Mobile consumer privacy

The rise of real-time advertising
The Changes

Impact to Marketing

- Changes in permission and access to data
- Re-introduction of value exchange
- Cost of accuracy
- Rise of real-time advertising
Consumer trends in privacy

Apple vs Android

- 30% iOS users chose to opt-out of tracking in 2020
- 216% increase since 2016
- Android opt-outs have **FALLEN** since 2016
- Opt-outs for Android: **3%** in 2020

Study:https://www.singular.net/blog/limit-ad-tracking-privacy-checkup-in-2020/
IDFA

Time for change

• The Identifier for Advertisers (IDFA) is a unique identifier assigned by Apple to a user’s device
• Used in non-browser apps
• Changes start in early 2021, starting with iOS 14
• Value proposition
• Approximate location vs precise location
• Returning privacy and control back to the consumer
The implications

Changes to ad tactics

- Frequency Capping
- Interest and Demographic Targeting
- Geo-Fencing/Past Location Targeting
- Re-targeting
- Ad Campaign Measurement/Attribution
Impact to advertising without the IDFA

Building your audience

- Can no longer connect a user’s actions across apps
- The biggest impact will be on audience networks
- Reduction of inventory across app network
- Location accuracy will be more valuable and more expensive
Advertising on trusted apps

The re-introduction of value exchange

• Consumers are likely to opt in to sharing their location data in exchange for value
• Apps that provide value exchange:
  • Apps that save consumers time and/or effort (QSR, restaurant finder etc)
  • Real time promotions (discount apps, coupon apps, loyalty program apps)
  • Transportation and service apps (Ride-share, taxi, public transportation schedules)
Advertising without the IDFA

Real-time marketing out performs contextual and traditional marketing by more than 6.5%:

- Not dependent on the IDFA
- Uses value exchange tactics that benefit brand and consumer
- Combines timing, relevance, and context to execute ads accurately
- Relies on user permissions for location and push notifications
Moments: In-Store Experience

Enters Store
Shopper enters any location you target.
Detected via 1st party SDK data, including GPS + indoor location signals

Push Notification
Shopper receives a helpful push notification from their favorite app, waking up the device

Brand Moment
After shopper swipes notification to enter the app, your native moment is shown.

Brand/App Content
After the brand moment, shopper continues to your brand site or app content
APEX MOBILE

APEX is Real-time ready

- Premium gaming publishers
- Accurate location targeting
- Non-intrusive advertising
- Real-time advertising capabilities
- Frequency capping
- Permission based targeting
- Not reliant on IDFA data
- First party SDK data
The lost art of advertising

A return to the old ways?

• Bringing back the art to media planning

• No data = The return of contextual advertising

• Reaching new users in relevant environments

• Combining art + Science
The right tools for successful real-time advertising

- Reaching and engaging premium audiences
- Moments is exclusive in Canada through APEX/InMarket
- Accurate location targeting
- Delivering real-time marketing
- Ensure continued user opt-ins
- Protect campaigns from disruption
- Obtain certified location audience data

Learn more

www.apexmobilemedia.com/ios14-updates