DYNAMIC CHECKLIST FOR iOS PRIVACY UPDATES AND THE STEPS TO TAKE FOR YOUR AD ACCOUNTS

iOS 14.5+ BUSINESS MANAGER & AD ACCOUNT
(iOS15 RIGHT AROUND THE CORNER...)

SPOTLIGHT SOCIAL ADVERTISING dwm

CHECKLIST

■ Verify Domain:
Business Manager > Business Settings > Brand Safety > Domains > Verify Domain
Use the DNS option where you add TXT to the DNS settings in your Domain Registrar.
Video Link to Watch: **COMING**

■ Aggregated Events:
After Domain is verified - up to 48 hours for events to show up here. You may have to adjust this over time due to reporting lag.
Ads Manager > Grid Menu > Events Manager > Open Pixel > Aggregated Events > Edit Events (NOTE: ads may stop running temporarily when you change these)
Per Domain: 8 events total, 5 if you use value for purchase event.
Video Link to Watch: **COMING**

■ Enable 1st Party Cookies: ON
Ads Manager > Grid Menu > Events Manager > Open Pixel > Settings
Toggle to ON position, if not already enabled
Video Link to Watch: **COMING**

■ cAPI
"Server Side API" or "Conversion API" - wherever possible, connect your web properties directly to Facebook via API. Examples are Thrive Themes for Wordpress, Kajabi, Calendly. Anyplace where you either have to sign into Facebook to connect, or you only enter your Pixel ID number in a designated field.
Video Link to Watch: **COMING**

■ Tracking Best Practices
Google Analytics (include: GA4)
Google Tag Manager
Video Link to Watch: **COMING**

■ Ad Platform Best Practices
Risk Mitigation - add at least one more platform to your advertising flow.
Google/YouTube, Pinterest, LinkedIn, Programmatic Advertising, etc.
Video Link to Watch: **COMING**

NOTE: Attribution / event reporting should be more aligned with Conversions API. But, that does not mean the customer profile has been matched to the Facebook user / account. Apple is on a mission to obfuscate identity.

SPOTLIGHT
SOCIAL ADVERTISING

MAXIMIZE FACEBOOK ON PLATFORM AUDIENCES

- **On Platform Audience Creation**

- **Create Audiences for:**
  - **Facebook Page Engagement**
    - All Engagement Audiences Available

  - **Instagram Page / Profile Engagement**
    - All Engagement Audiences Available

  - **Video Views**
    - All Engagement Audiences Available

  - **Link to How to Create: COMING**

MAXIMIZE YOUTUBE ON PLATFORM AUDIENCES

- **On Platform Audience Creation**

- **Create Audiences for:**
  - **YouTube Video Views and Channel Engagement**
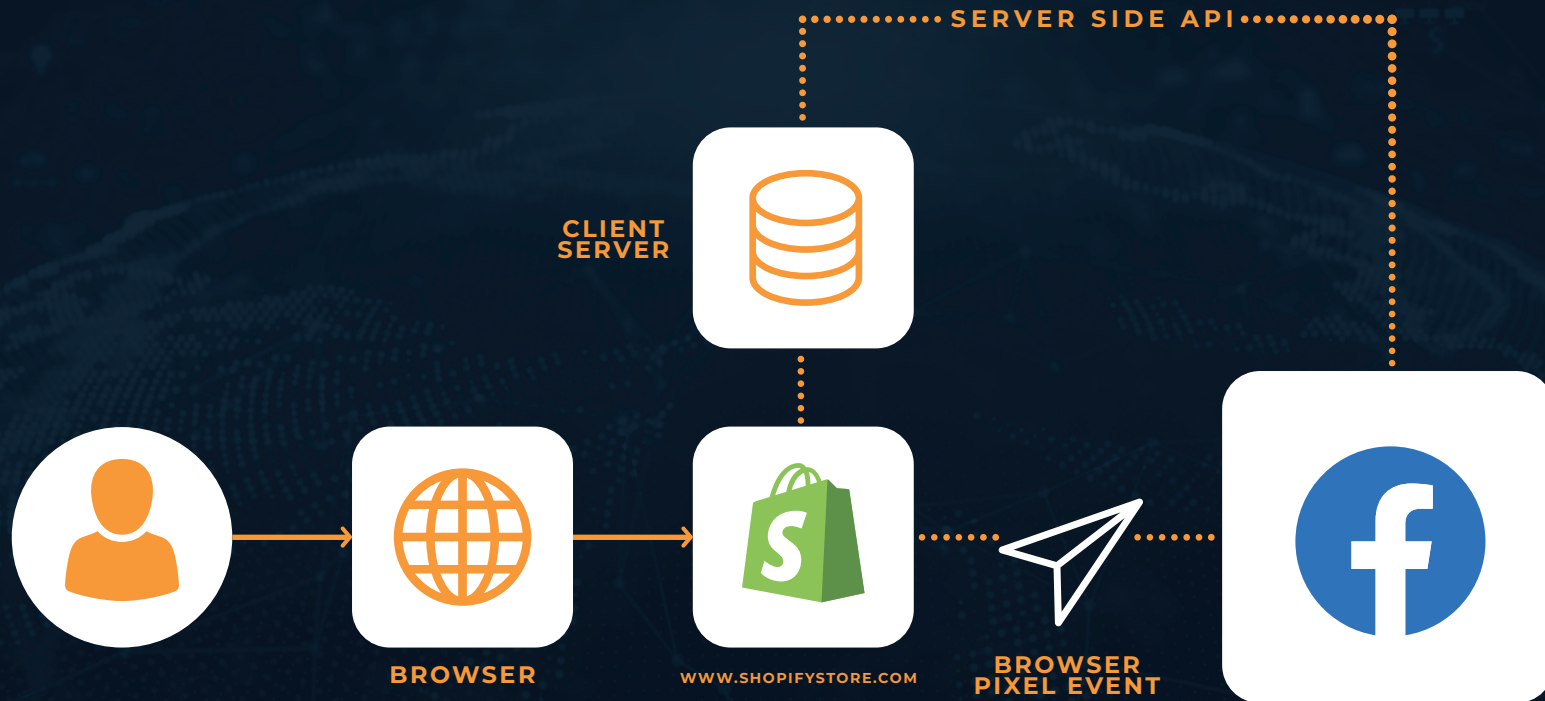   - All Audiences

  - **Link to How to Create: COMING**

SPOTLIGHT
SOCIAL ADVERTISING
dwm

RESOURCES FOR CONVERSION / EVENT TRACKING

1. To Be Vetted and Shared

KEY CONCEPT:
1ST PARTY VS. 2ND PARTY VS. 3RD PARTY DATA

1ST PARTY DATA

2ND PARTY DATA

3RD PARTY DATA

SPOTLIGHT
SOCIAL ADVERTISING

dwm