



RE: Digital Industry Update - Apple, Google, Facebook

Dear Valued Partner,

As your digital marketing agency, we want to notify you of recent updates taking place within the digital marketing industry as it relates to the Apple iOS operating system, Google's Sandbox and the general Facebook environment. Digital providers like V Digital Services have termed it, "The Data/Cookie Conundrum."

We want you to know that we are fully aware of these updates and have spent a tremendous amount of time understanding how they will impact your digital campaigns. We also wish to provide clear assurance that we will continue to make the necessary pivots as changes continue to take place in the future.

As it stands today, we know the following:

- **Apple** (the first of the Big 3 to install these changes) is making updates to its privacy features that improve transparency into how a user's data will be used. All applications on the App Store will be required to provide a "Privacy Nutrition Label" outlining what data the app will collect and how it will be used. Subsequently, Apple will request verification from the user to allow the app to track certain data. This new policy, App Tracking Transparency, will give users the ability to toggle data collection On or Off. This update is expected to be released in early spring, according to Apple.
- As we speak, **Google** is working on doing away with common cookie trackers. It plans on releasing its Sandbox by the end of 2021, if not sooner. That said, we do not anticipate a significant impact at this point in time. Google is running a beta test known as "Google Consent Mode" which will determine how Google tags behave based on the status of the user. As of now, there is no impact to Google Ads, Google Analytics or Tag Manager.
- Lastly, **Facebook** is working on solutions to its platform as well, actively transforming data sources and the subsequent environment. In the coming weeks and months, we expect to see the biggest impact take place on Facebook Ad Campaigns. For now, this includes the below but could evolve as future updates are made:
 - Website domain verification - Facebook may require authentication and ownership of the designated URL. A simple pixel placement will verify this process.
 - Events tracked - Facebook will allow up to 8 events to be tracked for a campaign. Most campaigns average 3-4 events. We do not see this being an obstacle for most campaigns.
 - Reporting - With increased data validation, there may be a delay of up to 3 days for conversion events to be reported back to the campaign.
 - Conversion window - Event and conversion tracking will be attributed within a 7-day window (previously a 28-day window), but all conversions can still be tracked via Google Analytics.

We want you to know that V Digital Services will be here to guide you through this process, providing deep insights and solutions. So our main message to you is a simple one: Don't worry. Data-sourcing changes and a cookie-less world doesn't mean the *end* of the world. There are several different ways to successfully navigate through these developments, and as your digital marketing experts we'll be here to help you capture all the possible opportunities.

Moving forward, we pledge to keep you fully aware of any further updates, explain how they will affect your campaigns and undertake whatever actions are necessary to continue to drive performance. You can expect further conversations to take place on monthly progression calls with your Account Managers and Sales Representatives.

Thank you,

Taylor West
VP of Client and Agency Services