

**WEBINAR**

# **How the Apple iOS Update Will Impact Your Cannabis Ads & Cross-Channel Tracking**

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-ads-cross-channel-tracking/>

**Slide 1**

How the Apple iOS Update Will Impact Your Cannabis Ads & Cross-Channel Tracking

Safeguard Your Digital Marketing Strategy With Our Tips

**Slide 2**

Today, we'll be talking about:

- The real impacts that the Apple iOS update could have on your ad performance—and your bottom line
- What changes you can expect from ad providers in regards to cannabis advertising and the iOS 14 update
- How you can leverage different ad types and mitigate the new challenges imposed by the iOS update



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<b>Slide 3</b>	<p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p>
<b>Slide 4</b>	<p>Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.</p>
<b>Slide 5</b>	<p>A couple of housekeeping items before we get started.</p> <p>If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.</p> <p>Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&amp;A button. We do have moderators with us today that will be addressing questions throughout the webinar.</p>
<b>Slide 6</b>	<p>According to Statista, 47% of US cell phone users have iPhones. That's 113 million Americans that primarily use the iOS interface to download and interact with a variety</p>



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of apps and websites.

Apple designs their devices to be aesthetically appealing, and in order to manage that, they have a lot of restrictions on what app developers can and cannot do. They also continue to push the boundaries of user-friendliness, making their interface more and more intuitive and trying to include things that matter to most of their users.

At the same time, they and other tech giants are dealing with more political oversight as politicians question whether companies like Facebook, Google, Apple, and more are doing enough to safeguard consumer privacy.

We've already seen that conversation take place in California, where the CCPA has made it easier for consumers to access the data that companies have on them.

Now, rather than waiting for additional legislation to mandate access to personal information, Apple has added a new feature to their latest iOS update that makes it easier for consumers to see where they are being tracked and to opt-out of cross-channel tracking.

While Apple is the one implementing this change, it doesn't just affect those with iOS devices, and it could impact how you advertise on mobile in general.

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Let's talk about how this works.

Basically, starting with iOS 14.5, iPadOS 14.5, and tvOS 14.5, Apple has added a new user-facing feature called App Tracking Transparency, or ATT. If you've updated your



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iPhone, you may have already seen this feature.

Essentially, because of ATT, a popup will appear when an app is going to be used for the first time and it asks users whether they want to be tracked or not.

For tracking to work, apps use a token on iOS devices called the Identifier for Advertisers (IDFA). So, Apple is basically asking users for permission on whether or not they should allow their apps to use their IDFA and share that data.

The IDFA is similar to a cookie or a pixel. It is similar to what is used on web browsers to track user activity and determine things like where someone goes online or how long they spend on particular pages of your website.

The IDFA is a randomized token that Apple generates on each device and allows app developers and websites to track you for the purposes of advertising. It's basically how you can search for some shoes on your phone and then get served ads for those shoes on other platforms like Instagram or Twitter. This token allows for targeting and personalization of ads across channels, platforms, and devices.

If you have joined one of our previous webinars, you probably know that targeting ads is very important for getting a good ROAS. So if people opt-out of being tracked and say they don't want the IDFA sharing information for particular apps, then advertisers lose access to valuable data that helps us target ads.

This is how Apple has allowed apps to advertise to users in the past. They've always been pretty protective over it and cautious about who is allowed to use it.



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Now, the company, which likes to create this aura of being very privacy focused, is putting the power in the hands of the users.

With the latest iOS 14 update, Apple is letting users decide whether the apps they've installed on their phones can have access to the token at all.

I mentioned a popup before, so let me tell you what iPhone users are going to begin experiencing when they update their phones.

Once the update is installed, every time that they run an app that requests access to Apple's IDFA token, they're going to get a pop up that says "Allow App Name to track your activity across other companies' apps and websites? Your data will be used to deliver personalized ads to you." Users will have two options: the first is to not track, and the second is to allow tracking.

If you have an iPhone, you've seen similar popups before when apps attempt to access your microphone or camera. This popup will look just like that. Apps aren't able to change the look of the popup, just some of the wording.

When users allow tracking, access to the IDFA token will be provided to the app and everything will be as before. But if a user chooses "not to track," which happens to be the first option people will see, then Apple won't allow that app access to the IDFA, and the app will not be able to provide targeted ads. Instead, users will receive more generalized ads which may be hit-or-miss depending on their interests.



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Apple isn't the only company that is implementing changes. If you have an iPhone, you've probably noticed that after an iOS update, you also have to update a bunch of your apps. Often, this is so those apps can provide a better user experience based on the latest iOS features.

That's kind of what's happening with Google and its many apps. Once they got word of the update, they started to make changes to its apps in order to protect itself and its ad revenue.

Google has plenty of apps, including Chrome, Gmail, Photos, Drive, Maps, Docs, Calendar, Translate, Home, Assistant, and more. Plus, there's the biggest one of all when it comes to advertising—YouTube.

So imagine you're Google and Apple tells you, one of the biggest advertising platforms in the world, hey, we're going to ask users whether they want you to track their activity and if they say no, we aren't going to let you.

While Google is a huge tech company, Apple controls the App Store and can remove all of their apps if they don't comply with their new privacy measures, so they've been forced to work within this new update.

Because Apple informed developers about the privacy changes, Google has had months to come up with their workaround so they can try to protect their ad revenue and analytic capabilities as much as possible. After all, so much of Google is built around tracking user behavior, and here, their competitor is trying to limit their ability to capture that valuable data.

So what are they doing to help ensure they can still provide the personalized experiences that many of their



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users and advertisers enjoy?

Well, first up, search should not be impacted, so if you're running Google Ads, your campaigns should be fine. And if you aren't running Google Ads, you should consider doing so.

Other Google campaigns will be affected, however. So if you are running dispensary ads via the Google Display Network, Discovery campaigns, or YouTube, then you will likely see a drop in performance for those ads, especially if you are using interest-based targeting.

Google, though, doesn't just rely on Apple's IDFA for tracking. They have their own proprietary Google Advertising ID, or G-A-I-D. So they will still be able to track users within their apps. In fact, they won't be requesting access to IDFA at all in their apps and will just rely on their own tracking. The ads shown through their network on other apps, however, may see some data loss when users opt-out of IDFA tracking.

And of course, Google being Google, they're already working on additional measures to lessen the impact of the ATT. After all, a lot of their money comes from ad revenue and they are all about the data. The ATT threatens their ability to collect the very data they rely on to create personalized ad experiences. They already model conversion events to account for some cross-device and view-through conversion, and they will be focusing on that more to safeguard their advertising networks.



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This update is also going to affect the other big advertiser—Facebook. They have 3 billion mobile users, a good portion of which use iOS devices.

As the largest and most popular social media platform in the world, Facebook commands a lot of attention and press. Their ad sales are their largest revenue driver and if they can't provide effective advertising for businesses, well, they may see their fortunes decline.

With that threat looming over their heads, you can bet they've made some changes to protect themselves and the companies that advertise on their platforms.

Now, there's a good chance that you are NOT directly using Facebook or one of its apps to advertise since they've made it pretty hard for dispensaries to do so. However, even if you aren't advertising on Facebook itself, you may be relying on data from Facebook for your digital advertising, whether you know it or not.

To track users, Facebook uses a pixel. They addressed concerns regarding how their tracking pixel would be affected by the ATT, saying that it will affect "businesses that advertise on mobile apps, as well as those that optimize, target, and report on web conversion events from any of our business tools." And in their Help Center, they give specific steps that businesses can take to mitigate the effects of the ATT, including verifying their domain name with Facebook, following their developer guidelines, creating separate campaigns

The types of campaigns that can be created and how many campaigns can be created have been limited because of the new update. Facebook also notes that as people opt-out, the size of retargeting audiences will be



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reduced. If you're a marketer and want more detailed info on all of this, check out Facebook's Business Help Center.

I mentioned the Facebook pixel, that pixel is often installed on a website in order to track on-site behavior and retarget consumers. It can also be used to aggregate behavior data and create look-a-like audiences that help businesses reach new customers with similar attributes to their current customers.

Overall, if you rely on Facebook, expect less data, slower reporting, smaller audience sizes, and performance fluctuations.

More people have Android devices than iOS devices, so you may be thinking "so what, I can still reach all my android users."

But this will actually end up impacting most of your customers because the platforms and apps like Google and Facebook will roll out their security features to their Android apps if they haven't already. People want to feel like they have some measure of privacy online, so expanding those features is a no-brainer for Google, Facebook, and other apps. It makes them look like they are protecting user data, even though they are the ones who are profiting the most from it.

While more people do have android devices, the numbers are almost on par, so you cannot discount Apple's update just because a large segment of your audience is still reachable. You are still going to feel the impact of the



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reduced tracking capabilities on iOS 14.5 unless you act.

Now let's talk about how you can mitigate the update's negative effects and the different apps that will be affected.

First up, you have to make sure that you are properly measuring and tracking all the important KPIs for your ads. You won't know the impact of the new updates if you aren't measuring how well your ads are performing.

If you haven't been measuring your ad performance, start tracking it now or find a team that will track it for you. Otherwise, you risk blowing your marketing budget on ads that don't work.

So because this update has to do with cross-channel tracking, you will want to measure how many people are seeing your ads. That's called your impressions. You also want to note how many people are clicking on your ads. If you divide your clicks by your impressions and then multiply that number by 100, you will get your click-through rate, which is the percentage of ads that are getting clicked on.

If your targeting has been affected, you may see fewer impressions or click-throughs. Depending on the types of ads you are running and what platforms you are using, you may also have delays with the reporting.

Now, because your ads will lead to your website or a landing page, you will be able to track users once they get to your page using Google Analytics or your own tracking



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pixel. This will allow you to retarget to those individuals later and allow you to measure how many conversions you get and how much revenue you've generated from certain campaigns.

You should also monitor your return on ad spend to ensure that you are focusing your efforts on the highest-return campaigns.

Ok, so you have the measurements, now what?

Well, as any good advertiser would tell you, it's time to test, test, test.

With your metrics in hand, you can spot opportunities. For example, maybe you have a low click-through rate.

You can use A/B testing to create and run alternative campaigns featuring different graphics and different calls-to-action. You can test for discount sensitivity for specific audience groups, like age and gender. By isolating just one factor to change, you can measure its impact and continue to make adjustments to improve your results.

Unfortunately, not every dispensary has the marketing budget or team to do this.

Thankfully, when you work with Foottraffik, you get the benefit of our expertise. Because we have run thousands of campaigns across North America, we are able to optimize ads for our clients and get them a larger market share faster.



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And the best part is that you get the reporting. No empty promises— as you will receive real-time reporting that shows how effective your campaigns are.

If we spy opportunities, we'll let you know. If we identify problems, we'll troubleshoot them and keep you in the loop. Our goal is to maximize your marketing budget so that you see the greatest return.

Once you've run your A/B tests, then, of course, it's time to measure again, and the cycle repeats.

I think the largest impact this update will have will be showing that you cannot put all of your advertising eggs in one basket. A strategy that only focuses on one platform, whether it's Google or Facebook, or another site, is not a robust strategy. One change like this new update can negatively impact your revenue and cost you sales.

Rather than focusing on a single platform, it's important that you take a multi-pronged approach to ensure that you are reaching as many different people as possible.

So, in addition to running display ads on your target audience's favorite apps and websites, you should also be running Google Ads or over-the-top video ads. Plus, you can focus on your organic search reach with search engine optimization.

By diversifying your advertising, you can better protect your bottom line and pivot as necessary to deal with fluctuations over time.



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I want to do a quick rundown of some of the ad types we run for our clients and just mention how they will be affected by Apple's privacy measures.

I said before that Google search ads won't be affected by the ATT. These are the ads that show up at the top of the search results when a user runs a query. They are really great for getting your dispensary to the top of search results, and we've made these ads even better with our own machine learning software. I recommend these ads to everyone because many dispensaries aren't doing them. There's not as much competition and the threshold to get started is low.

Google's display network ads, Google Maps ads, and YouTube ads will be affected as they will lose some insight into user behavior when people opt-out of tracking so it will be harder to target particular audience segments. This will also affect their reporting because they will just have less data to provide.

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Display ads are the visual ads you'll see at the bottom of an app or on a mobile website.

These ads may be affected depending on the platform on which apps they are delivered on. So since Google has taken steps to mitigate the effects of ATT on its apps, display ads on Google Maps may not be as affected as display ads on Words with Friends.

The big issues for display ads on apps will be reaching particular audience segments based on demographics



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and behaviors and less quality data reporting.

Only time will tell how many people choose to opt-out of tracking, but because Apple has made the opt-out option more prominent, it's a safe bet that a substantial number of people will reject tracking.

For display ads on mobile websites, the effect of ATT will primarily be felt on Safari, which is the most popular mobile browser with 56% of Americans using it. If users have the Google Chrome app, they will still be trackable, though there will still be some loss of cross-channel data if they opt-out from other apps.

I already mentioned YouTube, but I wanted to note that there is an alternative to advertising on YouTube. While it's a popular platform, it's not the only place that people watch videos.

If want to take advantage of video ads, you can use OTT ads on Smart TVs to reach your audience. These ads don't rely on the Apple iOS unless your target audience has an Apple TV. Their TVs aren't as popular as the company's other devices, so targeting smart TVs in general is still a good way to diversify your advertising and surprise your target audience with different ad types.

OTT ads are purchased through a programmatic advertising network, and we can hook you up with a cannabis-friendly network to help you ensure compliance.



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The iOS update will affect ads showing up using the GMail app on an iPhone or iPad. However, if you want to take some of the control back and own your customer data, then we always advise keeping an email list.

With digital advertising platforms like Google and Facebook, we have to rely on the quality of their data, and when something like this update happens and their data gathering capabilities are negatively impacted, then the businesses that use those platforms to advertise end up paying for it.

By keeping an email list, you can easily market to your audience over and over without someone controlling the data. You own the data and you can integrate it with your POS or loyalty program as long as the platform you choose has the capability to do so.

Email advertising won't help you find new customers—other advertising methods are better for that—but it will help you stay top of mind with your current customers and share deals and incentives.

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For dispensaries, it can often seem like just as you find your footing, the regulatory landscape changes once again.

Now, with big tech also implementing changes that affect how we can advertise, it's crucial that you stay up to date with everything going on so you can create and distribute compliant ads to potential customers.

But unless you have a large marketing team on staff, it



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can be hard keeping track of what's currently allowed, what's working best for your dispensary, and what steps you should take to get more from your marketing.

That's where Foottraffik comes in. We work as an extension of your marketing team or as your sole marketing team to help you generate more revenue via digital advertising.

We bring our proprietary tech to the table in order to advance your goals and help you grow your dispensary, whether you have one location, three, or a dozen.

We aim to provide our clients with as many advertising opportunities as possible and then help them determine where they should invest based on the data we've collected. Then, as we run ads, we keep them in the loop with real-time reporting so they can make decisions based on actionable data. We're already monitoring the effects of iOS 14.5 on our ads and will continue to optimize them for our clients to ensure they are as effective as possible.

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To help you navigate the digital advertising landscape, we have two special promotions for today's attendees, both of which will help you diversify your ads to reduce the impacts of Apple's iOS update.

First up, get a free website with a 6-month advertising plan that includes Google Ads, Display Ads, and search engine optimization. This plan will provide you the support you need to launch your business, give your website a refresh, or just supercharge your advertising.



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Let's get this underway and mitigate the effects of Apple's update. Schedule a call with us today at [foottraffik.me/chat](https://foottraffik.me/chat) and we walk you through everything.

Or you can choose to get 50% off a new dispensary website with a 3-month digital advertising plan that includes Google Ads, Display Ads, and search engine optimization.

You can schedule a consultation with Jason, Client Success Manager, and learn how these services will support your goals. Choose your time at [foottraffik.me/chat](https://foottraffik.me/chat)

I love bundling these services together because they really do work best in unison. It doesn't pay to put all your eggs in one basket—you need to be able to diversify your advertising investment in order to have the largest reach. Don't wait until you start feeling the impacts of the changing mobile landscape—schedule your consultation today and invest your advertising dollars wisely.



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