

# RECRUIT MORE WORKERS WITH DIGITAL!

May 18, 2021



# BRAND IS IMPORTANT.

Your brand is the result of every interaction people have with you.

Everything your company says and does.

## Inside and Out.

### CORE

At its **Core**, your Brand is the purpose of your organization. It's the reason you come to work and why people should come to work for you.

### PULP

Your principles, approach and corporate culture are what make your organization awesome. They are the **Pulp** of your Brand.

### ZEST

The **Zest** is everything the outside world hears and sees.

It's how you tell the world who you are and what you do.

What is the best way to build the brand you desire?

## Start from Within.

We build and power brands inside and out. Brands that connect with both your people and your marketplace.

WE ARE

**BCG**

branding + marketing

**BUILDING BRANDS  
INSIDE AND OUT®**

[barcelonacreative.com](http://barcelonacreative.com)

# Welcome to Today's Webinar!



**Juli Barcelona**

Agency Principal

Brand Strategist &  
Digital Specialist



**Allison Gibson**

VICI Media

Digital Master &  
BCG Technology Partner

## Today's Key Takeaways:

- ✓ Use digital and social to recruit workers
- ✓ Showcase your workplace on social media to attract potential employees
- ✓ The most effective digital marketing tactics for finding job candidates
- ✓ Use social media to build brand advocacy and reach candidates
- ✓ New ways to measure marketing analytics and metrics



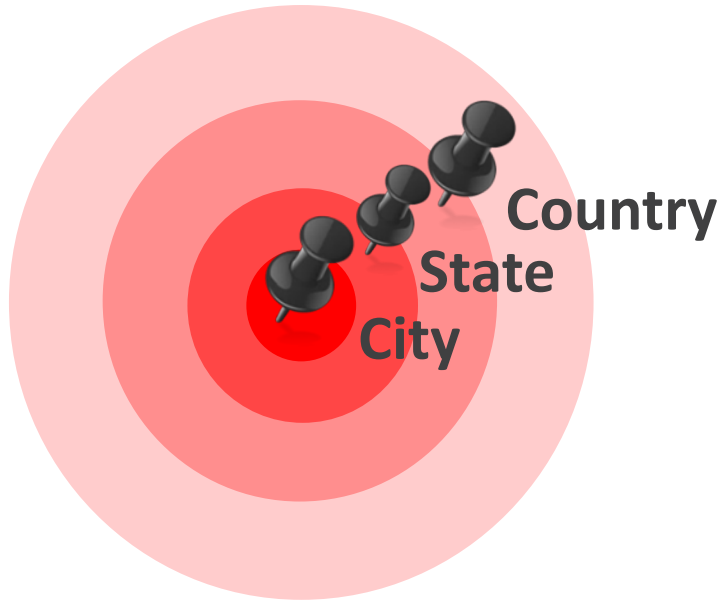


## It's a Digital World.

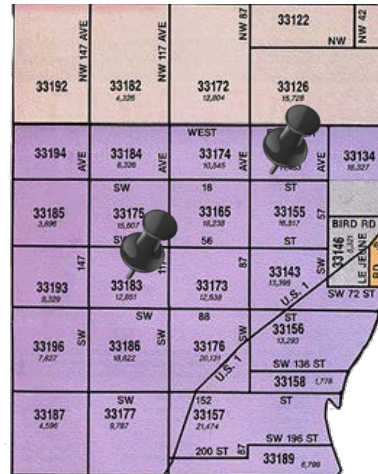
- ✓ Digital delivers endless opportunities for brands to build awareness, communicate effectively, measure performance and pivot to achieve goals.
  - ✓ Bound only by budget and creativity, you can have many goals, target and re-target various types of audiences in various ways across various devices and the list goes on and on.
- 
- **37%** of recruiters believe social networks are key to growing their employer brand.
  - **48%** believe recruitment marketing is more important in an increasingly digital world.



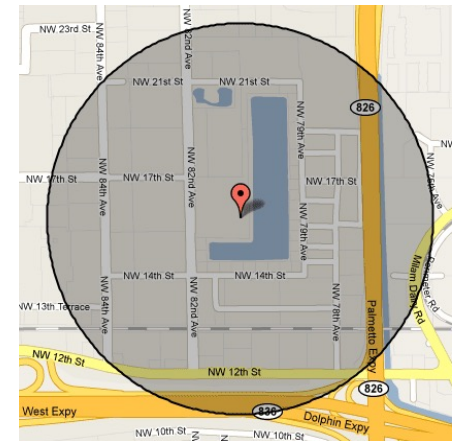
# All Digital Ads are Geographically Targeted:



## Zip Code



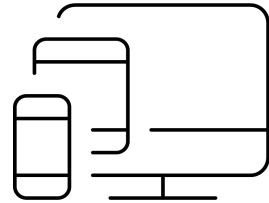
## Radius



Can appear on Desktops, Laptops, Smartphones, Tablets and Gaming Devices.

# Digital Ads Come In All Shapes and Sizes – Both Display and Video





**Let's Get Digital**



# Native Ads

Native display or video ads go across all devices and match the look, feel and context of the website or app where they are seen, using targeting strategies.



# Your RECRUITMENT ads could be any of hundreds of formats depending on the device and website or app where it appears.



Sponsored by Idaho Dept of Correction



**\$16.50 an hour & benefits**

Build a rewarding career as a Correctional Officer, paid training, no experience necessary



Be a Correctional Officer, starting at \$16.50 per hour, paid training and full benefits

Sponsored by Idaho Dept of Correction

[Learn More](#)



**\$16.50 an hour & benefits**

Sponsored by Idaho Dept of Correction

Build a rewarding career as a Correctional Officer, paid training, no experience necessary

[Learn More](#)



**\$16.50 an hour & benefits**

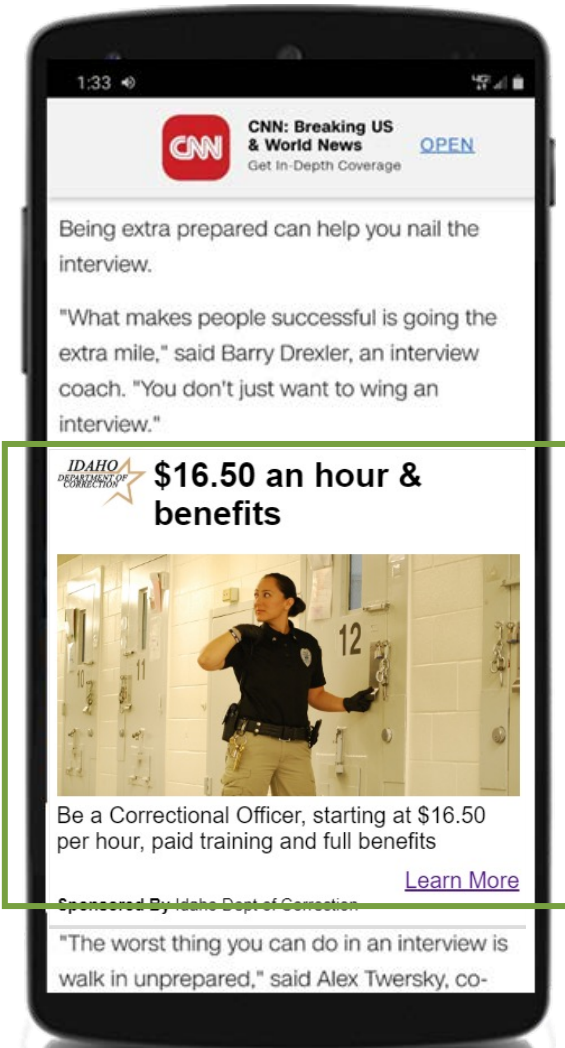


Be a Correctional Officer, starting at \$16.50 per hour, paid training and full benefits

[Learn More](#)

Sponsored By Idaho Dept of Correction

It's created in real time to match the format of where it is appearing.



When the Native ad appears on another website it looks different.

Colors change, fonts change, format can change – that's what makes it a Native ad.

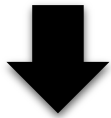


# So, How Can We Target Your Native Ads?



You tell us the geographic area you want to reach and then we layer in any of these targeting strategies.

Consumers visit websites and apps and their behaviors are tracked.



Actions such as:  
website visits, page views,  
clicks, searches, repeat visits,  
time spent, etc.



This info is compiled into  
Behavioral Categories we can  
target with ads.



### HER BEHAVIORAL CATEGORIES:

- Organic Groceries
- Vegetarian Food
- Health Food
- Fitness
- Exercise
- Athletic Apparel
- Gym Memberships
- Fitness Equipment

# RECRUITMENT Behavioral Targeting Category Examples:

Industry > Manufacturing > Boats & Marine  
Industry > Manufacturing > Building Materials  
Industry > Manufacturing - Textiles & Apparel  
Industry > Manufacturing – Metals & Mining  
B2B- Production & Manufacturing  
B2B- CNC Machines  
Professionals by Industry – Manufacturing Professionals by  
Industry – Manufacturing Metals  
Professionals by Industry – Welder  
Professionals by Industry – Fabricator  
Professionals by Industry – Manufacturing  
Professionals by Industry – Warehouse Manager  
Measuring, Analyzing & Controlling Instruments  
Professionals by Industry – Manufacturing Publishing &  
Printing  
Professionals by Industry – Manufacturing Computers  
Professionals by Industry – Manufacturing Plastics,  
Synthetics & Rubber  
Professionals by Industry – Manufacturing Fabricated Metal  
Professionals by Industry – Manufacturing Electrical  
Equipment, Appliance and Component

Administrative Jobs  
Customer Service Jobs  
Employment Search  
Employment Search – Manufacturing  
Entry Level positions  
Executive Positions  
Expect to Change Jobs  
Insurance  
IT Professionals  
Job Seekers  
Jobs  
College Degree  
High School Degree  
Some College  
New Hires or Recruitment Services  
Recruitment  
Small Business Professionals  
Young Professionals  
Target By Name Of Company  
(hundreds to choose from)

**TARGET BY HUNDREDS OF  
DIFFERENT JOB TITLES!**





# Keyword Targeting for Recruitment Example:

Overview Salary **Reviews and Advice** Job Openings

## What is the **Registered Nurse** Salary by Place of Employment?

In addition to region and education, factors such as industry, experience and employer affect a registered nurse's salary. The top-paying industries with the highest average annual salaries for this career are accounting, tax preparation, bookkeeping and payroll services (\$88,970), navigational, measuring, electromedical and control instruments manufacturing (\$87,790), pharmaceutical and medicine manufacturing (\$85,260), other transit and ground passenger transportation (\$84,670), and the federal executive branch (\$84,670). These medical professionals typically provide 24-hour care during their shifts and often work nights, weekends and even holidays. However, the experience varies according to work location. Registered nurses whose employers are offices, schools and facilities that do not offer 24-hour services may work during regular business hours.



Sponsored   
**Looking for a career? – Health care is ready for you**  
If you are looking for a job where you make a difference, you should talk to us at Riverside Medical Clinics.  
Riverside Medical Clinics

### Average Registered Nurse Pay vs. Other Best Jobs

In 2016, registered nurses made an average salary of \$72,180, which is pretty good pay compared with some of the other health care professions on our Best Jobs list. [Licensed practical and licensed vocational nurses](#) usually bring home smaller paychecks (\$44,840).

# Targeting Options For Native Ads

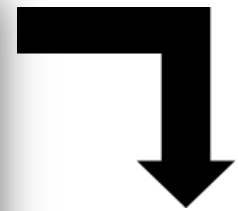
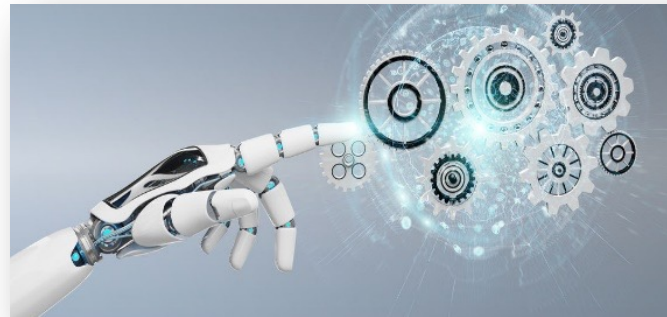


**Artificial Intelligence (AI)  
Targeting Native Ads**

- **Artificial Intelligence (AI)** – Showing your Native display or video ads to people using machine learning to target consumers based on who is engaging with the ad, across all devices.

# AI: How Does It Work?

Data is constantly collected and analyzed every minute about who is engaging with your ad: clicks, conversions, browser type, device, ad creative sizes, types of websites and apps, and more!



Your ad is shown to a geographic area you choose, with no targeting categories layered in.

Your ad gets shown to more people like the ones who have engaged with it.

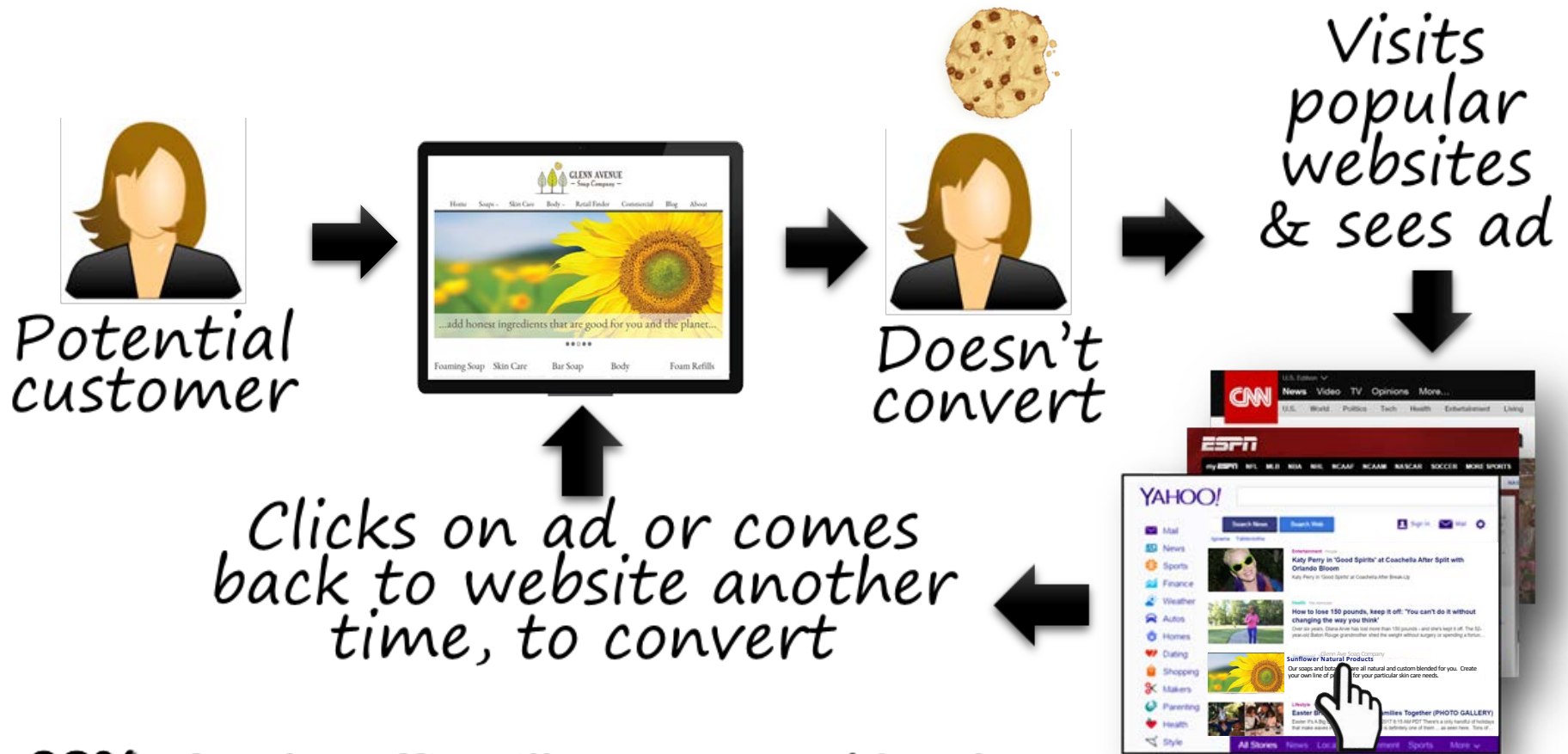




# Targeting Options For Native Ads:



- **Retargeting** – Following people after they leave your website and showing them your Native display or video ad, on other websites and apps they go to, across all devices.



**98%** of web traffic will not convert (do what you want them to do), on their initial visit.

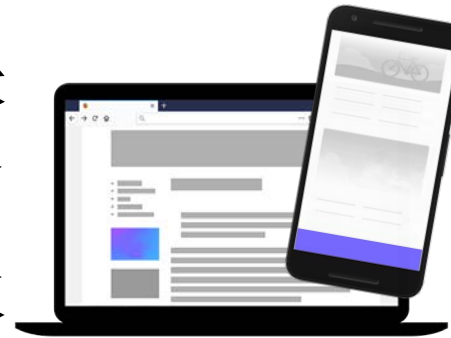
Source: [www.Retargeter.com](http://www.Retargeter.com) study

# Have an email list?

- **Your Email List** – Target people on your list showing them Native display ads when they browse websites and apps



	A
1	avalone@redinc.com
2	Banks55@yahoo.com
3	AdamBahm@xfin.com
4	Ateak@rezy.com
5	mrpoole@gmail.com
6	adente@aol.com
7	jeddye@stargazer.com
8	JKing789@gmail.com
9	MSTresses@ladybug.com
10	lprice2010@hotmail.com
11	PageTurner@gmail.com
12	TimBurr@state.ky.com



- **Lookalike Audience** – target people with similar characteristics to those on your email list with a “lookalike audience”

# Mobile Conquesting



Using location based, demographic, and behavioral targeting to reach consumers with display and video ads on their mobile devices.





## Targeting Options For Mobile Conquesting:

You tell us the geographic area you want to target – then we layer in:

**Online  
Behaviors**



Targeting people who have shown specific behaviors online or are in a certain demographic

**Offline  
Behaviors**



Targeting people by where they have been tracked with their phone recently such as a location, business, or specific brand name store

# RECRUITMENT Behavioral Targeting Category Examples:

People who have shown an online behavior or recently been to a location, business, or brand name store.

Apprenticeship Training Programs  
City/County/State/Federal Education Programs  
Computer Training  
County Government-Education Programs  
Electronic Manufacturing Services  
Engineers - Manufacturing  
Employment Agencies  
Employment Consultants  
Employment Database Services  
Employment Screening Services  
Forklift Training  
Government –Job Training & Services  
High Schools (Public or Private)

Job Listing Service  
Management Training Schools  
Trade Schools  
Training Programs & Services  
Terminal Operators & Warehouseman  
Unemployment Services  
Veterans and Military  
Welding  
Welding & Steel Fabrication  
Welding – Industrial & Commercial  
Warehouses – Steel & Heavy Machinery

# Add In Additional Ways To Target!

Target people in real time while at your competitors, businesses, or specific locations or events



**Geo-Fencing**

Continue to target people after they leave the locations we are geo-fencing

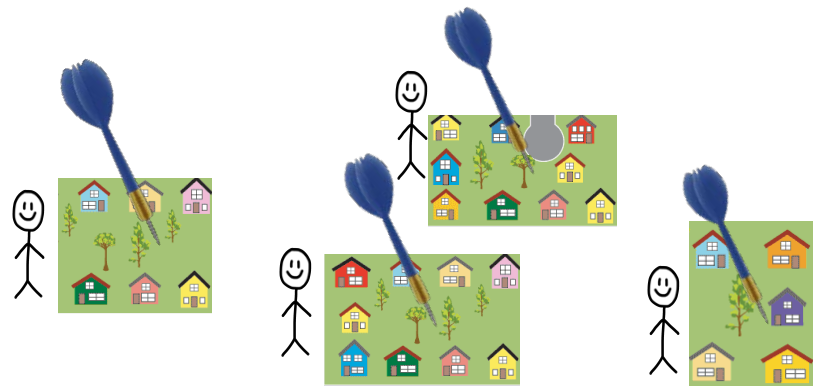
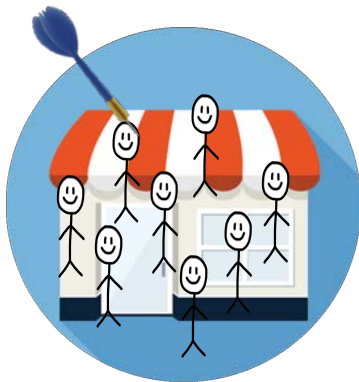


**Geo-Retargeting**

Continue to target people after they leave the locations we are geo-fencing and target those people's neighborhoods

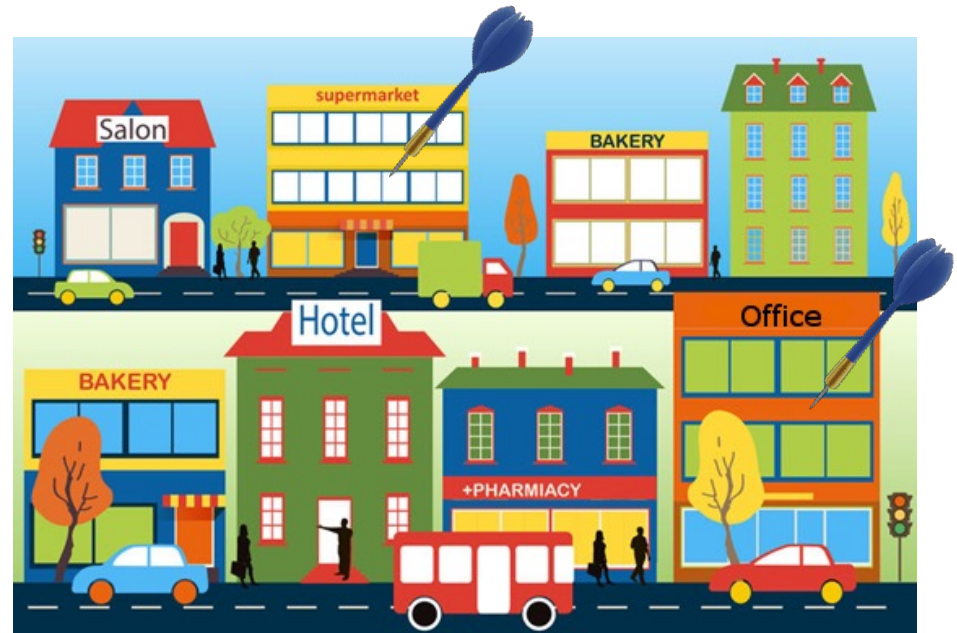


**Geo-Retargeting Lookalike**



# Have a list of people you want to target?

Target people from a list you have of home addresses and serve ads to them when they are at that address, continue to follow those people after they leave, and show them your ads.



**Address  
Targeting**



**Address  
Retargeting**

# What Type Of List Can You Use?

- Current or past customers
- Candidate List
- CRM data you've collected
- Purchased list only if it is an "opt-in to be marketed to"
- Minimum of 100 addresses



**Address  
Targeting**



**Address  
Retargeting**



## Optional Add-On...

### Cross Platform Targeting

#### Mobile Conquesting



#### Display Ads



#### Native Display Ads



#### Social Mirror Ads



#### Video Pre-Roll Ads



#### Facebook & Instagram Ads



Follow people who have been served the mobile ads (whether they clicked on the ad or not), onto other ad platforms on ANY devices they use!

Your ad could be  
any of these  
display sizes...

**FULL SCREEN**  
ad size available  
too!





Add in video!  
:15 - :30 video ads  
available to run in  
combination with  
your display ads.

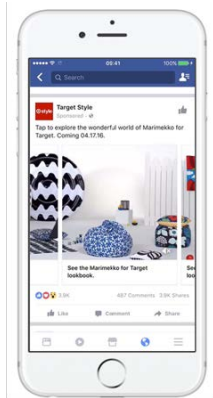
# Facebook & Instagram Ads



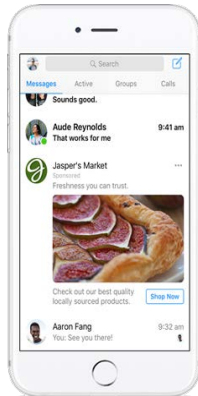
Showing your display or video ads across all devices on Facebook and Instagram and on any of the Facebook advertising platforms.



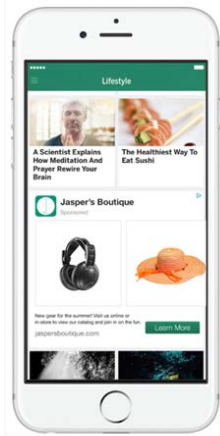
# Where We Can Run Your Ads:



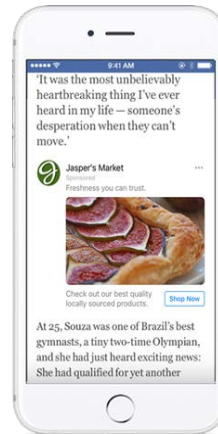
**Facebook News Feed  
(Desktop & Mobile)**



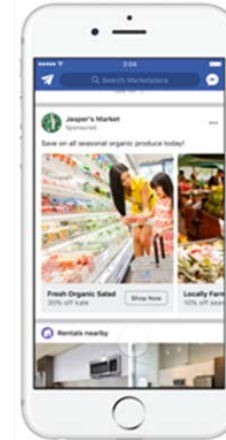
**Facebook Messenger  
App (Mobile)**



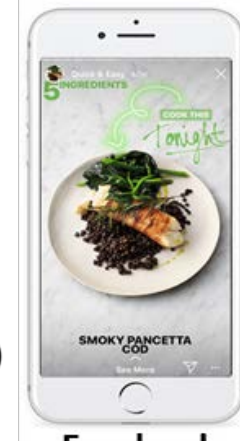
**Facebook Audience  
Network  
(Mobile)**



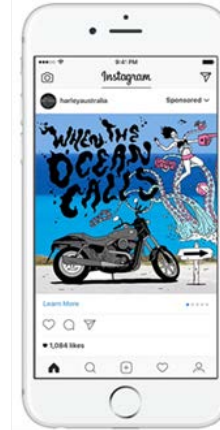
**Facebook Instant  
Articles  
(Desktop & Mobile)**



**Facebook  
Marketplace  
(Desktop & Mobile)**



**Facebook  
Stories  
(Mobile)**



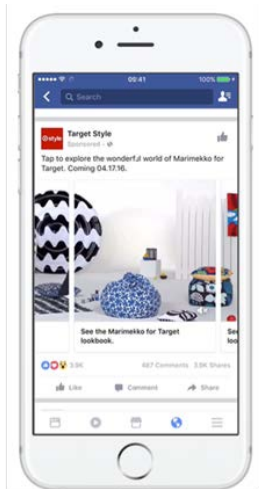
**Instagram  
News Feed  
(Mobile)**

Our FACEBOOK PREMIUM includes all these options!

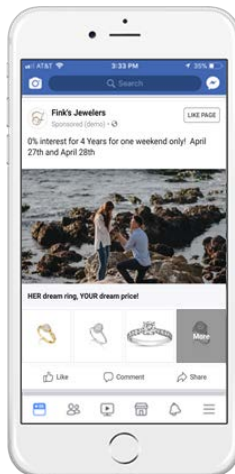
*“When advertising across the entire Facebook family of apps, conversion rates were 8x higher than audiences only exposed to placement on Facebook.”*

*Source: Facebook IQ Study, “Optimizing Direct Response Campaigns”*

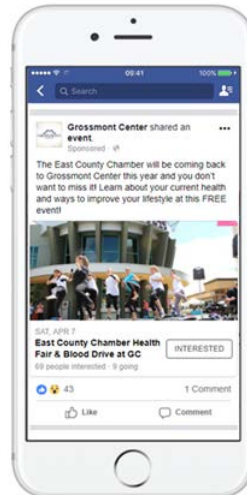
# Types Of Ads We Can Run (Display Or Video):



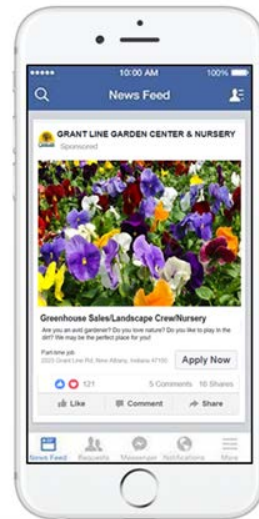
**Single Image or  
Carousel Ads  
(multiple images)**



**Collection Ads  
(multiple images & full  
screen landing page)**



**Event Response  
Ads  
(promote  
your event)**



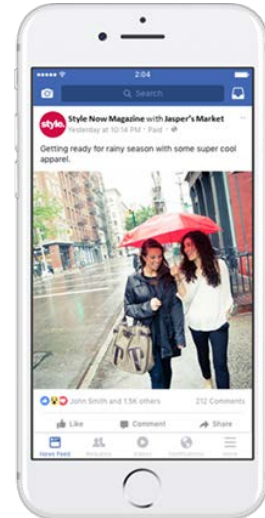
**Job Listing Ads  
(find qualified  
candidates)**



**Lead Ads  
(lead  
generation)**



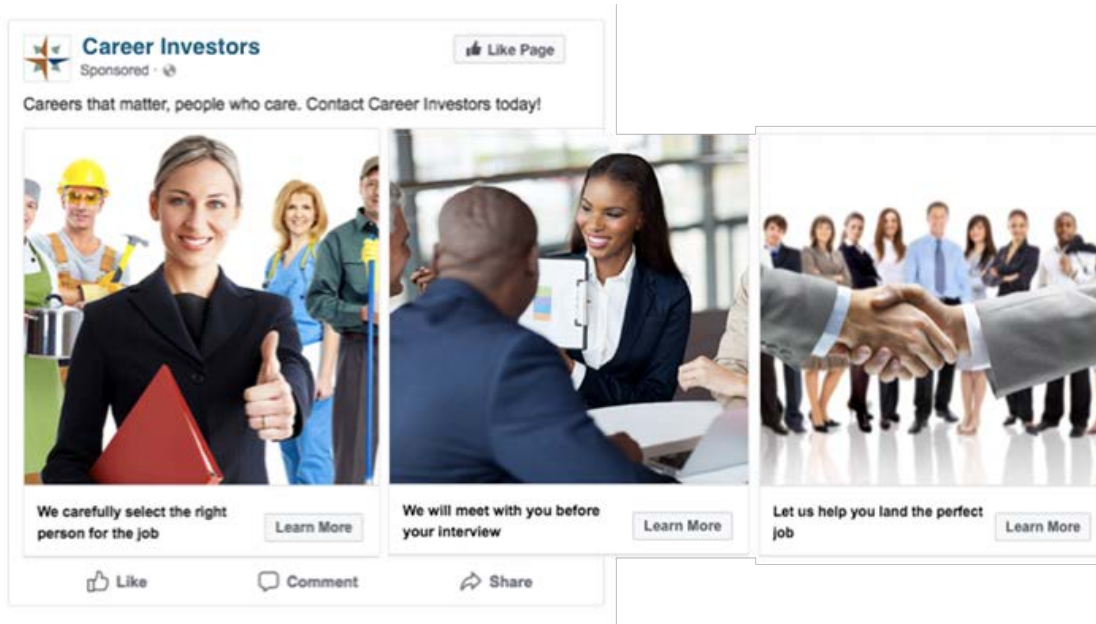
**Offer Ads  
(coupon offers)**



**Branded Content  
Ads  
(endorsement  
ads)**

# Facebook & Instagram News Feed Carousel Ads

Showcase up to 10 images/videos as the user swipes through, each panel links to any of your website pages

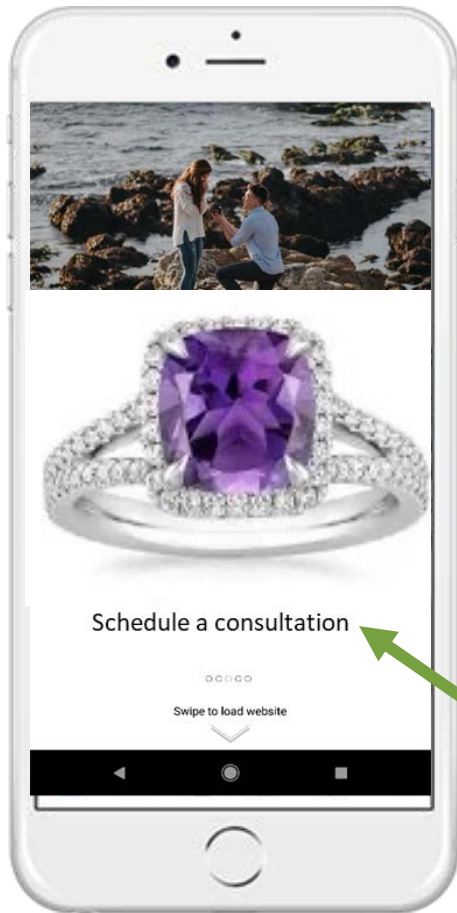


Call-To-Action buttons:

- “Call Now”
- “Send Message”
- “Learn More”
- “Shop Now”
- “Get Directions”

And many more!

# Facebook & Instagram News Feed Collection Ads



With Facebook “Collection Ads” people who tap on your ad can browse multiple products on their mobile phone.

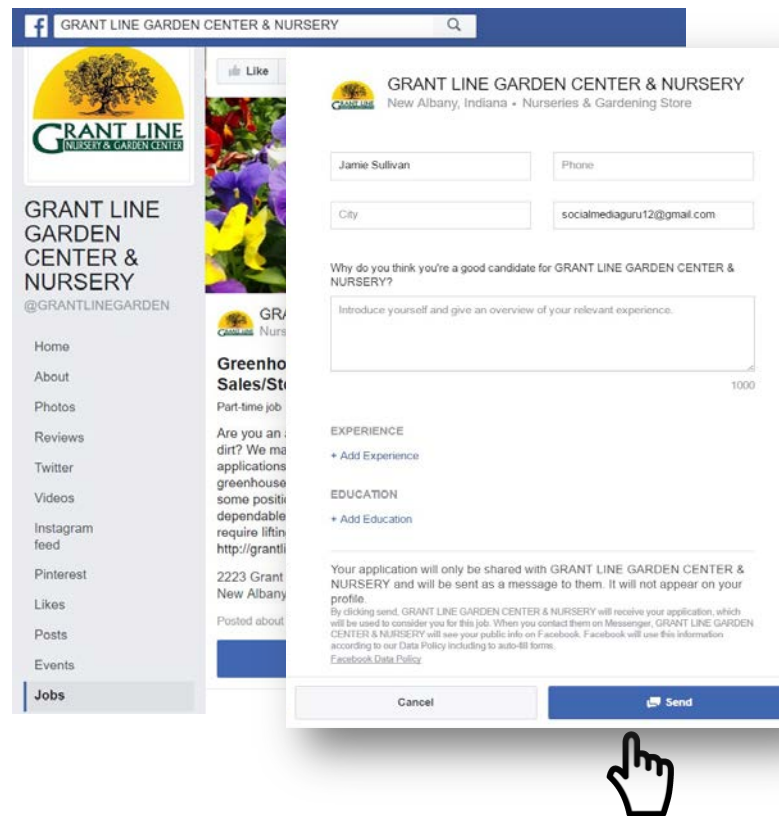
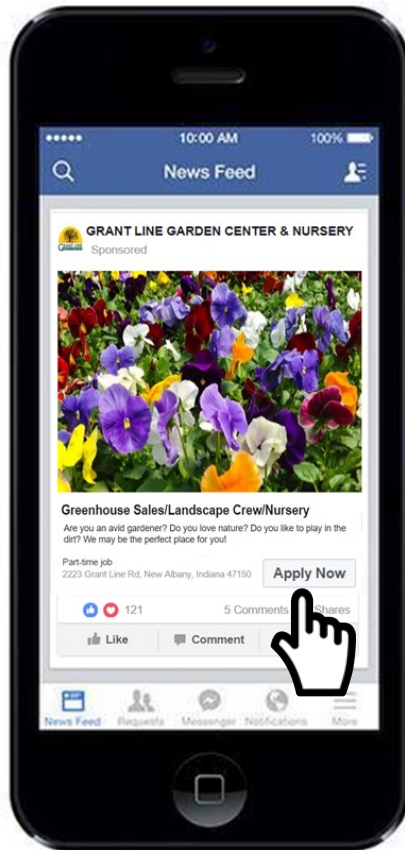
When tapped, the ad opens to a full screen landing page where the user can scroll through up to 10 images or videos that link to your website.

Customizable call to action button.

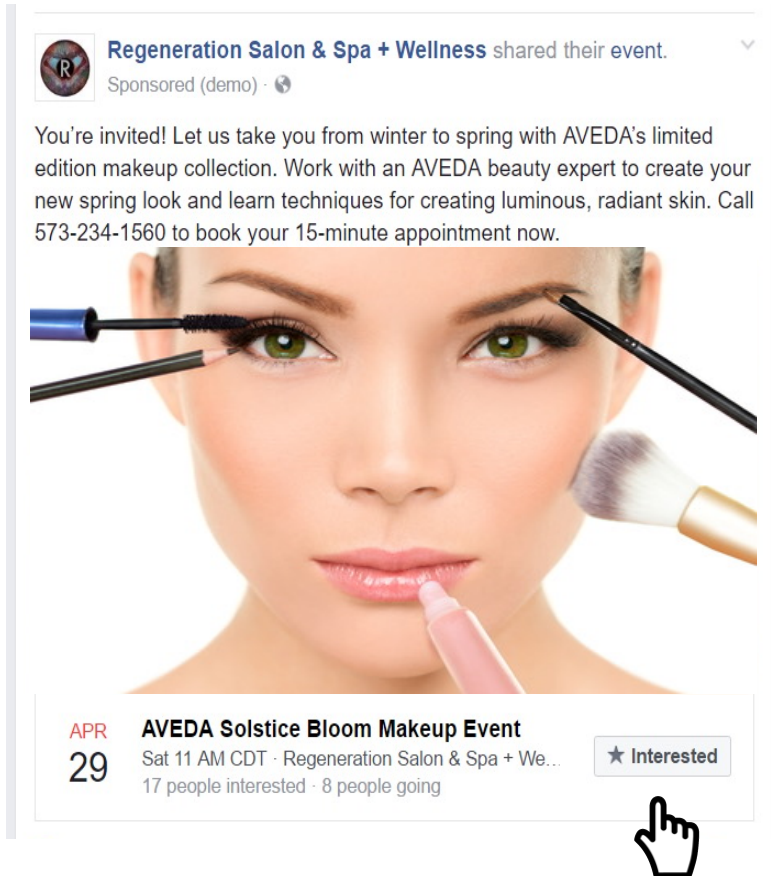


# Facebook & Instagram News Feed Job Listing Ads

Applicants can apply right on Facebook  
and the form is sent to you!




# To Promote Your Event – Use Facebook Event Response Ads




Regeneration Salon & Spa + Wellness shared their event. Sponsored (demo) · 🌐

You're invited! Let us take you from winter to spring with AVEDA's limited edition makeup collection. Work with an AVEDA beauty expert to create your new spring look and learn techniques for creating luminous, radiant skin. Call 573-234-1560 to book your 15-minute appointment now.



**APR 29** **AVEDA Solstice Bloom Makeup Event**  
Sat 11 AM CDT · Regeneration Salon & Spa + We...  
17 people interested · 8 people going

★ Interested

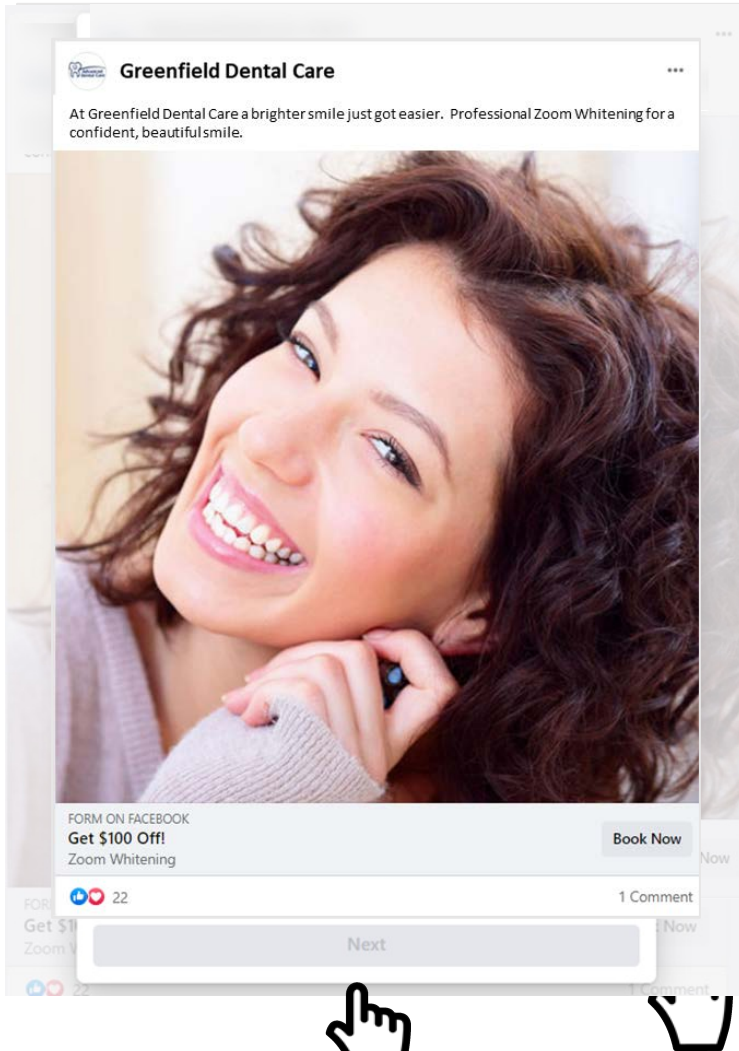


Event Response ads link to an Event Page on your Facebook Business Page (not your website)

If users click the “Interested” button they get reminders about the event

These ads are single image or video only but we run them in combination with regular News Feed ads which can be Carousel.

# Facebook & Instagram Lead Ads



Single image, carousel or video, Lead Ads allow you to find people who may be interested in what you offer and collect info from them.

When a user clicks on the Call-To-Action button a short lead form opens and populates with questions of your choosing.

Once the user completes the form it is emailed to you or you can download it from your “Admin” page.

Choose any of these Call-To-Action buttons:

- “Subscribe”
- “Learn More”
- “Apply Now”
- “Sign Up”

*\*Lead Ads do not run on Facebook Messenger or Facebook Audience Network*

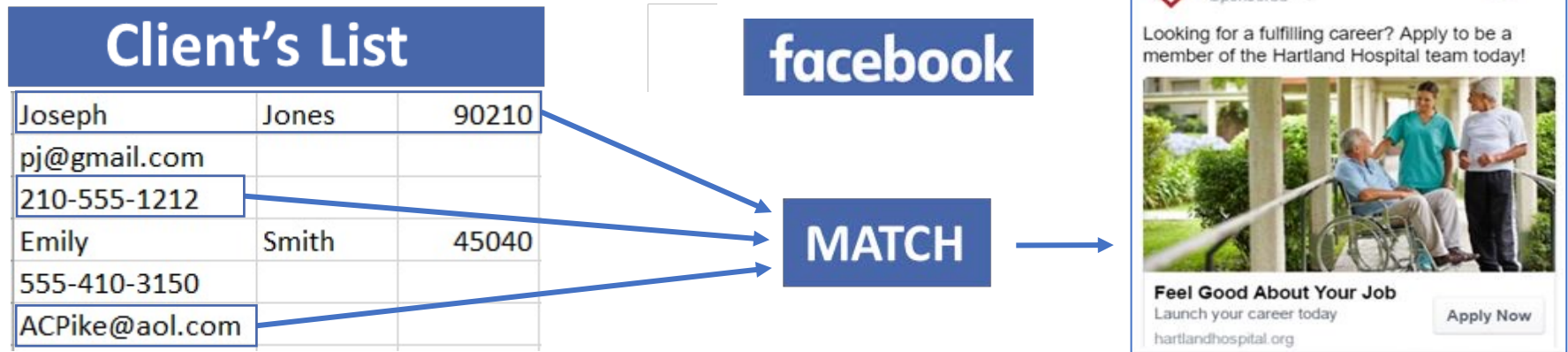
## Targeting Category Examples:

<b>Accounting</b>	Consumer electronics	Human resource management	Product management
Advertising	Customer relationship	Independent insurance agent	Professional
Advertising agency	Customer service	<b>Information security</b>	Project management
Affiliate marketing	Data security	<b>Information technology</b>	Public relations
Agriculture	Day trading	Interior design	Public transport
Air conditioning	Dentistry	<b>Internship</b>	Quality assurance
<b>Application employment</b>	Digital marketing	<b>Job</b>	Recruitment
<b>Apprenticeship</b>	Dog training	<b>Job fair</b>	Sales
Architecture			
Automobile r			
Automotive i			
Biotechnology			
Bookkeeping			
Broker			
Business adm			
Business deve			
Call center			
Car dealershi			
Car finance			
Career			
Career development			
Civil service			
Coaching			
<b>Computer engineering</b>			
<b>Computer programming</b>			
Computer science			
Computer security			
Computer security			
Construction			
	Foodservice	Medicine	Telemarketing
	Franchising	<b>Metalworking</b>	<b>Temporary work</b>
	Freelancer	Mortgage broker	<b>Training</b>
	Fundraising	Multi-level marketing	Trucks
	General contractor	<b>Nonprofit organization</b>	Urban planning
	Graphic design	<b>Part-time</b>	Veterinary medicine
	Grocery store	Performing arts	Vocational education
	Higher education	Personal development	Volunteering
	Home business	Personal finance	<b>Warehouse</b>
	Hospitality	Photography	Web design

*Per Facebook: Recruitment ads cannot target users by age, occupation, household income, gender, or zip code. However, we can target by radius, city, etc.*



Target a “Custom Audience” where we take your list of emails, phone numbers, or full names and zips – and show your ad ONLY to those people when they are on Facebook or Instagram.



We can use your list to also target a Lookalike Audience!

# Social Mirror Ads



59% of recruiters will increase their investment in LinkedIn this year. 49% to increase use of social media!

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

# How Does It Work?

Step 1: Give us the URL of the social post you want to use to create the ad – in this example it's a Tweet that this advertiser did.



Step 2: We take your post and create it as an ad – that looks just like (and links to) the social post – and run it across thousands of websites and apps!

The ad has three Call-To-Action opportunities:

- Clicks on the Social Media logo and your profile image, take the users to your Social Media business page.
- Clicks on the Call-To-Action button take the users to your website.
- Clicks on the social media icons take the users to your post on the social platform where they can “like”, “comment”, “share”, etc.
- We can report the total number of these clicks in your monthly report.



**BUSINESS INSIDER**

Companies such as Google and NASA have installed nap rooms or pods for their employees, while US colleges, including the University of Michigan, have also set up designated rooms for napping.

ADVERTISEMENT

 **Office Furniture Warehouse, LLC** 

Creating Inspiring Experiences Through Purposeful  
#Office #Design hubs.ly/H0y4cQT0



**LEARN MORE** >

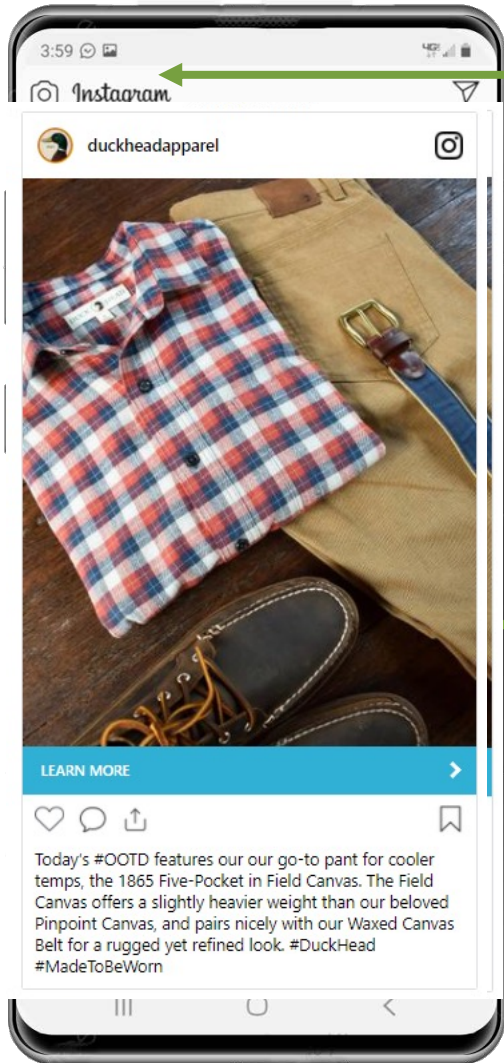
  

"It's great to take a short nap to recoup lost sleep and help to make up for a night of poor rest," says Thrive Global's Sleep Editor-at-Large,



Here's how a  
Social Mirror  
Recruitment  
ad looks in  
action!

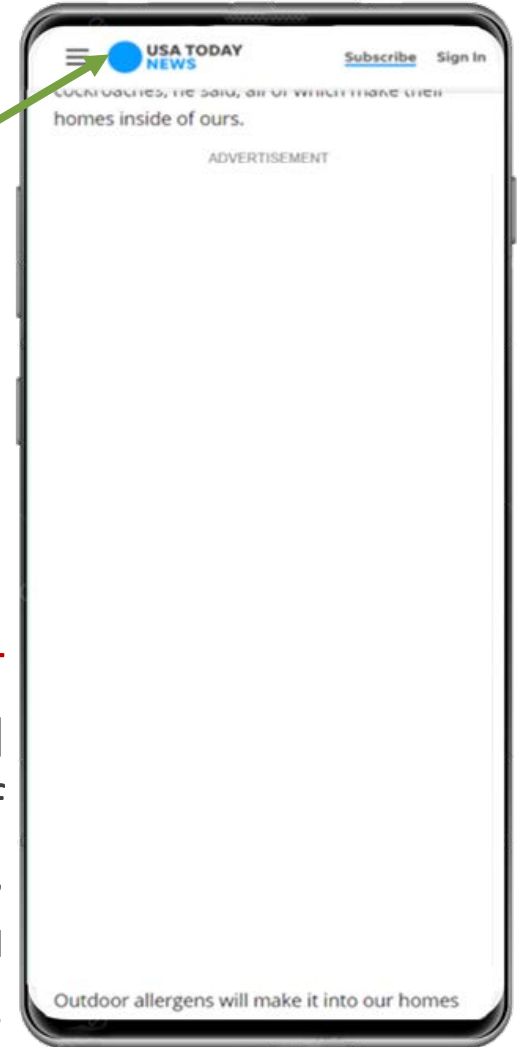




We're **NOT** running an ad on the social media platform.

*You must have an active business account on the social platform to do these ads*

We are “mirroring” the **EXACT** look of your social post as an ad that runs on thousands of **OTHER** websites and apps, targeted just to the people you want to reach, across all devices.



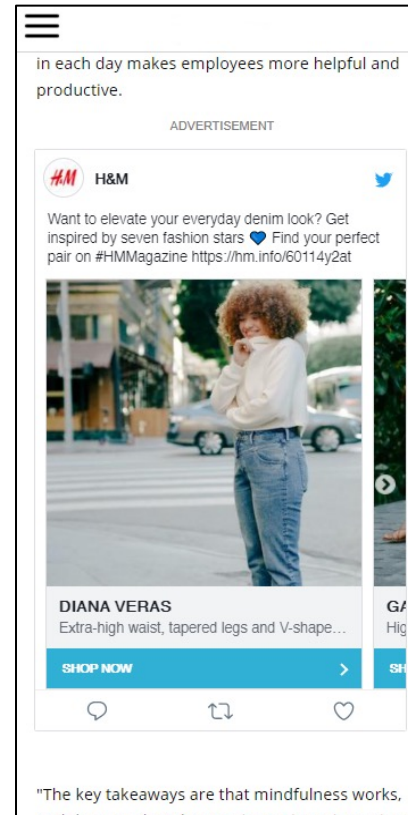
# Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms:



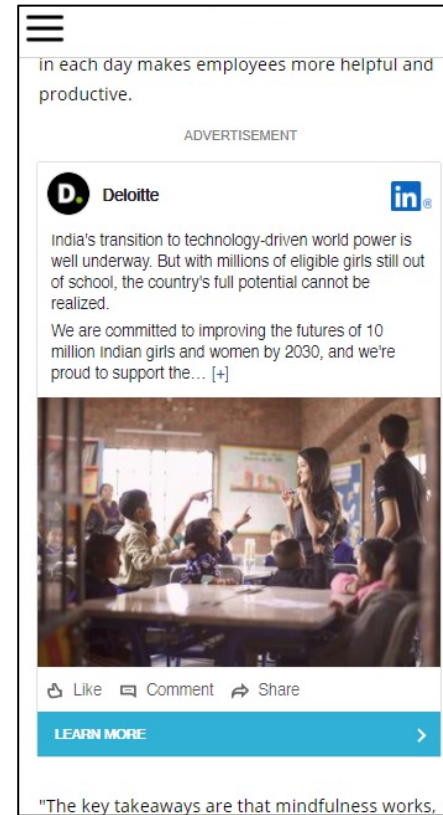
facebook



Instagram



twitter



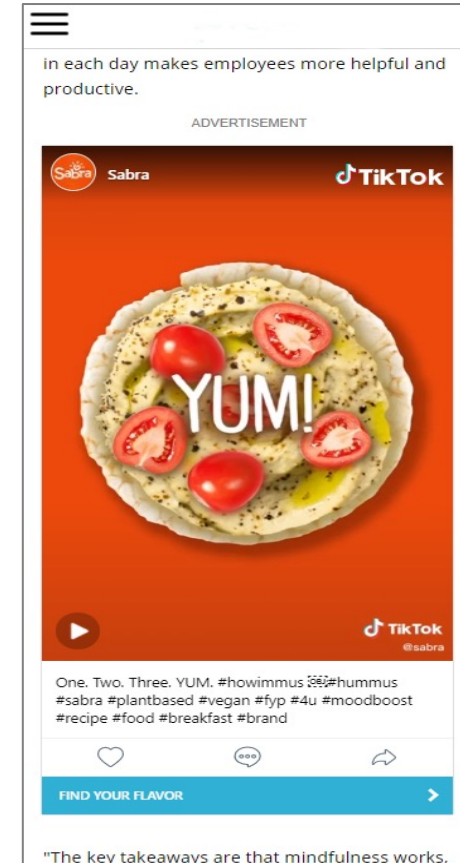
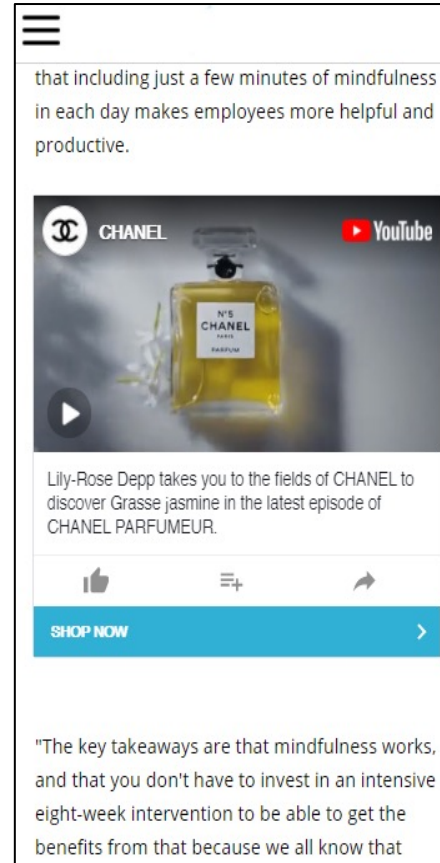
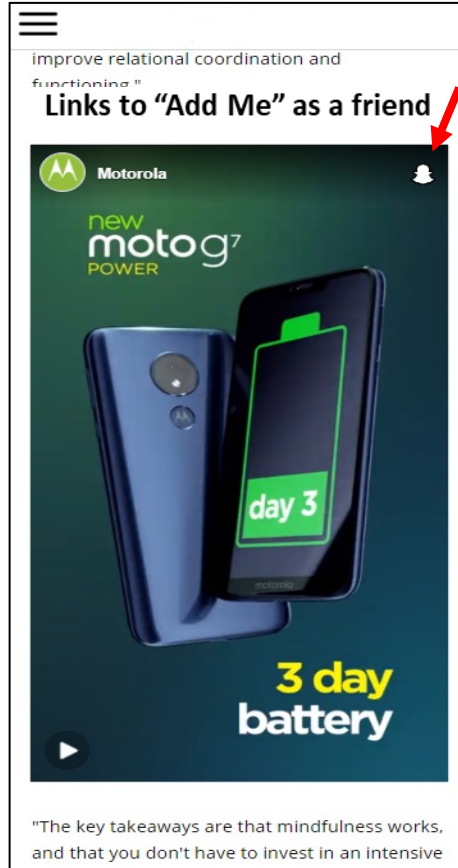
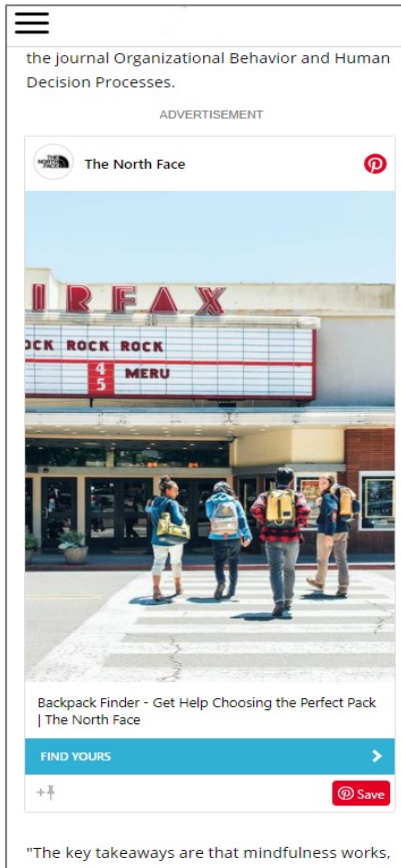
LinkedIn

AND...





# Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms:





# Social Mirror Ads Outperform Other Types of Ads



**Our Social Mirror Ad Campaigns:**

**7x**

**higher click through rate than the national average\*.**

*\*Comparing CTR on Social Mirror Ads to IAB standard display ad sizes*

# So, How Can We Target Your Social Mirror Ads?



**Behavioral Targeting**



**Keyword Targeting**



**Artificial Intelligence (AI) Targeting**



**Retargeting**

You tell us the geographic area you want to reach and then we layer in any of these targeting strategies.

## Targeting Options For Social Mirror Ads



- Behavioral Categories – Showing your Social Mirror ads to specific consumers based on their previous on-line behavior, across all devices.

# RECRUITMENT Behavioral Targeting Category Examples:

Industry > Manufacturing > Boats & Marine  
Industry > Manufacturing > Building Materials  
Industry > Manufacturing - Textiles & Apparel  
Industry > Manufacturing – Metals & Mining  
B2B- Production & Manufacturing  
B2B- CNC Machines  
Professionals by Industry – Manufacturing Professionals by  
Industry – Manufacturing Metals  
Professionals by Industry – Welder  
Professionals by Industry – Fabricator  
Professionals by Industry – Manufacturing  
Professionals by Industry – Warehouse Manager  
Measuring, Analyzing & Controlling Instruments  
Professionals by Industry – Manufacturing Publishing &  
Printing  
Professionals by Industry – Manufacturing Computers  
Professionals by Industry – Manufacturing Plastics,  
Synthetics & Rubber  
Professionals by Industry – Manufacturing Fabricated Metal  
Professionals by Industry – Manufacturing Electrical  
Equipment, Appliance and Component

Administrative Jobs  
Customer Service Jobs  
Employment Search  
Employment Search – Manufacturing  
Entry Level positions  
Executive Positions  
Expect to Change Jobs  
Insurance  
IT Professionals  
Job Seekers  
Jobs  
College Degree  
High School Degree  
Some College  
New Hires or Recruitment Services  
Recruitment  
Small Business Professionals  
Young Professionals  
Target By Name Of Company  
(hundreds to choose from)

**TARGET BY HUNDREDS OF  
DIFFERENT JOB TITLES!**



# Targeting Options For Social Mirror Ads



**Keyword Targeting**

- **Keywords** – Showing your Social Mirror ads on webpages and apps that contain keywords related to your business, across all devices.

**USNews** HEALTH

### How **Nutrition** Affects Teens'

According to new studies, growing our own food lowers the risk of anxiety and depression, reduces stress and increases life satisfaction. Part of that is neurobiological:

ADVERTISEMENT

**Optimum Nutrition**

PROTEIN WAFERS

Shop our newest protein products 🍪🍪🍪

In another study, the percentage was even higher. In fact, teens in the study who ate a low-quality **diet** had an 80 percent higher risk

You are reaching people who are on webpages and apps that feature your keywords, and serving them your Social Mirror ad.

(In this example the advertiser was targeting the keywords “Nutrition” and “Diet” and did a Social Mirror ad of their Instagram post.)

We can target a list of up to 500 keywords

## Targeting Options For Social Mirror Ads



**Artificial Intelligence (AI)  
Targeting**

- **Artificial Intelligence (AI)** – Showing your Social Mirror ads to people using machine learning to target consumers based on who is engaging with the ad, across all devices.

# Targeting Options For Social Mirror Ads



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.



# Online Audio Ads



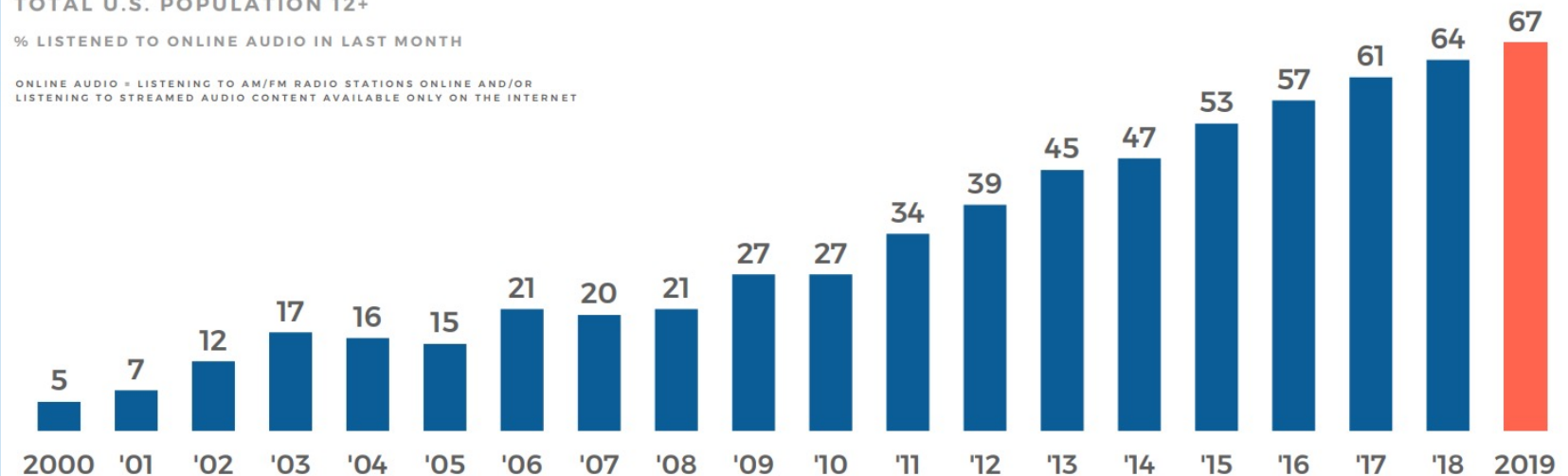
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

## Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



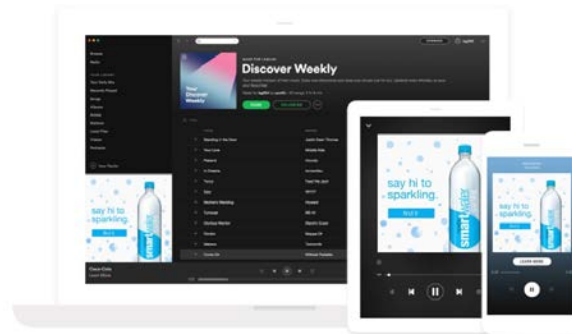
Source: "The Infinite Dial", Edison Research and Triton Digital, 2019

**67% of the U.S. population listened to Online Audio in the last month.**

Your :15 up to :30 audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.



On some platforms your audio ad will be served along with a companion display ad at no additional cost.



Your online audio ads run across major streaming services such as:



# So, How Can We Target Your Online Audio Ads?



**Behavioral Targeting  
Online Audio**



**Artificial Intelligence (AI)  
Targeting Online Audio**

You tell us the geographic area you want to reach and then we layer in Behavioral Targeting and Artificial Intelligence Targeting (combo).



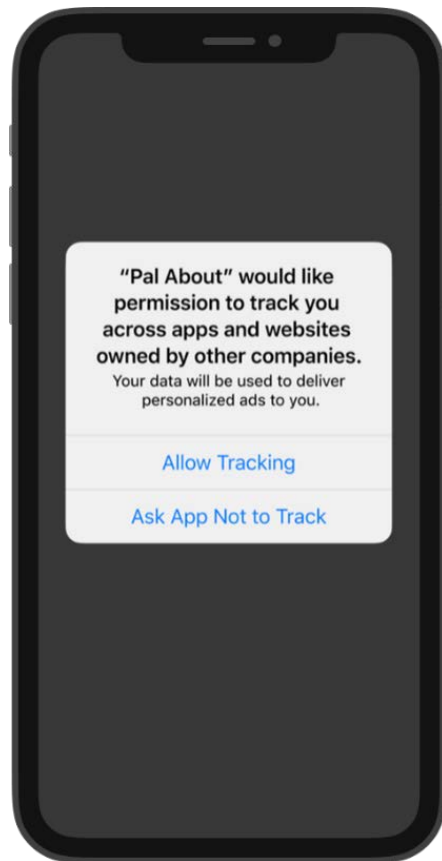
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Professionals by Industry – Manufacturing Publishing &  
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Professionals by Industry – Manufacturing Computers  
Professionals by Industry – Manufacturing Plastics,  
Synthetics & Rubber  
Professionals by Industry – Manufacturing Fabricated Metal  
Professionals by Industry – Manufacturing Electrical  
Equipment, Appliance and Component

Administrative Jobs  
Customer Service Jobs  
Employment Search  
Employment Search – Manufacturing  
Entry Level positions  
Executive Positions  
Expect to Change Jobs  
Insurance  
IT Professionals  
Job Seekers  
Jobs  
College Degree  
High School Degree  
Some College  
New Hires or Recruitment Services  
Recruitment  
Small Business Professionals  
Young Professionals  
Target By Name Of Company  
(hundreds to choose from)

**TARGET BY HUNDREDS OF  
DIFFERENT JOB TITLES!**

# iOS 14.5 is here



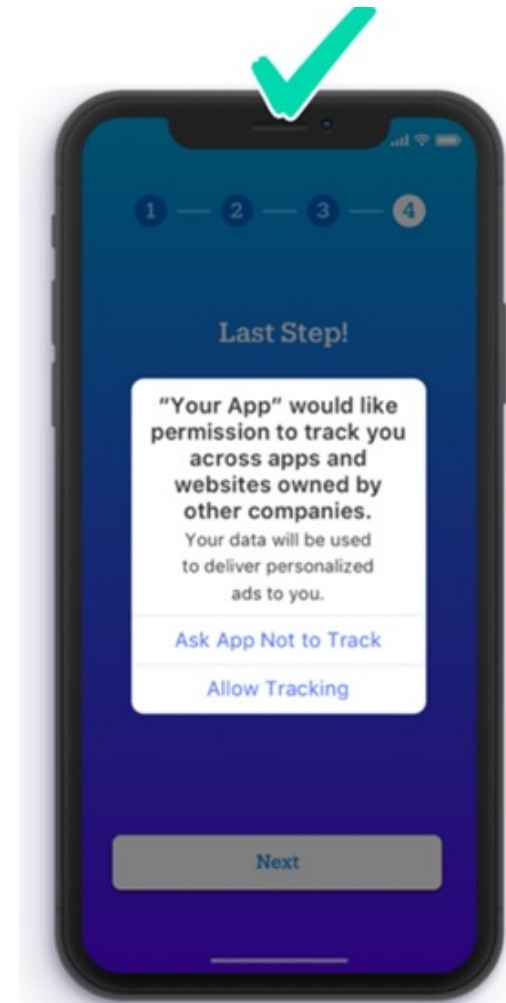
On April 26, 2021 Apple released their update to all iOS and iPadOS devices, requiring apps to ask the user permission to track their online behavior.

*iOS is a mobile **operating system** created and developed by Apple Inc. exclusively for its hardware.*

# Understanding App Tracking Transparency (ATT)

With the iOS 14.5 update, apps will be required to notify users when they track online activities. The user can either grant or deny permission.

Upon opening an app, iPhone and iPad owners will need to opt into allowing the app to use Apple's Identifier for Advertisers (IDFA), an identifier assigned by Apple to a user's device, that can be used to track activity across apps—and the pop-up requesting an opt-in must follow Apple's suggested wording closely.



# Two Key Pieces to Opt In For Tracking

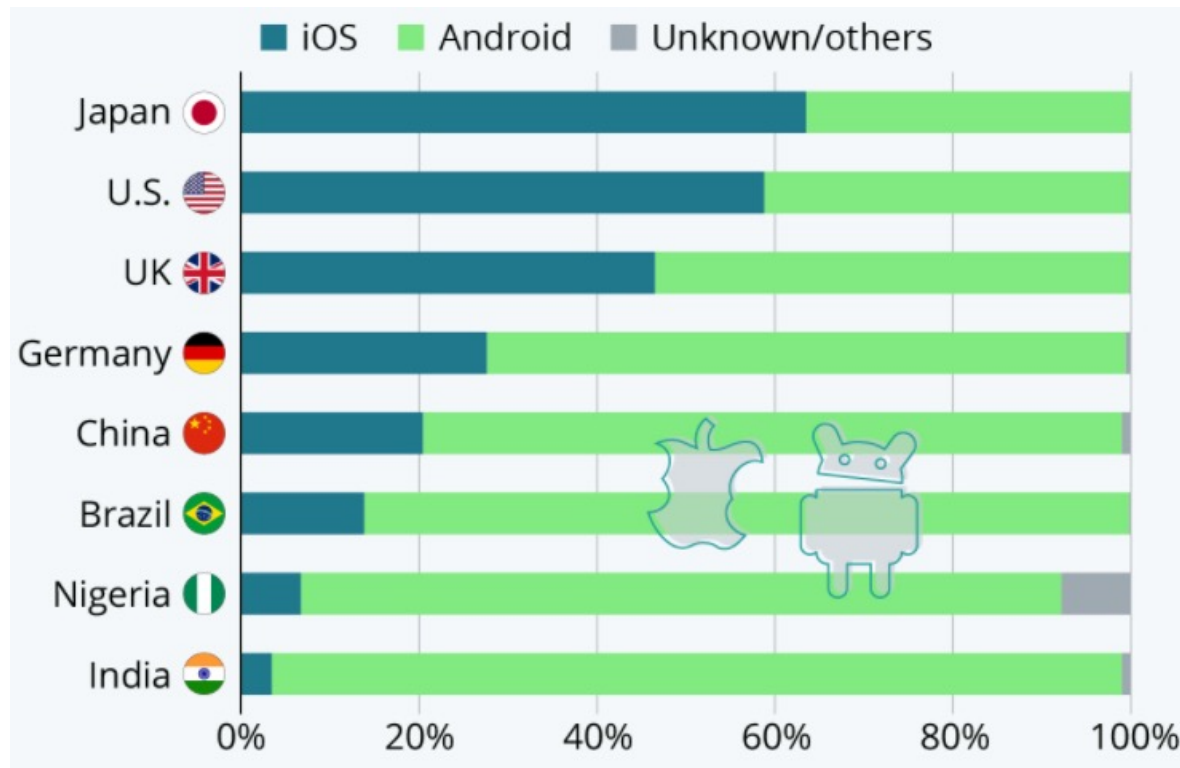
- 1) Apps must explicitly request a user's permission before accessing their device's IDFA to track their information. Users will have to OPT IN and allow this. Previously, users had to find default settings and expressly OPT OUT.
- 2) Apps must allow users to modify the precision of the location data their phone passes to each app.



Maps will also update and ask if users want to continue to use “precise location”

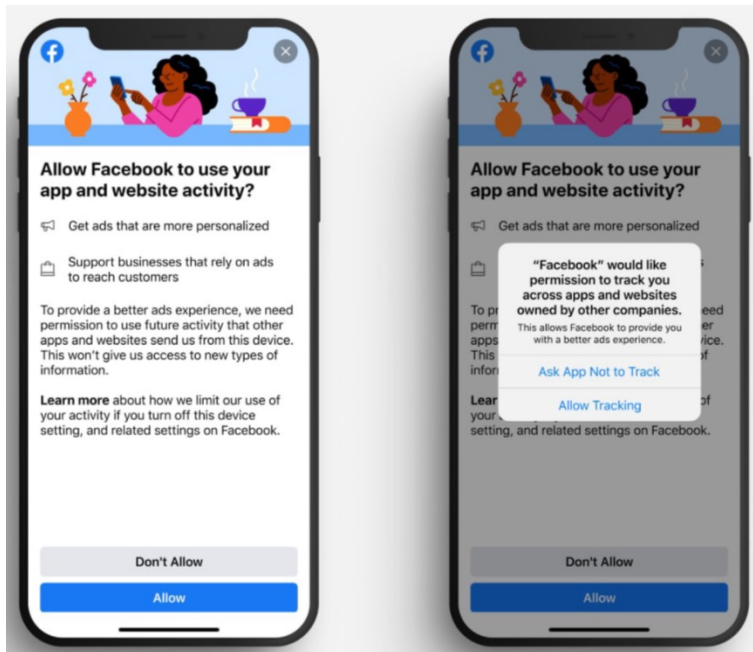


## How Many People have Apple iOS?



Apple is a dominant player in mobile devices in the U.S. (58.78% in the US versus Android's 41.03%), although less dominant worldwide (24.82% versus Android's 74.6%).

# Apple's Battle with Facebook



Apple users that utilize the Facebook or Instagram app will have to opt in to tracking just like any other app, for Facebook/Instagram to be able to track them.

Facebook's response is what they call *Aggregated Event Measurement* a protocol that allows for measurement of conversions for Apple users who don't opt in, by using statistical modeling.

## Ways This Effect Digital Campaigns

- 1) Facebook Reporting on Off-App Activity
- 2) We could see a decline in serving ads in a small radius
- 3) Ad Targeting to defined Geo & Audience/Categories (like job position, etc.) REMAINS UNCHANGED



# Google's Cookie Update

Google has announced a 2022 deadline to no longer support 3<sup>rd</sup> Party tracking cookies in the Chrome browser or any of their products.



3<sup>rd</sup> Party cookies are tracking codes that are placed on a web visitor's computer after being generated by another website other than your own. When a web visitor visits your site and others, the third-party cookie tracks this information and sends it to the third-party who created the cookie -- which might be an advertiser (for Retargeting) or an ad exchange to create Behavioral categories.





Federated Learning of Cohorts (FLoC) targets behaviors of a group of people rather than an individual to protect their privacy.

Is this the end of  
digital marketing  
and targeting?



Unified iD<sup>2.0</sup>



**No. Absolutely NOT!**

Demand Side Platforms are beta testing many solutions in addition to FLoC. Advertising will become more fragmented with tracking for one product different than tracking for another product.



<b>Native</b> Available Monthly Impressions Estimate: Percentage of Targeted Native inventory purchased with this campaign:	224,000 66.96%
<b>Mobile Conquesting</b> Available Monthly Impressions Estimate: Percentage of Targeted Mobile Conquesting inventory purchased with this campaign:	179,040 55.85%

*The above is an estimate based on historical inventory of impressions we bid on (i.e. no remnant inventory, premium sites, no pop-ups, etc) – not ALL available impression inventory.*





# THANK YOU!

## Questions?

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## Connect With Us:



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**BCG**

branding + marketing