

Privacy-safe growth

Key actions to deliver
on privacy expectations
and your marketing goals





Hello.

As a marketer, you care deeply about your customers' well-being and the value they bring to your company. This playbook has been designed at the intersection of the two – summarizing and simplifying the changes taking place around consumer privacy and the actions you can take now to deliver on both your customers' expectations and your marketing goals. We call this **privacy-safe growth**.

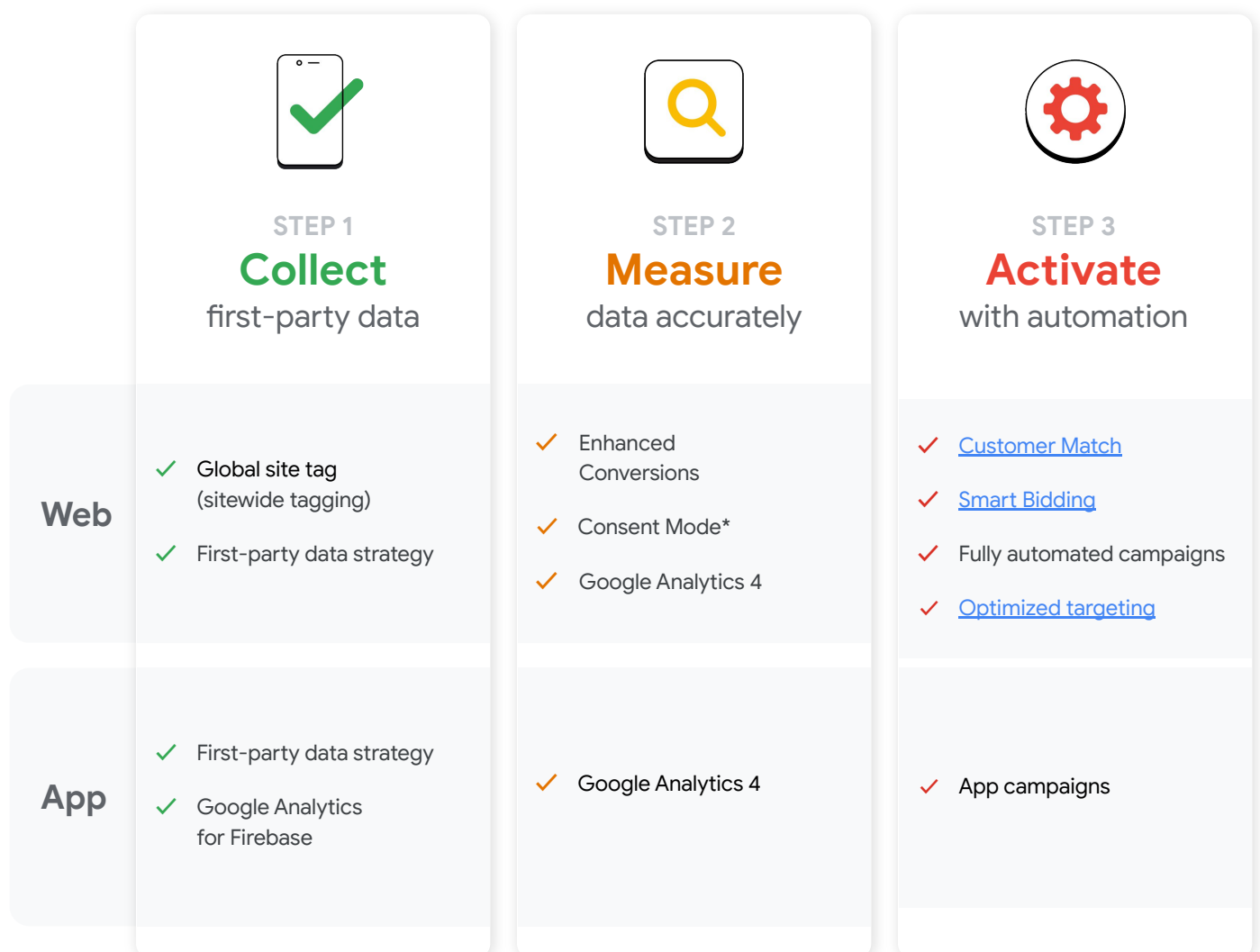
The world of digital advertising is rapidly evolving. The marketer's role is now more important than ever to help their organizations prepare for the future of advertising and make marketing an agile profit center. While longer-term solutions for more advanced privacy-safe technology are still in development, Google is here to show you how to drive business growth while delivering relevant and privacy-safe ad experiences for customers.

Please use this playbook as your go-to resource for the latest information and recommendations.

We've distilled the key takeaways from this guide:

- ✓ Now more than ever, people expect companies to respect their privacy across digital platforms. Many of these platforms are **moving away from tracking individuals with third-party cookies** and instead relying on more privacy-forward techniques like aggregation.
- ✓ For marketers, these changes **can affect digital advertising performance**, including with Google Ads, unless proactive measures are taken.
- ✓ In response, we at Google are developing innovative solutions that deliver performance effectiveness while protecting consumer privacy.
- ✓ There are three key actions marketers should take to move towards privacy-safe growth: **Collect, Measure, and Activate**.
- ✓ Leading marketers are already investing in making this shift, so they can be proactive in this changing landscape.

The three-step framework for privacy-safe growth:



* Consent Mode is applicable to advertisers operating in the European Economic Area and the United Kingdom.

Public sentiment has shifted

Today, people are spending more time online than ever before. They're also increasingly aware of the importance of privacy and how their personal information gets collected and used for advertising. In fact, searches on Google for the phrase **"online privacy" increased by more than 50%** between spring 2019 and spring 2020.¹



+50%

Searches on Google for **"online privacy"** increased by more than 50% between spring 2019 and spring 2020.

Now more than ever, people expect companies to respect their privacy across digital platforms. In response, policymakers are creating new regulations and technology platforms are fundamentally changing the ways user data is collected, shared, and measured, providing users with greater transparency and control over their privacy.

The California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR) in EMEA, and Lei Geral de Proteção de Dados Pessoais (LGDP) in Brazil are examples of privacy regulations that place restrictions on how personal data such as name, email address, or IP address are collected, sold, and used.

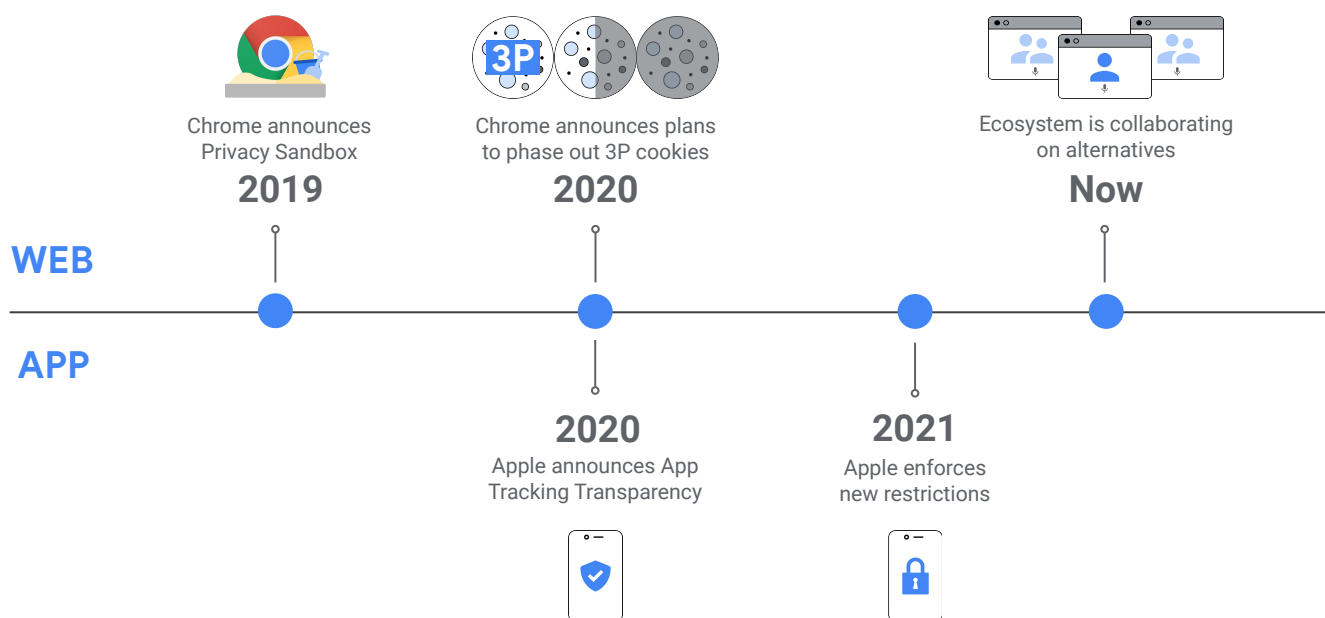
To meet and exceed rising customer expectations, we at Google are approaching our products, programs, and partnerships with a long-term privacy lens designed to adapt to a changing, complex environment. This way, we deliver the performance effectiveness that marketers expect of digital advertising while helping to protect consumer privacy. **We call this privacy-safe growth.**

With so much change, we recognize new advertising and measurement approaches won't come overnight, and that introduces an element of unpredictability for marketers. But what we are certain about is our commitment to work closely with our customers and the industry to put the building blocks in place for privacy-safe growth. **Together, we can take action now.**

The impact on digital marketing

Privacy may seem like a theoretical concept for the future, but that's quickly changing. In spring 2021, Apple [implemented updates to iOS 14](#) that require developers to disclose how they might share users' information for advertising purposes.

At Google, we recently announced changes to our platforms, including Chrome's intention to **phase out third-party cookies** – the technology that lets advertisers reach users and measure ads across different websites. We've also introduced ads innovations that are moving away from tracking individuals and instead relying on more privacy-forward techniques like aggregation.



For marketers, this **impacts the performance data available in very real ways across** digital platforms, including Google Ads. It's especially pronounced in features that rely on third-party cookies today, **like audience marketing, remarketing, and measurement solutions**. After third-party cookies are retired, this will lead to **disruption in campaigns and lost conversion data** if proactive steps are not taken. Downstream products that depend on conversion data will also be affected. All this has performance implications across most Google Ads product areas, including **Search, Display, YouTube, and Shopping**.

Privacy regulations have the potential to impact our ability to use cookies to track measurement and build audience lists



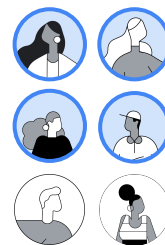
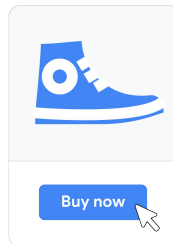
Measurement

Products potentially impacted:
Search, Display, YouTube, and Shopping

Accurate and complete measurement of conversions could be impacted



Purchases



Purchases recorded



Targeting

Products potentially impacted:
Remarketing

Smaller remarketing lists could impact campaign performance



Website visitors



Past converters

No longer available



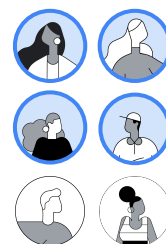
Homepage viewers



Product or offer page viewers



Cart abandoners



List that can be retargeted

The power of preparing now

So why prepare now, when longer-term solutions for privacy-safe growth will take time to develop?

Leading marketers are already investing in making the shift because the key ingredients for building customer trust are also the key ingredients for driving growth.



+270%

Businesses that are successfully building and sustaining customer trust while navigating these shifting expectations have seen 270% returns, or \$2.70 for every dollar they spent on privacy, according to a Cisco study.²



48%

48% of people worldwide have stopped buying or using a service from a company due to privacy concerns.³

Brands who earn a reputation as leaders on privacy see dividends with customers, which only compound with time.

Preparing now also gives you time to future-proof. Google's advanced models are integrated directly into products to help you seamlessly fill measurement gaps. Allowing those models time to gather data, learn, and optimize to meet specific goals gives marketers an advantage over those who wait until privacy changes actually happen.

Get started with the actions that are right for you

Web advertiser

App advertiser



How to take action

There are three key actions marketers should take to move towards privacy-safe growth and future-proofing: **Collect, Measure, and Activate**. Together, these actions combine the power of automation with first-party data and human oversight.



STEP 1

Collect

first-party data



STEP 2

Measure

data accurately



STEP 3

Activate

with automation

Web

- ✓ [Global site tag](#)
(sitewide tagging)
- ✓ First-party data strategy

- ✓ [Enhanced Conversions](#)
- ✓ [Consent Mode*](#)
- ✓ [Google Analytics 4](#)

- ✓ [Customer Match](#)
- ✓ [Smart Bidding](#)
- ✓ Fully automated campaigns
- ✓ [Optimized targeting](#)

* Consent Mode is applicable to advertisers operating in the European Economic Area and the United Kingdom.

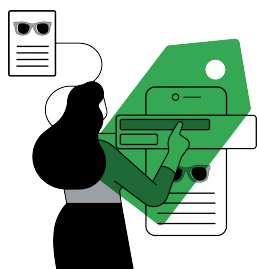


STEP 1

Collect

first-party data

First-party data (1P data), like email addresses and customer purchase history, is the most accurate and privacy-safe option you have, since users give you this information directly. This data isn't available to any of your competitors and represents information your customers have willingly shared with you. Marketers are continuing to invest more in their first-party data relationships as third-party cookies are phased out.

**1P data**

A list of people, known only to you, who you can be certain are interested in your product because you have interacted with them before.

**3P data**

A list of people potentially interested in your product, which is shared with all your competitors.

As third-party data (3P data) becomes less readily available, developing stronger relationships with your customers will become an increasingly vital part of realizing the full value of your marketing investments.

To make it easier to collect and organize insights, Google is investing in new tools to improve the way marketers use first-party data.

**Take action**



Collect

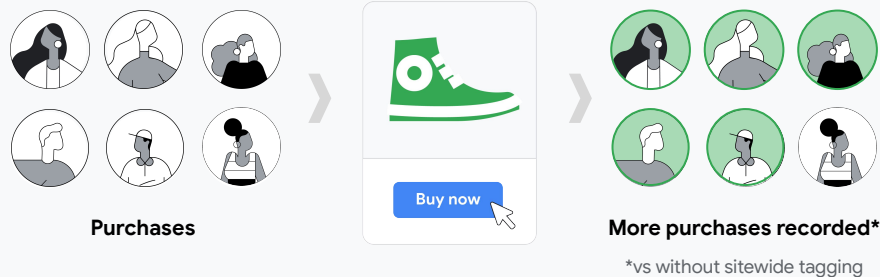
What should you do?



1. Use [Google's global site tag](#) to easily collect first-party data on your website

Placing the global site tag on all pages of your website is the most important step you can take to build a strong measurement foundation. It will be required for all our future measurement solutions and it ensures accurate measurement across browsers in a privacy-safe way.

Enabling global site tag leads to more observable conversions



Global site tag (sitewide tagging)



gtag

For businesses looking for **simple implementation**.



Google Tag Manager

For businesses who need to **manage multiple tags** on their site.



2. Collect emails on your website to enrich your first-party data

Create more value-add opportunities for people to interact with your business to further enhance your first-party data – for example, collecting emails on your website with promotions, subscriptions, lead form submissions, sales, and user profiles.

Why?

2x

Marketers that effectively use their first-party data can **generate double the incremental revenue** from a single ad placement, communication, or outreach.⁴

1.5x

These marketers also see **1.5 times the improvement in cost efficiency** compared to companies with limited data integration.⁵



Collect Case Study



Jobs2Careers doubles conversions and increases workflow efficiency using Google Tag Manager



The challenge

Jobs2Careers is a rapidly expanding company focused on maintaining the type of growth that attracts millions of monthly job seekers to its site. As part of its digital strategy, the company was using Google Ads campaigns to attract the most relevant users to its site: 35- to 54-year-old job seekers. When the company wanted to update campaigns with new creative content, it had to edit tags manually. This painstaking process required collaborative support from marketing and engineering. One team would often have to wait for the other to complete its part of the tag update, causing bottlenecks in its workflow.

The approach

Jobs2Careers turned to Google Tag Manager as a solution to its tagging challenges. Free and easily integrated with existing tags, Tag Manager allowed the company to create one universal tag for a campaign, which everyone on the team could then access and update in a timely and efficient manner. Since Jobs2Careers was already using several Google products, including Google Ads, Tag Manager was easily integrated into the company's existing campaigns.

The results

Using Tag Manager, Jobs2Careers increased the productivity of its teams. The marketing group was freed from its dependence on engineering, and both teams were able to focus on other tasks. And with a more segmented approach to its Search campaigns, Jobs2Careers also grew its conversions. In one specific lead-generation test, its rate almost doubled, from 5.6% to 10.3%. Thanks to the successful initial rollout of Tag Manager, the company intends to continue using it across its Google Ads campaigns.

“As a technology company, it is very important for us to remain cutting-edge, especially in marketing and engineering. With Tag Manager, we are able to do exactly this. Marketing has found a new level of autonomy and sophistication with our campaigns, while engineering is able to focus on higher-level projects that will continue to propel us forward in our industry.”

— Jack Chang, Chief SEO Analyst, Jobs2Careers

2x increase in conversion rates through lead-generation testing

jobs2careers.com

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Collect Case Study



Paycor finds new growth paths among mid-market businesses using Google solutions



The challenge

Paycor struggled to identify **valuable small business leads**, and partnered with Metric Theory to find new growth paths among mid-market businesses with 50-500 employees.

The approach

Metric Theory and Paycor began by developing a measurement plan and **integrating Paycor's CRM data with Google Ads** using Offline Conversion Tracking, allowing Metric Theory to identify which keyword types were driving mid-market leads and closed deals. In order to bid toward these business outcomes, Paycor and Metric Theory **assigned values to form fills and MQLs, pulled in actual revenue from closed deals**, and implemented tROAS Smart Bidding.

The results

Using first-party data and Smart Bidding enabled Paycor to drive more qualified leads and revenue by optimizing bids in real time to reach the most valuable potential customers and drive bottom-of-the-funnel success.

105% increase in revenue

210% increase in deals

26% increase in ROAS

paycor.com

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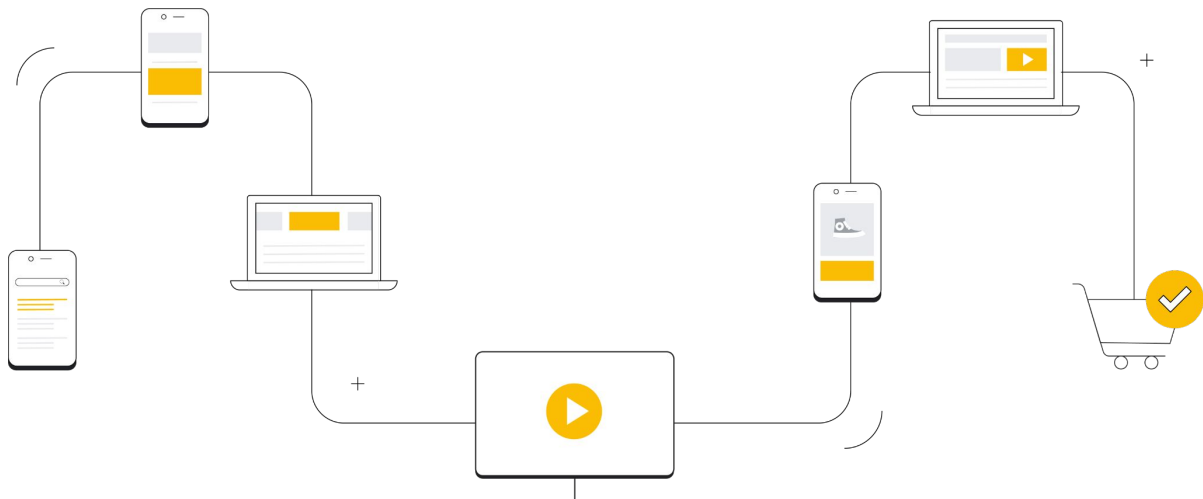


STEP 2

Measure

data accurately

Once you're successfully collecting first-party data, it's time to put it to use. Proper analysis and measurement can help ensure that you're seeing a representative view of performance across channels – letting you generate insights and adjust your marketing strategy accordingly.

**Take action**



What should you do?



1. After setting up the global site tag, you can now implement **enhanced conversions (beta)*** (broadly available this summer) to increase the accuracy of conversion measurement across Search and YouTube. Enhanced conversions automatically matches consented first-party conversion data to Google signed-in user data (all anonymized) and helps recover conversions that otherwise can't be measured.



2. **Consent Mode (beta),*** available for users with the global site tag setup, enables the customization of how tags behave when users choose their consent preferences. This helps advertisers measure conversions more effectively while respecting user consent for cookies.

*Consent Mode is applicable to advertisers operating in the European Economic Area and the United Kingdom.

On websites using consent banners, users can choose to decline consent for usage of cookies, which can impact the measurable data available in your Google Ads account. Consent mode solves this challenge, while respecting user choice, by communicating the consent status of a user to Google Ads and improving the accuracy of your data through reporting and modeling.



3. Even with a robust tagging infrastructure in place, gaps in your measurement may still occur due to industry challenges, such as lack of user consent or browser restrictions. **Conversion modeling is a measurement solution that uses machine learning** to fill measurement gaps and provides your automated bidding strategy with better and more accurate conversion data. It's directly integrated into Google Ads products, so you may find this modeled data in your conversions reporting column.



4. Use the **Google Analytics 4 properties** (the new Google Analytics for app and web), which unifies and simplifies data processing, reporting, audiences, and analysis of all customer interactions across your site and app.

Why?

3.5%

Companies that adopt enhanced conversions see a 3.5% median increase in conversion rates for Search,⁶ which is expected to increase over time.

70%

Early results from Google Ads have shown that, on average, conversion modeling through Consent Mode recovers more than 70% of ad-click-to-conversion journeys lost due to user cookie consent choices.⁷

12%

Companies that adopt enhanced conversion see a 12% median increase in conversion rate for YouTube for Action.⁸



Enhanced conversions helps Tennis Express serve up privacy-safe growth



The challenge

Tennis Express, a US-based sports apparel retailer, partnered with its agency, Digital Native, to futureproof its measurement capabilities and anticipate the deprecation of third-party cookies. To grow its first-party data, the first step was to build a solid foundation by implementing a first-party tagging strategy.

The approach

Tennis Express began by looking into its Google Site Tag implementation – it identified untagged site URLs and grew gtag adoption to over 98% of pages using Google Tag Manager. After laying this foundation to accurately measure first-party data, it activated enhanced conversions modeling to increase the accuracy of conversion tracking after recent browser regulatory updates, and to fuel Search campaign performance.

The results

As a result, the percentage of conversions that came from first-party rather than third-party cookies increased to 89%. By ensuring a strong gtag footprint and activating enhanced conversions, it built a foundation to drive growth in a privacy-safe manner, increasing conversions by +114% year-over-year across Search campaigns.

“Google was instrumental in maintaining our data integrity and reducing reliance on third-party data.”

— Philip Segal, Chief Optimizer of Digital Media

98% gtag depth

89% conversion durability

+114% conversions YoY

tennisexpress.com

Google Ads



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How TUI measured 7.1% more conversions with Consent Mode



The challenge

Starting in 2020, the travel industry has undergone many challenges with COVID-19. With marketing efficiency being at the forefront for all businesses in the travel industry, having accurate, privacy-centric, measurement was critical for TUI. On top of all this, TUI had recently launched a new website with a new cookie-consent banner. This meant people visiting TUI's site were able to set their consent choices for cookie usage. If people did not consent, TUI was not able to measure conversions in a detailed manner.

The approach

TUI discussed these challenges with its Google account team, and together they discussed potential solutions. As a temporary first step, target adjustments were made to automated bidding solutions in TUI's Google Ads campaigns to mitigate the effects of unmeasured conversions.

Then, TUI decided to future-proof its measurement by implementing Consent Mode on its websites in the Netherlands and Belgium. Implementation was made easier as TUI was already using Google Tag Manager. Consent Mode enabled TUI's website to adjust Google tag behavior on its website based on a user's cookie-consent choice, plus it enabled modeling for conversions that could not be measured if a user declined consent for cookies.

The results

After implementing Consent Mode, TUI saw a 7% increase in conversions measured in its Google Ads campaigns, while respecting users' consent choices. Now TUI was able to attribute conversions to the campaign that drove them and better optimize campaign bids and reallocate budget toward the best performers.

“Consent Mode has had a positive impact on our conversion measurement capabilities, in a privacy-friendly way.”

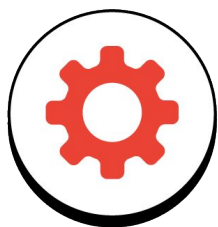
— Jeroen Maaijen, Manager Digital Performance TUI NL

+7.1% extra conversions measured

tui.co.uk

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Google Ads



STEP 3

Activate

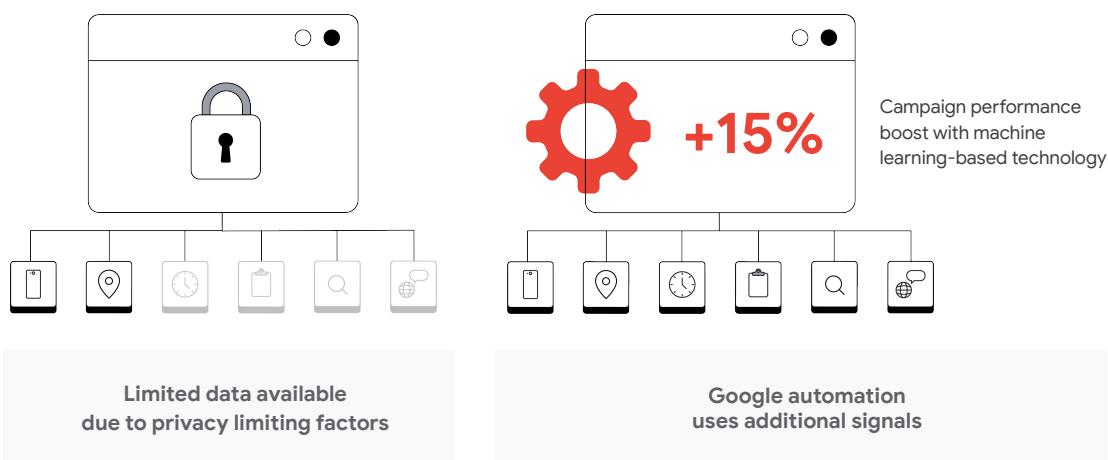
with automation

By having a strong tagging infrastructure, robust first-party data, and privacy-safe measurement in place, you'll be ready to use Google's automated solutions to unlock better results from your campaigns.

Your first-party data can provide critical insights into your customers' journeys from ad click to action. It also serves as a foundation for conversion modeling.

When there's less user data available, conversion modeling and machine learning help to fill the measurement gaps by intelligently combining your first-party data with other available signals.

This means we're continually optimizing for you in real time to achieve your specific performance goals — reaching the right customers with the right message in the right context.



Take action



Activate

What should you do?



1. Use **Customer Match** to automatically connect your customers' first-party data to signed-in Google users we have in common – though they're still anonymized.



2. **Maximize your performance with automated bidding strategies** like Target ROAS* or Maximize conversion value to get high-quality users within your budget.

*Target ROAS is now known as Maximize conversion value with optional target ROAS.



3. Use **fully automated solutions** (such as Smart Display, Smart Shopping campaigns) to prepare for a privacy-safe future. Fully automated targeting is more dynamic, predictive, and flexible than manual targeting as it uses the best combination of signals to reach the people most likely to convert. This can help you stay on track toward performance goals even when third-party cookies are phased out.



4. Your audience list size could be impacted by privacy changes, so consider using **optimized targeting** (full rollout coming soon) to reach new and relevant audiences with your Video, Discovery, or Display campaigns. Optimized targeting looks beyond manually selected audience segments in your campaign to find valuable audience segments you may have missed with the goal of improving your campaign performance.

Why?

14%

On average, advertisers that switch from tCPA to tROAS can see **14% conversion value** at similar return on ad spend.⁹

40%

Application of machine learning technology for the average company leads to more than a **40% reduction of your cost per action (CPA)**, and up to a 33% improvement of your return on ad spend (ROAS).¹⁰

35%

Marketers using advanced machine learning technology with skilled human oversight **can improve their campaign performance by up to 35%**.¹¹



Activate Case Study

business.com

business.com increases its bottom-line performance through value-based bidding



The challenge

Online marketplace Business.com helps business owners buy everything they need to run a business – from equipment to services to software. The number of leads that each partner – or seller – requires from business.com varies every day, depending on the competitive landscape, seasonalities, and so on. The pandemic impacted the demand for leads from certain categories – home renovation services became less popular, while office desks or point-of-sale systems saw an increase in CPC. business.com was manually adjusting its bids to match the changing demand of each category, trying to maximize its projected revenue.

The approach

The company had built a backend system to weigh the value of leads according to category demand, and used this information to project its revenue and adjust its manual bidding. In order to capture dynamic demand in a cost-effective way, Business.com started importing its real-time data into Google Ads, and used automation to bid toward its most valuable leads – customers who bring the highest revenue to partners and Business.com. Using a combination of predicted and actual revenue values to inform the algorithm, Business.com shifted to a target return on ad spend (tROAS) automated bidding strategy to optimize for profitability.

The results

After integrating its real-time offline data with Google Ads and activating that data with tROAS automated bidding, Business.com saw a 31% increase in conversion value of leads and a 10% increase in conversion volume. Using automation to bid to the full value of a lead enabled Business.com to generate high-quality leads at scale as efficiently as possible, and even helped identify new categories for expansion.

“Since implementing Smart Bidding across our B2B-focused campaigns, we’ve seen significant improvements to bottom-line performance and spend efficiency, as well as time savings for our team. Our Google partners have been there with us every step of the way to ensure all stakeholders understood how we connect hands-on expertise with the Google Smart Bidding algorithms.”

— *business.com*
online marketing team

31% increase in conversion value of leads

10% increase in conversion volume

business.com

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Activate Case Study



Bookseller ThriftBooks increases revenue by 41% with Smart Bidding



About

ThriftBooks is the largest direct-to-consumer seller of used books in the world, with more than 13 million titles in stock at any given time. Wheelhouse DMG has managed paid search for ThriftBooks since 2011, driving average annual revenue increases of 64% while simultaneously meeting or exceeding ROAS targets.

The challenge

Driving strong ROI for a bookseller with 13 million titles requires a digital advertising approach that's both expansive and highly responsive. ThriftBooks often sees frequent fluctuations in marketplace demand for specific titles and used books in general, so it needed a strategy that adapts to the dynamic nature of its used book inventory. The large breadth of inventory coupled with a high daily order volume meant that infrequent bid adjustments made by Wheelhouse DMG's third-party platform was not allowing the agency to maximize value in real time.

The approach

Wheelhouse DMG began testing target return on ad spend (tROAS) Smart Bidding for select campaigns in late 2019, carefully tuning campaigns and expanding implementation only when ROAS targets were met. By January of 2020, performance was consistently meeting or exceeding ROAS targets and Wheelhouse DMG began to expand Smart Bidding across the account – work that accelerated as the business climate and consumer purchasing habits dramatically changed in early March 2020.

The results

In part through utilizing Smart Bidding (tROAS), Wheelhouse DMG was able to increase January and February 2020 revenue by 41% on a year-over-year basis, while maintaining ThriftBooks' target ROAS. Smart Bidding also assisted a more recent milestone for ThriftBooks, where the company saw record daily revenue for two consecutive weeks in April 2020.

"We're thrilled with the business value Wheelhouse DMG has been able to drive using Smart Bidding."

- Barbara Hagen, VP Sales & Marketing, ThriftBooks

41% YoY Revenue increase

27% YoY Conversion increase

6% YoY CVR increase

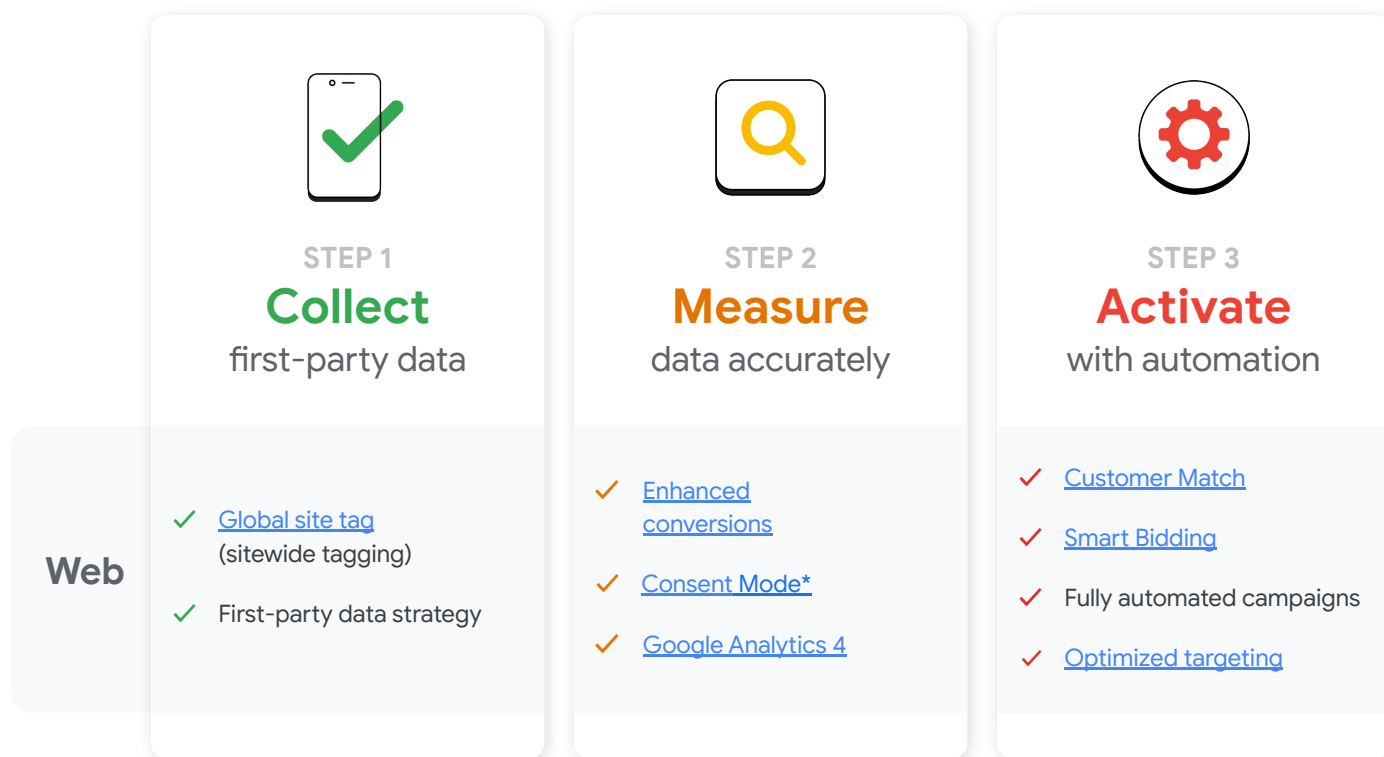
thriftbooks.com

Google Ads | wheelhouse/dmg



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Three-step framework for privacy-safe growth



* Consent Mode is applicable to advertisers operating in the European Economic Area and the United Kingdom.

Be ready today and for the future

As marketers, we also live our lives as consumers and value our own privacy. So we have the responsibility and the opportunity to help usher in a privacy-safe future for our customers while still achieving our business goals.

The future is here, so let's start taking these steps together today:

- **Collect** first-party data enabled by the global site tag.
- **Measure** data effectively using advanced measurement solutions and Google Analytics.
- **Activate** your data using automation.

Subscribe to Think with Google to stay up to date on best practices around [digital privacy and trust](#).

While a privacy-safe future is still taking shape, **brands that build trust as leaders on privacy now will earn their customers' loyalty for years to come.**

How to take action

Mobile ad identifiers used for app advertising are also facing privacy-related changes. Specifically, Apple's latest privacy shifts for iOS 14 include several requirements that app advertisers need to comply with now to promote their apps.

There are **three key actions marketers should take to move toward compliance, privacy-safe growth, and future-proofing: Collect, Measure, and Activate**. Together, these actions will help you adhere to industry restrictions and combine first-party data with the power of automation.



STEP 1

Collect

first-party data

- ✓ First-party data strategy
- ✓ [Google Analytics for Firebase](#)



STEP 2

Measure

data accurately

- ✓ [Google Analytics 4](#)



STEP 3

Activate

with automation

- ✓ App campaigns

App



STEP 1

Collect

first-party data

First-party data (1P data), like email addresses and customer purchase history, is the most accurate and privacy-safe option you have, since users give you this information directly. This data isn't available to any of your competitors and represents information your customers have willingly shared with you. Marketers are continuing to invest more in their first-party data relationships as third-party cookies are phased out.

**1P data**

First-party data is a list of **people – known only to you** – that you can be certain **are interested in your product** because you have interacted with them before.

**3P data**

Third-party data is a list of **people potentially interested in your product**, which is shared with all your competitors.

Regardless of whether you are collecting first- or third-party data, Apple's App Tracking Transparency (ATT) policy will require iOS developers to ask for permission when they use certain information from other companies' apps and websites for advertising purposes, even if they already have user consent.


**Take action**




Collect

What should you do?

1. [iOS only] Optimize your Apps Tracking and Transparency



prompt (ATT) if you choose to implement it in your app. Experiment with different explanatory or primer messaging before showing the ATT prompt in order to increase your customers' understanding of how the data is used and, thus, opt-in rates (also known as consent rates). Consent enables you to access iOS IDFAs, which provides your business with user- and event-level identifiers beneficial to ad personalization and measurement.



2. Implement or update the Google Analytics for Firebase SDK to automatically configure SKAdNetwork support. Data collected from Google Analytics for Firebase SDK for signed-in Google users will be surfaced through the robust transparency and control account tools that Google has built to safeguard users' data.

Why?



When deciding whether to install an app, **price and privacy** are the most important factors.¹²

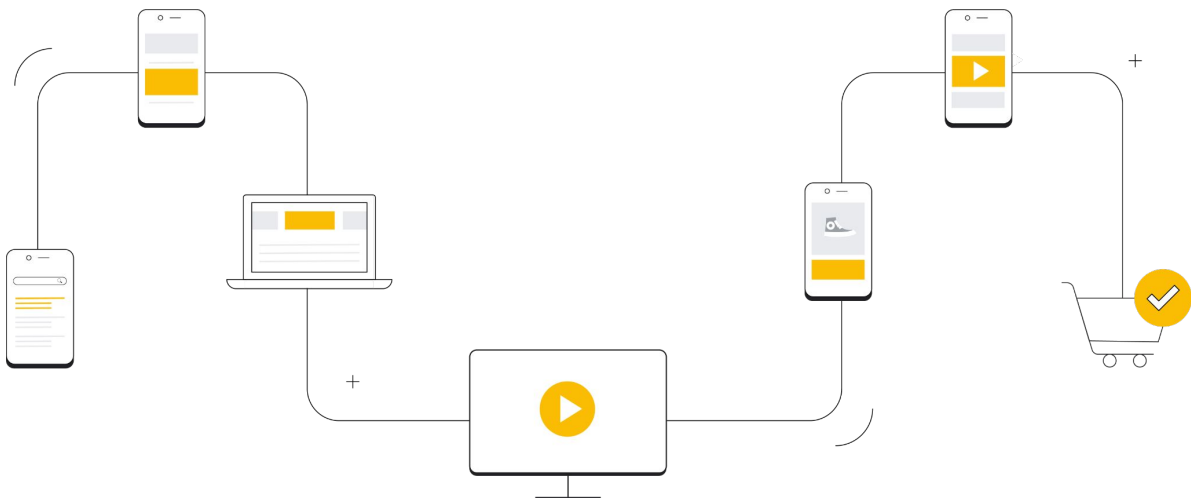


STEP 2

Measure

data accurately

Once the groundwork for privacy compliance and your in-app event tracking have been developed, it's time to put the data to use. Proper event and conversion tracking can help ensure you're seeing a representative view of performance across channels, generate customer insights, and tailor your marketing efforts accordingly.

**Take action**



What should you do?



1. Use **Google Analytics 4 properties** (the new Google Analytics for app and web) to get data on cross-device user behavior.



2. Even with a robust tagging infrastructure in place, gaps in your measurement may still occur due to industry challenges, such as lack of user consent or browser restrictions. **Conversion modeling is an advanced measurement solution** that uses machine learning to fill measurement gaps and provide your automated bidding strategy with better and more accurate conversion data. It's directly integrated into Google Ads products, so you'll find this modeled data – including your install, in-app action, and conversion value – in your conversions reporting column.



If you want to view reporting data for SKAdNetwork specifically, you can go to Google Ads > Reports > Predefined reports > Other > SkAdNetwork conversions. This SKAdNetwork reporting data will be in the Google Ads API in the coming months.



3. **Expect fluctuations in iOS App campaigns traffic** and your campaign volume. For App campaigns for engagement, you will see a significant decrease in reach.

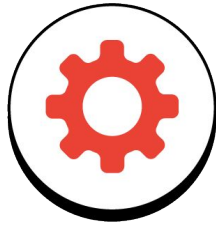
Why?

75%

of online adults start an activity on one device, **but continue or finish it on another**.¹³

3x

Amount that omnichannel shoppers spend relative to single-channel shoppers.¹⁴



STEP 3

Activate

with automation

By having a strong tagging infrastructure, robust first-party data, and privacy-safe measurement in place, you'll be ready to use Google's automated solutions to unlock better results from your campaigns.

Your first-party data provides critical insights into your customers' journeys from ad click to app action. It also serves as a foundation for conversion modeling. Google's machine learning can apply statistical patterns from your first-party data to portions of your app traffic where data is incomplete or missing, helping improve your App campaign measurement and performance.

We no longer optimize with
one-dimensional **proxies**

Age

Gender

Device

Category

4

proxies

100
proxies

Instead, we optimize using
multidimensional **signals**

100+
proxies300M+
combinations**Take action**



Activate

What should you do?



1. Link Google Analytics and Google Ads to benefit from automation, with faster campaign ramp-up times and automated similar audiences when you bid on your Google Analytics conversions in your Google Ads campaigns.



2. Optimize for advanced bidding solutions on Android like target cost-per-action (target CPA) or target return on ad spend (target ROAS)* to acquire high-quality users likely to complete your predetermined in-app actions.

* Target ROAS is now known as Maximize conversion value with an optional target ROAS.



3. Consolidate iOS App campaigns and use only target cost per install (target CPI) or Target CPA bidding with eight or fewer app install campaigns for each of your iOS apps to maintain optimal performance due to SKAdNetwork's campaign limitation.



Pro tip: If you're participating in our beta for target ROAS campaigns on iOS, you should pause these campaigns and revert to target CPA campaigns.

Why?

+20%

The median campaign that switched to using Google Analytics for Firebase conversions for bidding saw a **+13% increase in installs** and a **+20% increase in in-app events** with no significant change to cost per conversion.*¹⁵

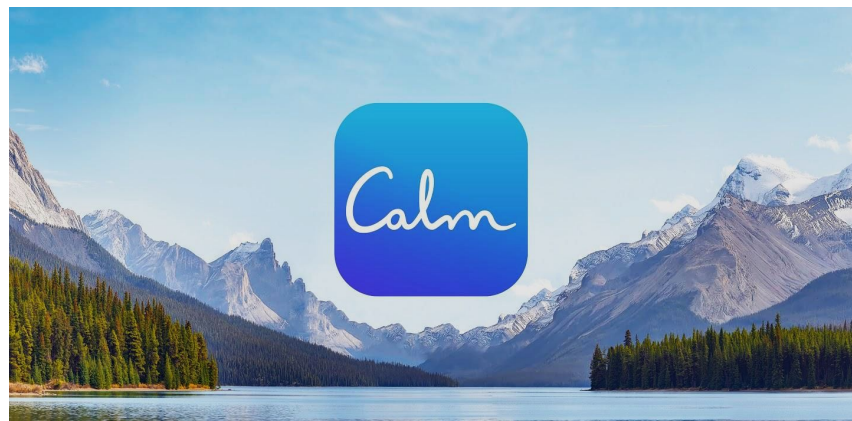
* Median uplift in performance based on internal tests. Individual results may vary according to campaign details.



Activate Case Study



Calm sees significant improvements to App campaigns with Google Analytics for Firebase



The challenge

Calm is a meditation app designed to help users reduce stress, sleep better, and improve focus. Having worked with Google Ads for several years, Calm had enjoyed significant success in acquiring new users, but now faced the challenge of scaling these efforts. Moving beyond the “low hanging fruit” required a larger cost per acquisition (CPA), which Calm needed to reduce in order to scale.

The approach

Calm decided to optimize its App campaigns with the actions it was tracking in Google Analytics for Firebase. By integrating its App campaigns with Google Analytics for Firebase, it was able to improve the scale and efficiency of its ads. In particular, due to a considerable CPA improvement, it allowed the company’s ads to show across a wider range of Google inventories, helping it to achieve a greater presence on domains like YouTube and Display, which the App campaigns had been less able to serve previously.

The results

The new system demonstrated the benefits of optimizing towards actions tracked with Google Analytics for Firebase because of its real-time integration with Google Ads. On Android, Calm’s CPA was 12.5% better, providing 32% more installs. For iOS, the numbers were also strong, with a 9.4% lower CPA and a 71.5% higher number of installs. Calm is currently migrating all of its Google Ads campaigns to use Google Analytics for Firebase conversion actions, and intends to proceed with scaling its ad spend.

32% more installs
on Android

71.5% more installs
on iOS

calm.com

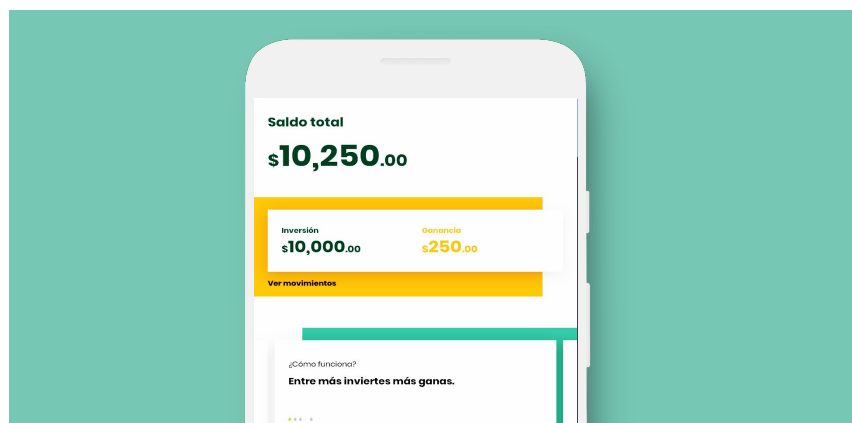
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Activate Case Study



Fintech app DINN accelerates growth with Firebase



About

DINN is a fintech app that helps young, first-time investors save money more effectively and become familiar with investing.

The challenge

Grupo Financiero Actinver, an investment bank in Mexico, traditionally relied on personal relationships to grow its clientele. In 2018, it began exploring new ways to attract young professionals. It built an app to appeal to this audience of digital natives, then looked to Google to help it learn how to engage with first-time investors and grow its customer base.

The approach

DINN built a marketing strategy that started with an App campaign to target users likely to install. DINN used machine learning to optimize and shift campaigns to target users more likely to become customers. By implementing Google Analytics for Firebase, DINN was able to learn about its new customers and monitor performance. These insights helped it understand the user journey, update its strategy to reduce churn, and improve functionality within its app.

The results

Using App campaigns, DINN was able to more than double its user base month-over-month and saw a 300% increase in conversions. Firebase provided DINN with insights into why customers churn, allowing the team to develop targeted messages to bring them back to the app. DINN is looking to achieve exponential growth and capture a large portion of the market. It plans to use App campaigns for re-engagement and increase in-app messages to reach this goal.

“All of our efforts are focused on performance. Our results are incredible. We are really excited about the growth we are seeing.”

--Diego Gonzalez Montesinos,
Head of DINN

300K installs

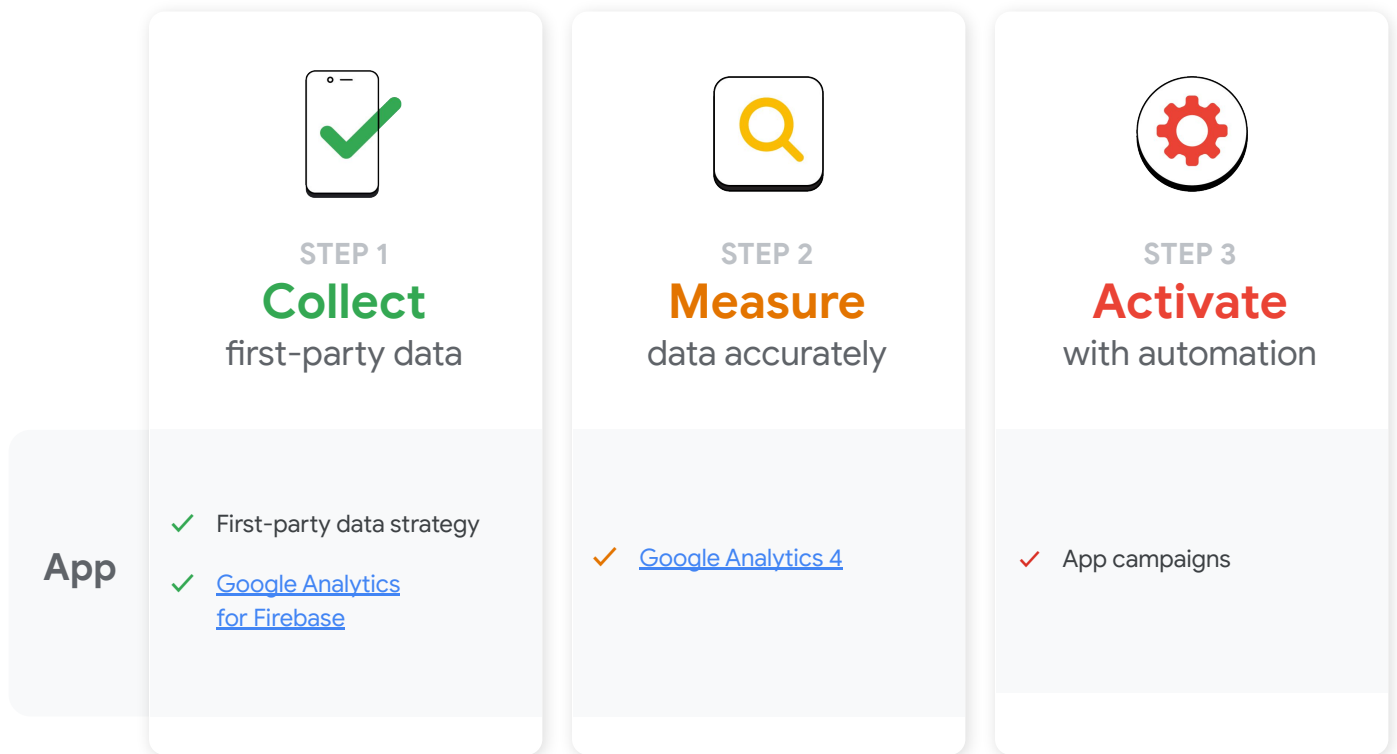
300% uplift in conversions QoQ

2x increase in users month-over-month

dinn.com.mx

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Three-step framework for privacy-safe growth



Be ready today and for the future

As marketers, we also live our lives as consumers and value privacy. So we have the responsibility and the opportunity to help usher in a privacy-safe future for our customers that is additive to achieving our business goals.

The steps are right in front of us, so let's act together today:

- **Collect** first-party data with [Google Analytics for Firebase](#).
- **Measure** data effectively using [Google Analytics 4](#).
- **Activate** your data using App campaigns.

Subscribe to Think with Google to stay up to date on best practices around [digital privacy and trust](#).

While a privacy-safe future is still taking shape, **brands that build trust as leaders on privacy now will earn their customers' loyalty for years to come.**

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