



Google's privacy-safe solutions

Key privacy-safe solutions that you can activate today

Key solution	Privacy-safe attributes
Consent Mode	Consent mode allows advertisers to respect user consent choices by communicating user consent status to Google tags (implemented via gtag.js or the Google Tag Manager tag) and adjusting tag behavior for ads and analytics cookies on their sites. Using consent signals, we leverage Google's conversion modeling solutions to fill in measurement gaps and recover lost conversions due to consent choices. In turn, advertisers gain a more accurate understanding of their ad performance.
Enhanced Conversions	Conversion Tracking feature which preserves accurate conversion measurement when cookies are not available, by increasing observable data and improving overall quality of conversion modeling. Conversion tag captures hashed customer data (e.g. email address) and then matches it against Google's hashed logged-in data. Conversions that otherwise would not have been measured can be attributed to ads in a privacy-safe way.
Google Analytics 4 (GA4)	Google's app and web analytics solution that represents the future of measurement. By leveraging Google's world class machine learning abilities, GA4 is able to provide predictive insights and opportunities for user journey measurement and audience activation in a world where third party cookie-based measurement is becoming scarce. Key components that make GA4 a game-changer when it comes to meeting privacy expectations: • Granular controls for data collection and usage • New options for on-boarding first-party data • Conversion and behavioral measurement via modeling to fill gaps for app and web traffic • Audience activation via privacy-preserving APIs and new integrations
Google Analytics for Firebase (GA4F)	GA4F is a Google Analytics 4 module available within Google's integrated app developer platform, Firebase. It provides event-centric in-app behavioral analytics and compliments cross-network attribution for both Android and iOS. All-in-one way to generate, capture, catalog, and utilize first-party data while seamlessly integrating all of the privacy components of GA4. Improves flexibility in meeting user privacy expectations without compromising campaign performance.
On-device conversion measurement for iOS	Google's privacy-preserving conversion modeling technology for iOS. This solution uses a cryptographic protocol, Private Set Membership (PSM) to increase conversion observability for campaign models. It provides an additional source of ground truth used to power and enhance Google's machine learning (modeling), a key element of privacy durability. Relying on on-device matching of advertiser's first-party data (email addresses), where neither the advertiser nor Google can ever identify the individual, as no user data leaves the device. Privacy-centric way to maintain scale & stability of iOS app media while improving overall quality of conversion modeling.

Measurement



Google's privacy-safe solutions

Key privacy-safe solutions that you can activate today

Key solution		Privacy-safe attributes
Audience	Customer Match	Audience solution that matches Google users against the marketer's own first-party data, helping them to reach their customers across Search, Gmail, Shopping, YouTube, and Discovery campaigns. Customer Match relies on first-party data that the customer owns. Customers can upload their consented first-party user data, which is hashed to protect data privacy. Customer Match data also informs modeling and automated campaigns (e.g. Performance Max). Leveraging first-party data to reach existing customers and finding new ones on Google's Owned & Operated properties is key to achieving sustainable long-term growth.
	Optimized Targeting	Reach new and relevant audiences across Google Display Campaigns, Discovery, and YouTube Video Action with ease, powered by our privacy forward machine learning models. Optimized targeting builds off of existing targeting inputs – such as the campaign's core audiences or your own first-party data – to find new, high-performing Google audiences for you. Optimized targeting ensures advertisers are prepared for a world with limited 3P cookies and identifiers. It is an effective strategy to mitigate iOS14 targeting impact that no longer allows remarketing and customer match data, cookie loss, and additional technology changes.
Bidding	Smart Bidding	Subset of automated bid strategies that uses machine learning to optimize for conversions or conversion value in each and every auction to maximize your ROI target or budget. Smart Bidding uses both observed and modeled conversion data along with billions of combinations of signals to set precise bids in each auction. It's a robust and durable solution that is fueled by combining your first-party conversion data, for example, sales or leads, together with the power of Google's machine learning algorithms.
Formats	App Campaigns for Installs (ACi)	A fully-automated iOS or Android app campaign option that enables marketers to reach users across Google's largest properties to drive app installs and in-app conversions like purchases, registrations, etc. ACi is an automated campaign solution reliant on machine learning to connect and activate durable first-party data at scale and measure conversions that could not otherwise be observed.