

 THE 15-MINUTE BREAKDOWN

The Answer to Signal Loss



Today's Logistics

Recording & slides will be in your inbox shortly after the session

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Katherine Bishop
Marketing Coordinator



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POLL

What is your biggest concern regarding signal loss?

- Collecting and using first-party data effectively
- Maintaining customer privacy and compliance with new regulations
- Maintaining the accuracy of attribution and measurement
- Maximizing marketing ROI in a world without third-party cookies

Unavoidable Verities

- **Meta's Mighty Mettle**

- | Meta is still on top: U.S.: Facebook 175M MAU / Instagram 143M MAU.

- | 61% of the eligible audience in the United States use FB (50% Instagram)

- **Blue Bubble Bliss**

- | 84% of Gen Z use an iPhone. More than any other demographic.

- | Apple users make and spend more \$\$\$, and they're harder to track.

- **Foster First-Party Fidelity**

- | Regulation + Apple Privacy Framework address trust and transparency

- | Collect and use IPD responsibly

What's keeping Mark up at night?

*"[A]ds **signal loss** . . . caused our revenue to be much lower than I'd expected. I got this wrong, and I take responsibility for that." - Mark Zuckerberg*

Apple Severed Signals

Apple **did not block** signals on a website. They severed the ability for third party solutions to freely capture that data (like Facebook) and limited a first party solution's ability to persist that data (like your email platforms).

Those **signals are still being generated.** But, in today's privacy-by-default world, those signals have nowhere to go and without a solution, upwards to 70% of signals disappear without a trace.

This is SIGNAL LOSS



Signal Loss Across the Web (US)

Rails, Regulation and Real People

56%

Devices are mobile.
57% of those are Apple

53%

Browsers are NOT
Chrome. And they're
privacy enhanced

47%

Operating systems
are Apple. Also privacy
enhanced by default

5

States started (CO, CT, UT,
VA) or enhanced (CA)
privacy laws in 2023

39%

Users between 16-64
use an ad blocker.
Mostly on computers.

Collection is busted



■ the 1p pixel is still mighty. we just have to feed it.

What Happens to a Pixel When You Feed it?

Facebook Works [^] *still*

Skincare Brand

+54%

Increase in ROAS

+89%

Increase in purchases

+122%

Increase in revenue
off of only a 44%
increase in cost

-26%

Decrease in CPMs

Luxury Fashion Brand

+40%

Increase in ROAS

+43%

Increase in purchases

+14%

Increase in revenue
off of only a 19%
decrease in cost

-7%

Decrease in CPMs



Event Match Quality Scores Improved Across the Board

Why are EMQ scores important?

EMQ scores tell you how well your server events match with customer information.

Better data quality enhances the ad personalization, optimization, and measurement capabilities of Meta's technologies, resulting in more effective targeting and relevant ad delivery to your intended audience.



EMQ Scores	10/31/2022	2/2/2023	Improvement
Add to Cart	4.5	6.1	↑ 36%
Page View	4.5	5.9	↑ 31%
View Content	4.5	5.7	↑ 27%
Purchase	8.8	8.9	↑ 1%

EMQ Scores	11/17/2022	2/2/2023	Improvement
Initiate Checkout	4.3	5.9	↑ 37%
Add to Cart	4.4	5.6	↑ 27%
Search	4.2	5.2	↑ 24%
Page View	4.4	5.4	↑ 23%
View Content	4.3	5.2	↑ 21%
Subscribe	7.7	7.8	↑ 1%
Purchase	8.4	8.5	↑ 1%

Apple Limits IP Tracking, Impacting Email, Too

What's happening here?

Apple's Intelligent Tracking Prevention (ITP) limits the lifespan of first-party cookies to just seven days. This means that after seven days, websites can no longer track a user's activity on their site using first-party cookies.

Improving data capture for the abandoned cart flow captured 17% of the overall abandoned cart revenue, plus strengthened the overall conversion rate.



Luxury Fashion Brand

Email KPI	ESP's Abandoned Cart Flow Total	What the ESP Missed
Delivered	6,594	962
Revenue	\$22,934	\$4,933
AOV	\$269.82	\$290.18
Conversion Rate	13.51%	19.77%
Open Rate	93%	98%
CTO Rate	11%	9%
Unsub Rate	0%	0%
Complaint Rate	0%	0%

How Did We Do It?



Infrastructure | [Blotout.io](https://blotout.io)

Mighty Pixel > Domain Data Layer > Real-Time

No storage, zero copy of data, compliant

Key Takeaways

- 1. Signals are severed, but still there. Collection is busted but the pixel is resilient.**
- 2. Facebook STILL works. Your ESP is missing signals.**
- 3. In 15 minutes, you turn back the clock on signal loss, and feed your growth stack the data. It's HANGRY for it.**

Q&A

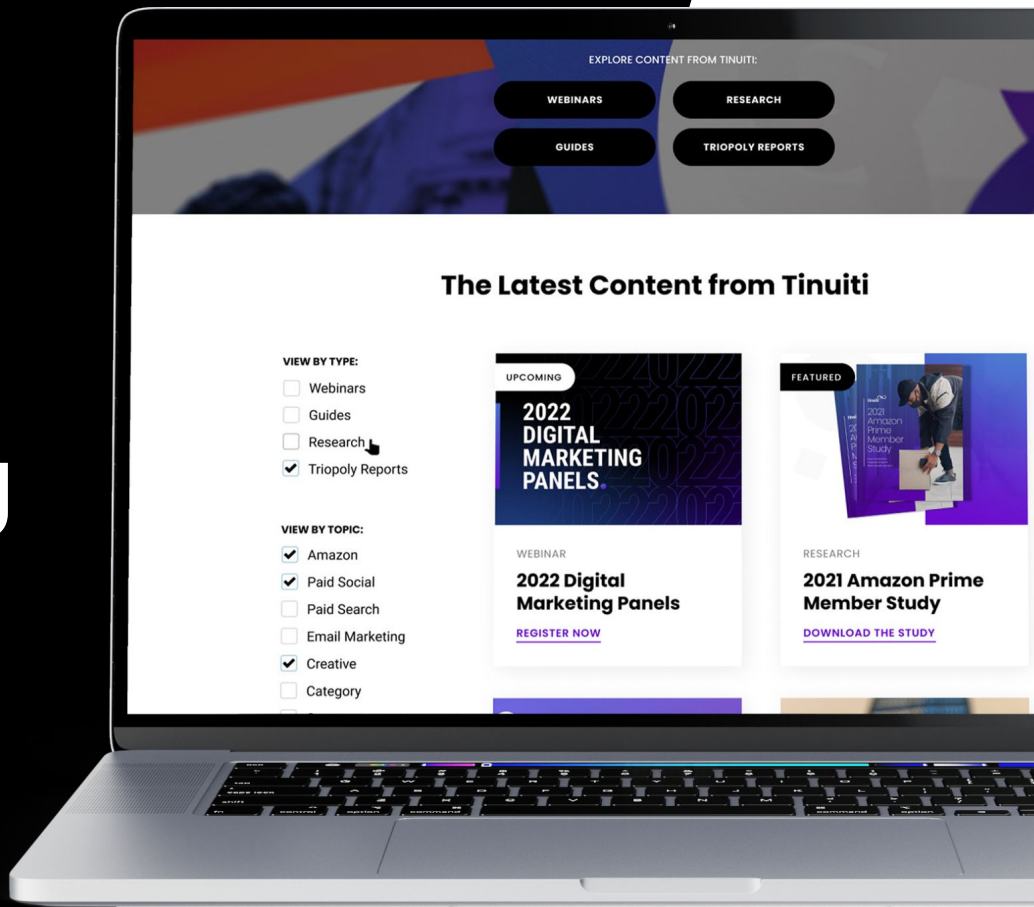


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Thank you!

