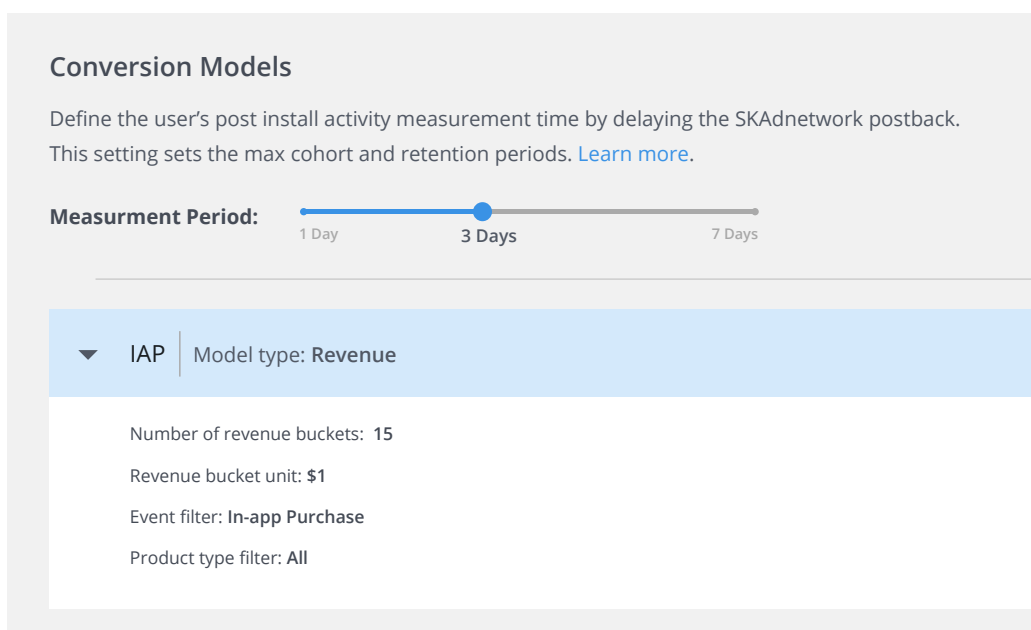
Conversion management is one of the most challenging components of SKAdNetwork. You only have 64 numeric values to represent post-install conversions. You only get one chance to trigger a post-install conversion postback, and you can't guarantee when it will happen.

So cohorts are hard.

Experimentation with different conversion points is essential. You might want to play with different conversion models, such as revenue, retention, engagement, internal predictive LTV. And you definitely don't want to have to update your app code every time you need to test or optimize.

That's where Smart Conversion Management from Singular helps:

- Singular will implement all the SKAdNetwork functionality
- You can change conversion models in real-time without touching code or resubmitting your app
- Singular will automatically postback your conversion events to your ad partners

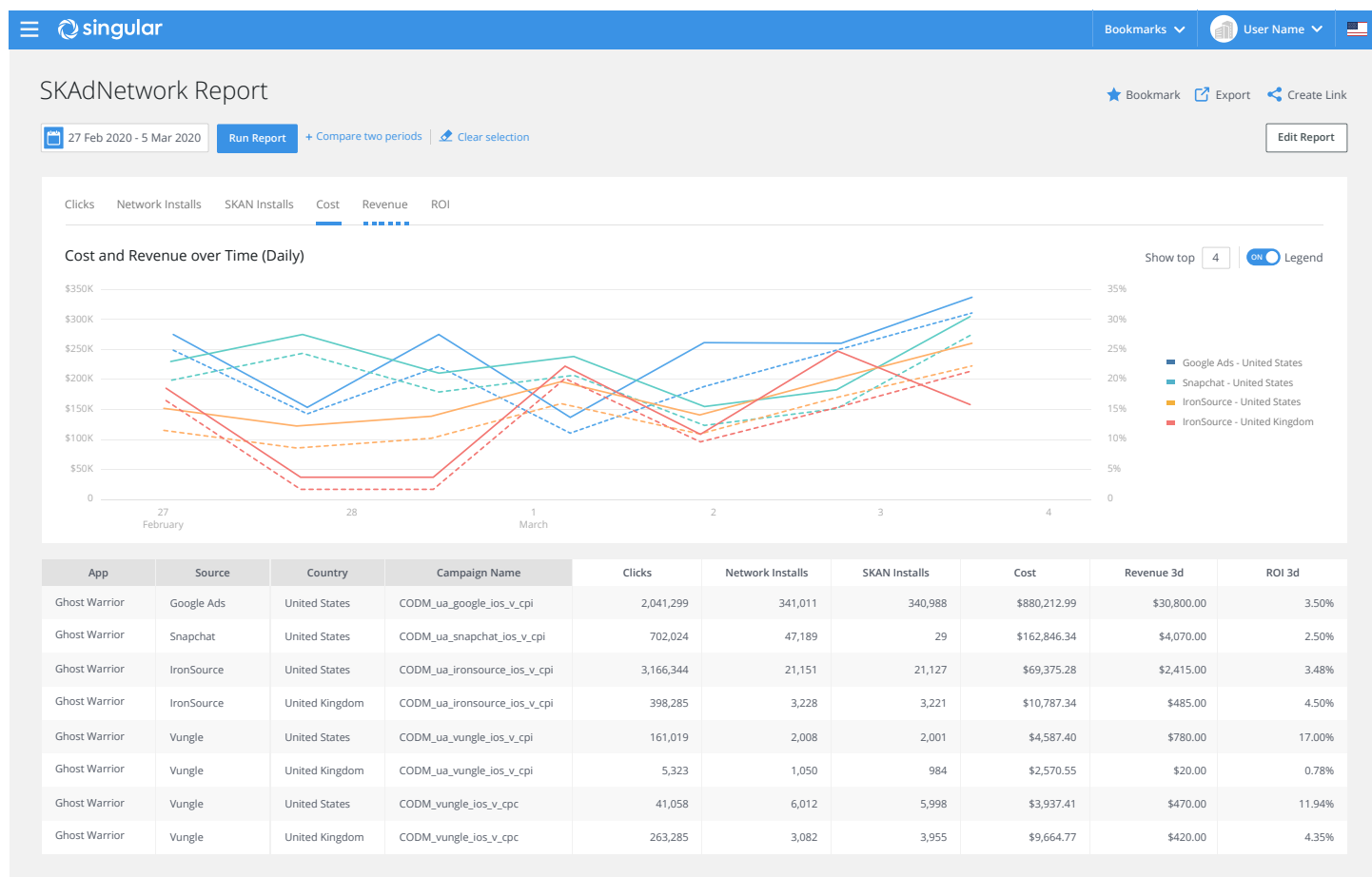


And it gets better. You can take your historical data and model it against multiple conversion models to simulate what might work best in iOS 14, giving you important insights into how to run user acquisition in iOS 14 right from the very beginning.

Four: Powerful analytics & ROAS

There's enough change in mobile marketing on iOS right now. You don't need more.

The good news is that Singular's SKAdNetwork solution ensures that you can still get a complete view of return on ad spend. And track important KPIs for cohorts.



That means you can optimize for growth more efficiently than any of your competitors. It means you have accurate and actionable metrics. And it means you get full-funnel breakdowns at the campaign, publisher, and country levels.

Data reporting for iOS 14 is going to be a challenge. There's campaign data, creative data, and SKAdNetwork conversion data. Conversion and campaign numbers need to be translated into campaign and creative names, requiring infrastructure you probably don't have.

The solution from Singular:

- Full ingestion of all data points (SKAdNetwork and non-SKAdNetwork)
- Automatic translation of competitors conversion value numbers into event names and cohort periods
- Automatic translation of SKAdNetwork campaign-ID numbers into campaigns and creatives
- Unified reporting interface
- API interface
- ETL

Five: Singular ETL

Your marketing, BI, executive, creative, and product teams need a single source of truth. Singular ETL supplies the comprehensive data you need to the systems you need it in ... and ensures it arrives in the right format, ready to work.

Now you can load all your marketing data wherever you need it, whenever you need it, and if you wish, join it with first-party data for even more powerful insights.



Singular ETL automatically collects and combines marketing data from any source, including SKAdNetwork, and loads it directly into your data warehouse or reporting tools without you having to write a single line of code.

Getting ready: iOS 14 readiness checklist

There's a lot to prepare. Fortunately, Apple gave the industry all a little more time, saying that they won't immediately change IDFA policy in iOS 14, but that the changes will be enforced starting in "early 2021."

That means you have some time – maybe five months, maybe a bit more – to prepare. The reality is that there's still a lot to do, and limited time to do it in.

But we've got your back. Here's what to start with:

- ☐ Review [Apple's privacy guidelines](#) and watch the Apple [WWDC presentation on privacy](#)
- ☐ Plan your consent strategy. Be prepared to experiment with different options/timing/language
- ☐ Prepare internal systems for zeroed-out IDFAs and to use IDFBs and/or customer user IDs
- ☐ Talk to each one of your ad partners about their solutions for SKAdNetwork
- ☐ Plan your conversion optimization strategy and build your prediction models
(consider early user signals for high LTV)
- ☐ Schedule a conversation with your Singular contact about SKAdNetwork and iOS 14
- ☐ And if you're a Singular Attribution customer, update your apps to the latest Singular SDK

There's one critical thing that you absolutely must do, however, AFTER you've done all of the above. And that is run some side-by-side testing of your new SKAdNetwork set-up with your existing IDFA-based marketing measurement solution.

Apple's given the industry some more time. Use that gift to fine-tune your new marketing measurement with insight from your old. **We cannot emphasize enough how important it is that you get set up with SKAdNetwork immediately to enable side-by-side testing.** In Apple's original timeline, you would have had historical data and iOS 14 data, maybe with some messy mixture of not-yet-upgraded-to-iOS-14 data. You would not have had the ability to play around with SKAdNetwork measurement and compare accuracy. You would not have had the ability to change your SKAdNetwork post-install conversion strategy and compare that with traditional IDFA-available measurement.

The opportunity that you now have, however, is to plan, implement, test, and optimize so that when SKAdNetwork is the only game in iOS mobile marketing town, you have full confidence that you can still do mobile user acquisition at scale profitably. You'll be able to trust your SKAdNetwork-based marketing measurement models because they will have been stress-tested.

That's the critical urgency right now.

RFP? Here's what you need to ask

If you're looking for a mobile measurement partner right now, we'd like to chat with you. Whether you take us up on that offer or not, however, please be sure to add the following to your RFP so that whatever solution you pick will include:

- ☐ A single SDK that collects and aggregates all SKAdNetwork postbacks across partners
- ☐ Cryptographic validation of all SKAdNetwork postbacks
- ☐ Fraud prevention for SKAdNetwork post-install conversion postbacks
- ☐ Solutions that are fully compliant with Apple privacy policies
- ☐ Aggregation of all SKAdNetwork data from all partners
- ☐ Unified reporting of SKAdNetwork data with all other marketing data
- ☐ Smart Conversion Management to support multiple conversion models without code changes
- ☐ Full-funnel reporting breakdowns at the campaign, publisher, country levels
- ☐ Enablement for full ROAS calculation and analysis
- ☐ Support for cohorts metrics
- ☐ Automatic postbacks of conversion events to ad partners
- ☐ Complete ingestion of all data points (SKAdNetwork and non-SKAdNetwork)
- ☐ Automatic translation of conversion value numbers into event names and cohort periods
- ☐ Automatic translation of SKAdNetwork campaign-ID into meaningful campaign names and properties
- ☐ Unified reporting interface
- ☐ API interface
- ☐ ETL functionality to ensure you can access and ingest for no-code integration

Next steps

Preparing for iOS 14 doesn't have to be a struggle.

We've built the industry's most comprehensive iOS 14 mobile measurement solution. We've tested it, packaged it, and made it simple for you to get iOS 14 compliant ... with the full functionality you need to manage and optimize your mobile user acquisition campaigns.

We'd be more than happy to walk you through how it all works.

[Here's how to kick off that conversation.](#)