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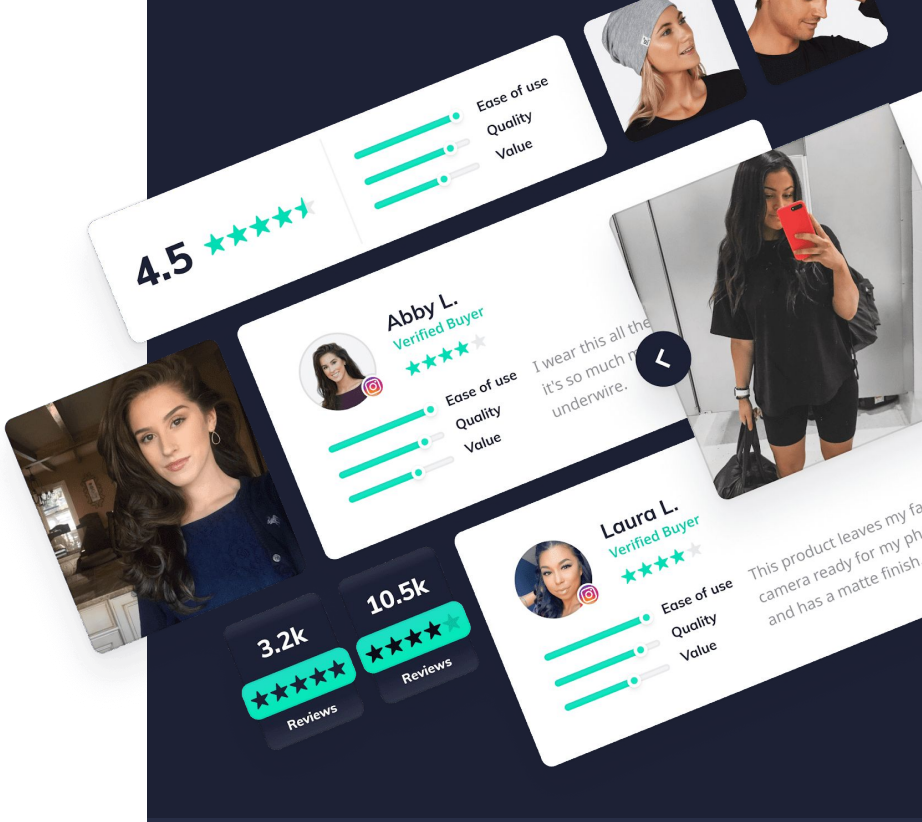
iOS Privacy Changes:

WHAT THEY MEAN AND HOW TO ADAPT TO THE NEW CREATIVE LANDSCAPE

Okendo

A Shopify marketing app for high-growth DTC brands.

- ★ Best-in-class product ratings & reviews, customer photos/videos and Q&A.
- ★ Proven to help merchants increase conversion rate, AOV and CLTV.



shopifyplus CERTIFIED APP

350+ REVIEWS shopify app store

125+ REVIEWS Capterra

shopify shopifyplus

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Trusted by 4,000+ of Shopify's fastest growing brands

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Okendo Masterclass

1. Bring in the experts to discuss the most popular topics in ecommerce
2. Provide actionable insights to our community
3. Ask Q&A: we'll be answering throughout the webinar!
4. You will receive a recording of the webinar & a copy of the presentation deck

Speakers

Lindsay Kolinsky
Okendo - Moderator
Partner Marketing Manager

Josh Henry Hicks
Mutesix Speaker
VP, Paid Social

Shaun Lewin
MuteSix Speaker
Lead Content Producer

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Agenda

1. Current Landscape: iOS 14
2. Strategies To Overcome Signal Loss
3. What to Expect With: iOS15
4. Leveraging Content for Drive Performance

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Who We Are

MuteSix, part of dentsu, has been in the performance marketing space for 8 years focusing on growing and scaling digitally native e-commerce brands. We have developed into a 430+ person agency that manages over $500 million in spend annually for D2C brands. Our strategy is a holistic omnichannel effort utilizing creative and data analytics across the funnel.

We employ a 80-person in-house creative team, called StudioSix, that allocates 100% of their time to creating data-driven, direct-response content built on proven strategies, as well as category-specific learnings and insights. This was one of the main reasons that Dentsu acquired MuteSix over a year ago, but more importantly what allows us to scale brands on the channels that we manage. Our agency has also proudly built a turnkey solution to help brands with a heavy brick-and-mortar footprint quickly pivot during a global pandemic.

#1
Most Awarded FB Ad Agency

430+
people

80+
In-House Creative Team

8 Yrs
Since 2013

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Partnerships

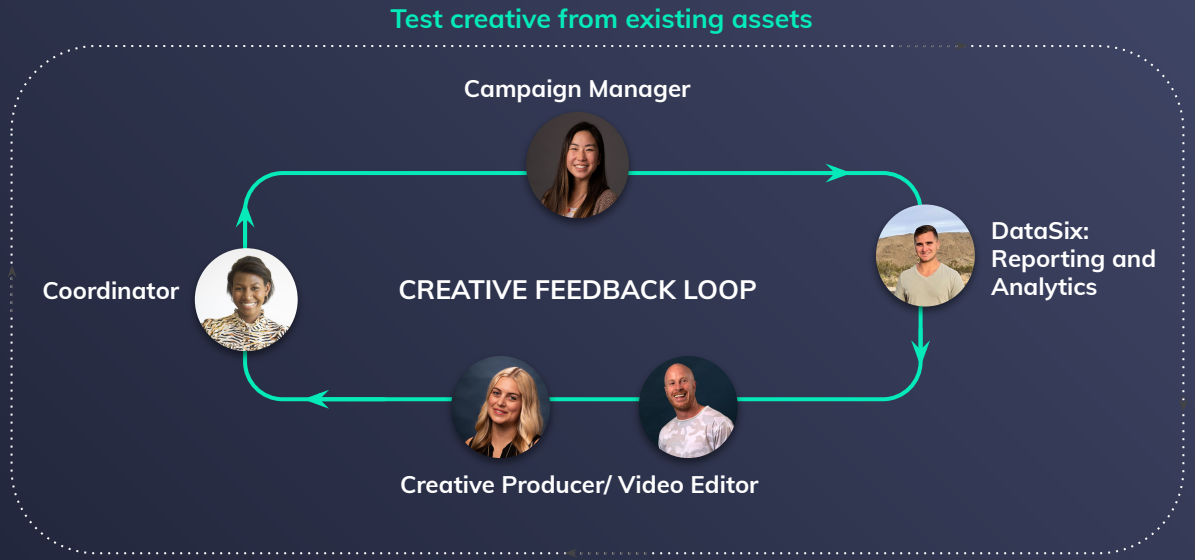
FACEBOOK MARKETING PARTNER
Google Partner
shopifyplus partner
KLAVIYO // MASTER PLATINUM PARTNER
TikTok
amazon
LinkedIn
Pinterest
SnapChat
twitter

Client Roster

petco
MORPHE
CARBON38
Disney
GNC LIVE WELL
THERAGUN
AthleticGreens
allbirds
Fender
LADDER
PAIR OF THIEVES
PUBLIC REC
NUTRiBULLET
BURST
ANKER
MeUndies
NHL.TV
ZUMBA
ring
Pinterest

Learning-Based Pod Structure

Creative / Media Buying Approach



The MuteSix Difference

A DTC growth plan built on proven strategies, category-specific learnings, a data-driven creative team and insights from the agency that has scaled the most DTC brands.

Moving The Needle From Ground Up

The MuteSix Omni-Strategy blueprint for growth (marketing stack)

PHASE 1 - Find Product-Market Fit

Leverage:

- Build Starter Creative to Drive Response
- Launch Facebook/Instagram Ads to find customers
- Email + Pops- Educate and convert with welcome series
- Influencer Partnerships for content and exposure
- Audit onsite ux/ui to increase Conv. Rate and AOV

PHASE 2 - Growth

Introduce:

- Launch Google/YouTube with FB/IG learnings
- Mid-Tier Creative Package - Iterate, test, scale
- Expand FB/IG Ads
- Iterate and test landing pages

PHASE 3 - Hyper-Growth

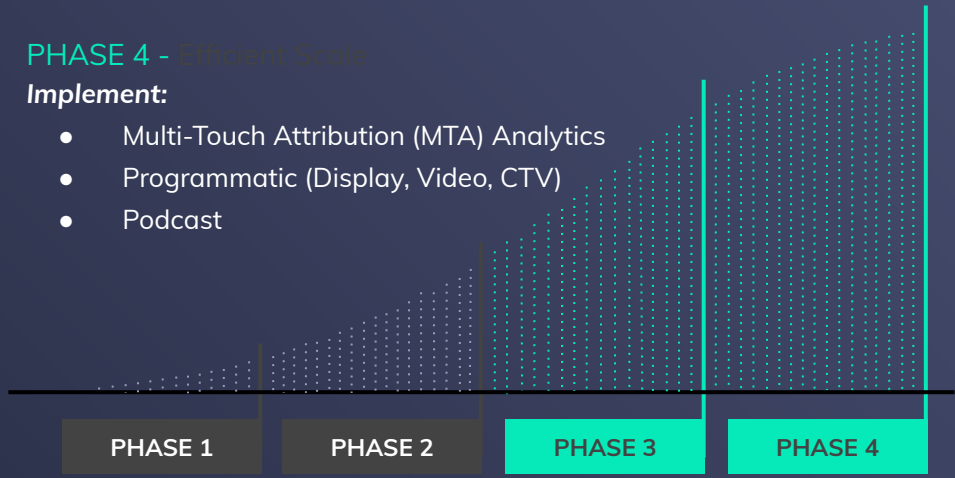
Invest In:

- Hero Production Package built on learnings
- Data Analytics - LTV, model for scale
- Supporting Creative Partnerships with influencers

PHASE 4 - Efficient Scale

Implement:

- Multi-Touch Attribution (MTA) Analytics
- Programmatic (Display, Video, CTV)
- Podcast



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Point 1:

Current Landscape: iOS 14

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iOS 14 Privacy Updates

Apple has officially rolled out their iOS 14 policy changes in May of this year. These changes have impacted how ad platforms target and report on data as users will have more control over what is shared.

What is changing:

1. Apple iOS 14 users are now asked to opt-in to allow data sharing with apps such as Facebook and Instagram
2. This has significantly affected Facebook's ability to track users across websites which is pivotal to its algorithm
3. Longer attribution windows such as 28 day click have been replaced with 7 day click.
4. Purchases data by demographics and platform is no longer available

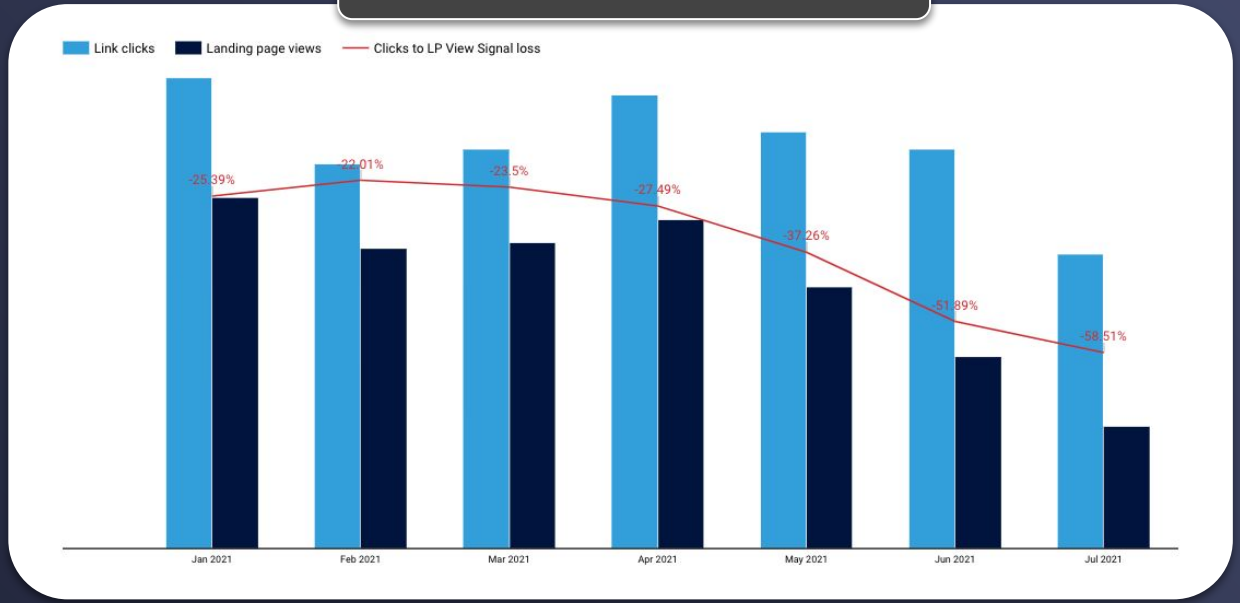
1. Reporting delays in the platform now occur often as all data is sent to apple then past backed to Facebook.
2. Facebook attribution has now shifted from when the purchase is made rather than the click or view

Learn more here.

iOS 14.5 Update

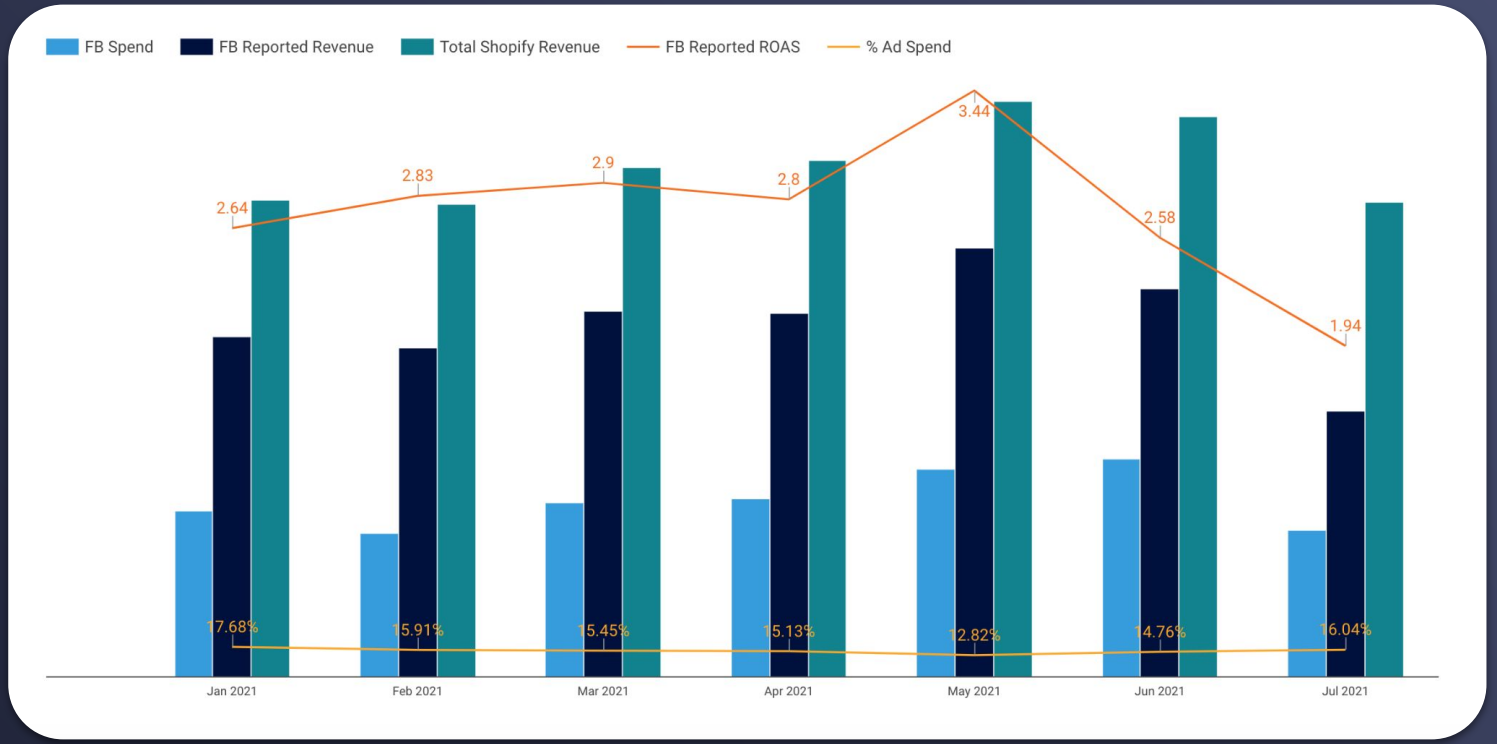
40%+ drop in signal loss when tracking clicks to landing page view

Clicks to LP View Signal Loss



iOS 14.5 Update

True performance remains flat and the platform is still very effective in driving revenue



Point 2:

Strategies To Overcome Signal Loss

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What does this mean for marketers?

PLATFORM COSTS HAVE INCREASED

- Remarketing audience sizes have decreased
- As a result CPMs have increased significantly

DETERMINING PLATFORM PERFORMANCE HAS CHANGED

- In-platform performance metrics have decreased
- E-commerce brands shifting towards blended models

CREATIVE IS MORE IMPORTANT THAN EVER

- As impression cost increase compelling creative can bring down click costs
- Brands with poor creative are struggling to compete on the platform

CHANNEL DIVERSITY IS KEY

- A diversified marketing approach is now more important than ever
- Snapchat, TikTok & Instagram Reels should all work together

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Data That Remains Unaffected

Whilst the iOS14 has restricted data for marketers there are still some sources that remain unaffected by the change.

On-platform Data

1. People who have engaged with your page on Instagram or Facebook
2. People who have viewed your ads or organic content
3. People who have clicked on ad audiences

First Party Data

1. CRM / ESP customer lists
2. SMS lists / Email lists
    a. Subscribers by gender
    b. Purchases by product
    c. Purchases by category

Learn more here.

Point 3:

What to Expect with iOS 15

iOS 14+ & 15 Privacy Updates

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These changes will impact how ad platforms target and report on data, as users will have more control over what is shared.

iOS 14+

What this impacts: FACEBOOK DATA REPORTING

What should you keep in mind?

1. Apple iOS 14+ users are now asked to opt-in to allow data sharing with apps such as Facebook and Instagram, resulting in over 40% signal loss
2. Apple rolling out event attribution that disrupts critical advertising use cases
3. Facebook will move to Aggregated Event Measurement (AEM) that will restrict and delay data up to 48 hours
4. Facebook's default attribution window of 7-day click will shift to a max 1-day view
5. Additional flexibility for Website Conversion Campaigns

iOS 15

What this impacts: EMAIL REPORTING

What should you keep in mind?

1. Apple's iOS 15 update with have three major components that affect email marketing: the ability to turn off open tracking, block your IP address, and hide your email address
2. Start A/B testing subject lines across all flows and campaigns
3. Start A/B optimizing your CTAs
4. Create lower-funnel segments
5. Start launching broad segment sends
6. Use Klaviyo to identify those mail users who will be impacted most

More Resources here:

A CMO's Advice on How to Deal with Changes to Consumer Data Privacy

iOS 15: What You Actually Need To Be Worried About | Views from Klaviyo's CEO (Andrew Bialecki) on the changes

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Point 4:

Leveraging Content to Drive Performance

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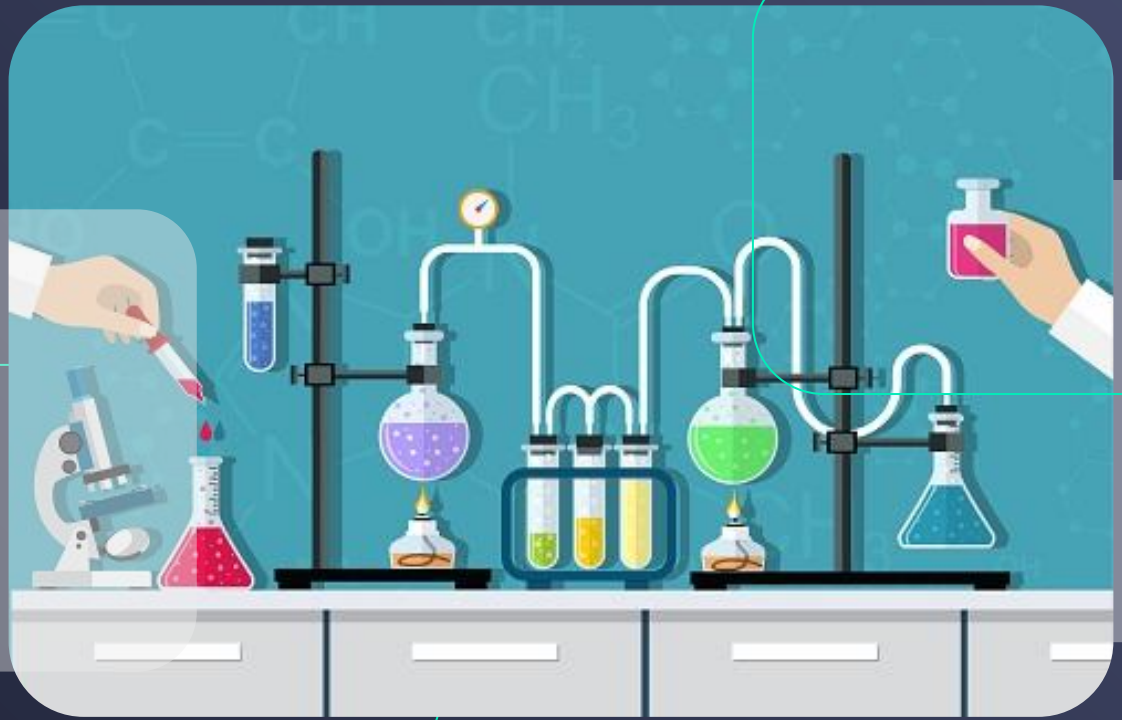
Testing Is More Important Than Ever



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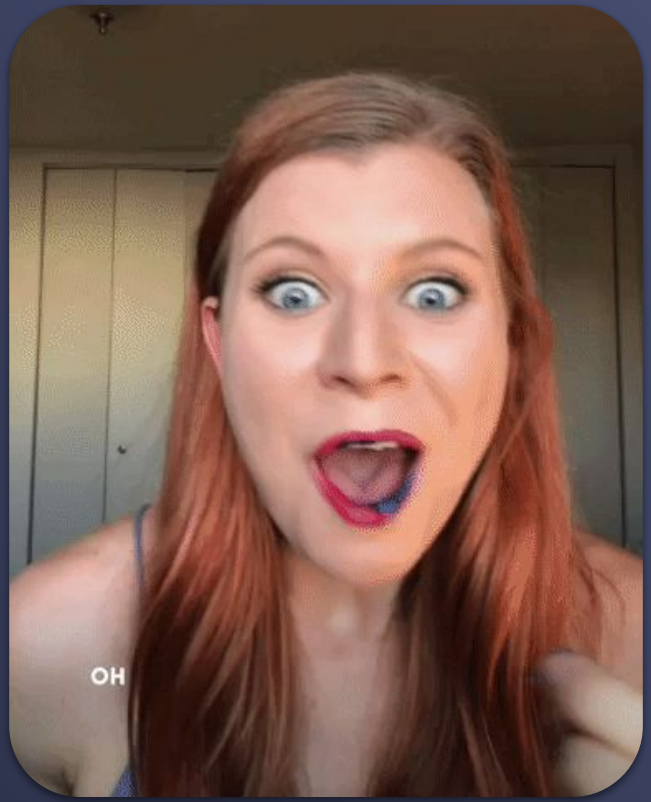
Things To Test

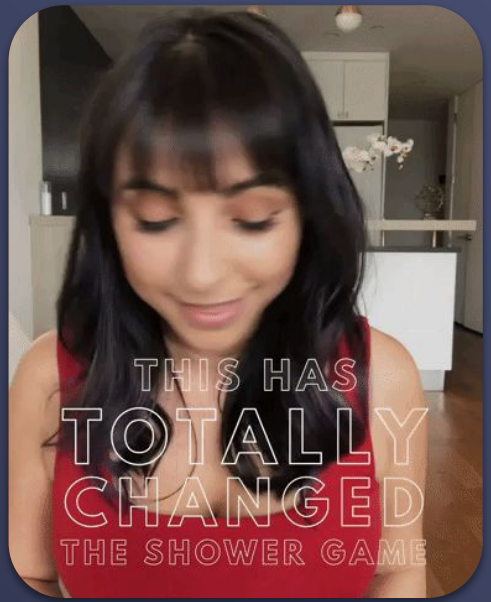
- Thumbstops / Openers
- Sale Sequence
- Text Treatments
- Thumbnails
- Ad Copy



Creative
Best Practices

A

B



Pay Attention to Thumbstop Rates

(3 second video views / impressions)

Pay Attention to Thumbstop Rates

(3 second video views / impressions)

The difference in prospecting performance by having only a difference in visual variation was remarkable:

A got a 12% higher thumbstop rate than B.

As a result, A got a 28% higher CTR than B.

As a result, A got a 24% lower CPA than B.

A

B

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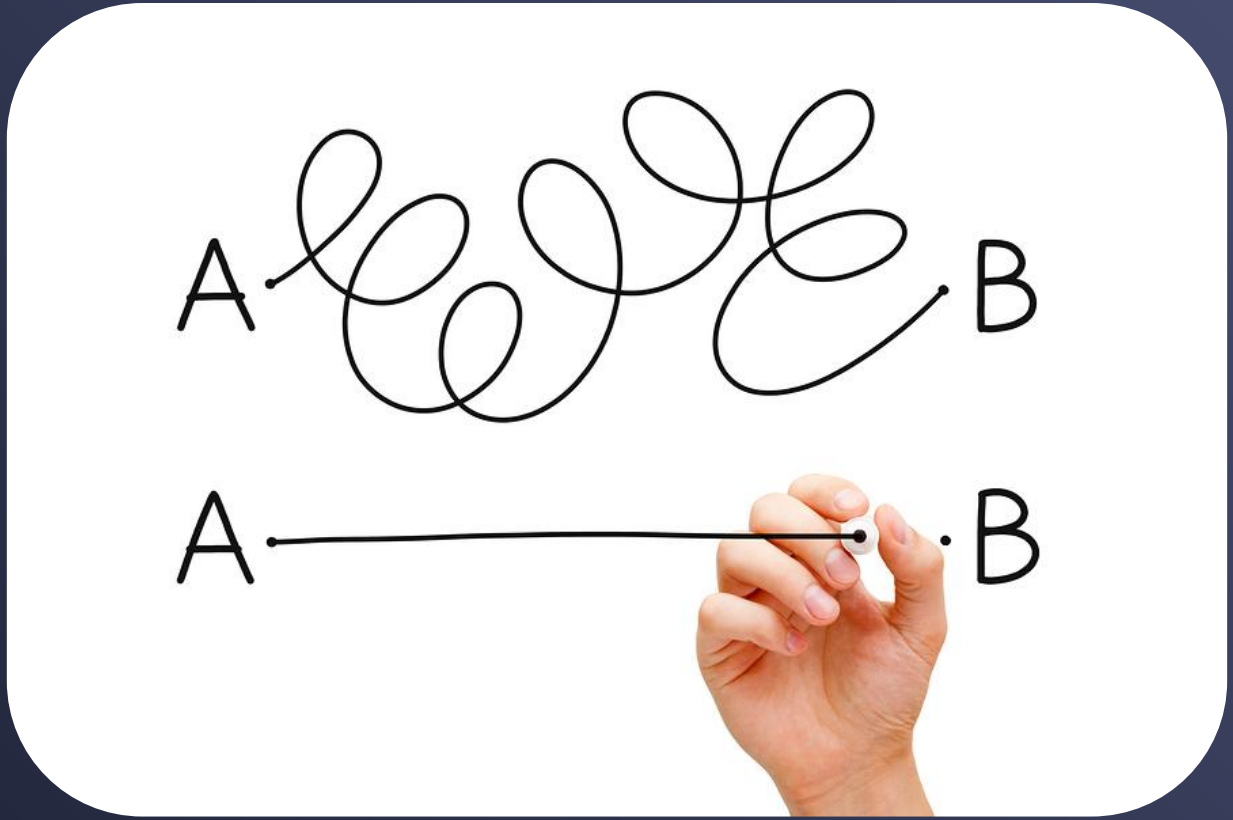
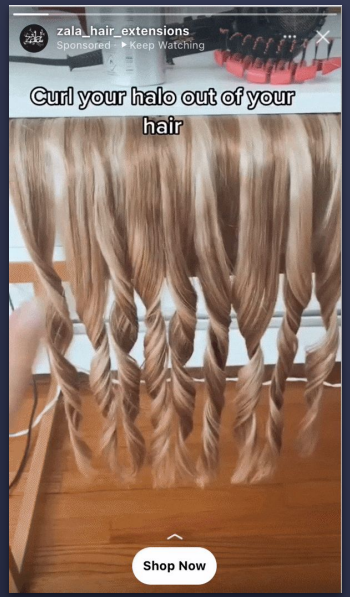
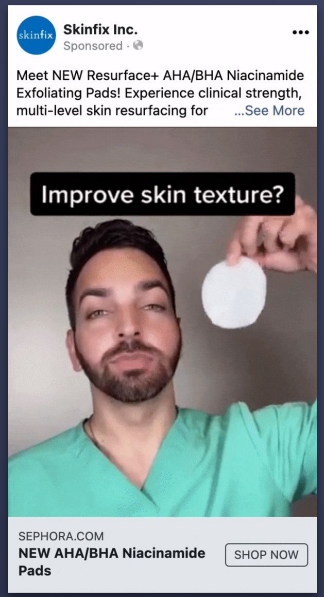
Keeping it Simple



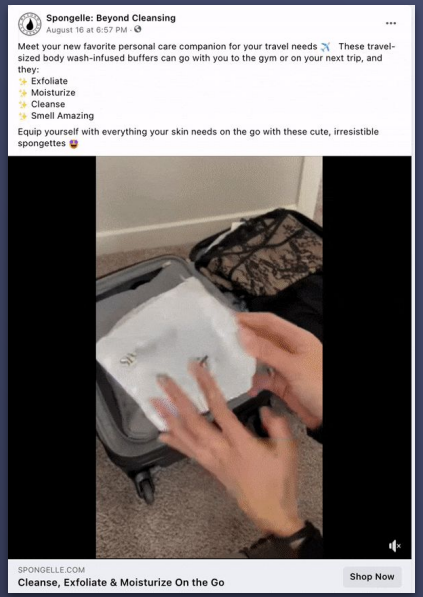
TikTok Ad Inspo - Beauty Skincare



Zala Hair Extensions

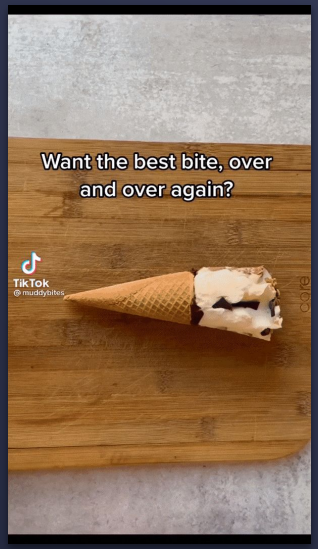


Skinfix



Spongelle

TikTok Ad Inspo - Food/Supplements

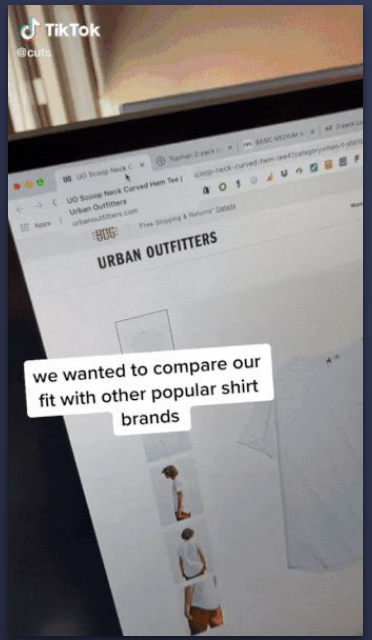


[Muddy Bites]

[Athletic Green]

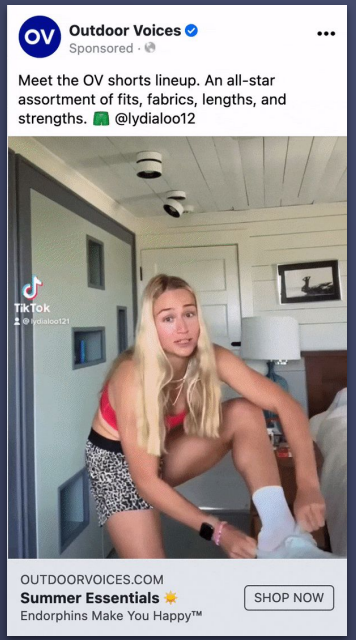
[1 Up Nutrition]

TikTok Ad Inspo - Clothing



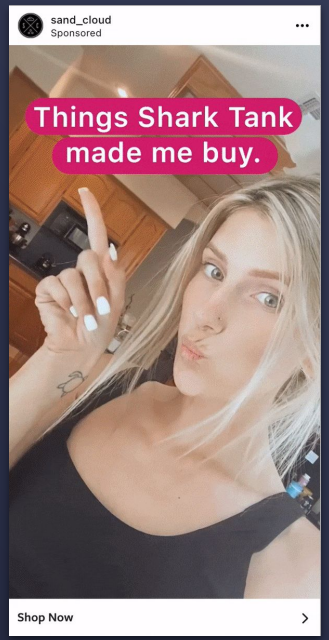
[Cuts Clothings]

[Nation LTD]



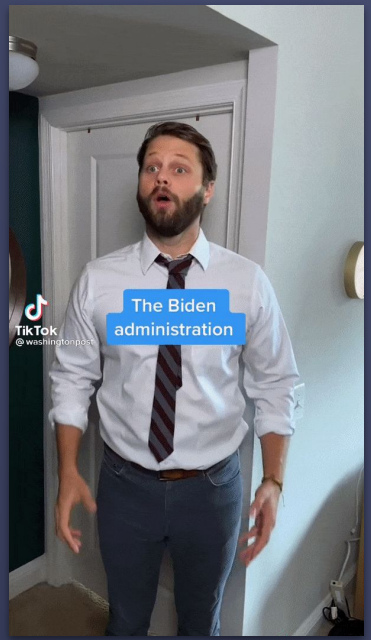
[Outdoor Voices]

TikTok Ad Inspo - Outdoor/ Lifestyle/ Other



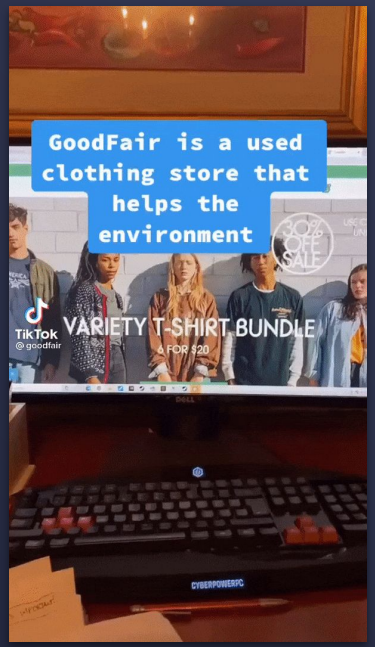
Sand Cloud

Ryan Air



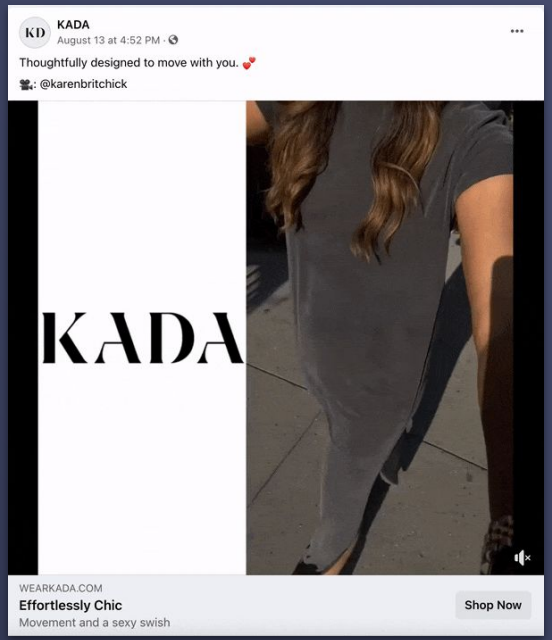
Washington Post

TikTok Ad Inspo - Clothing



Goodfair Clothing

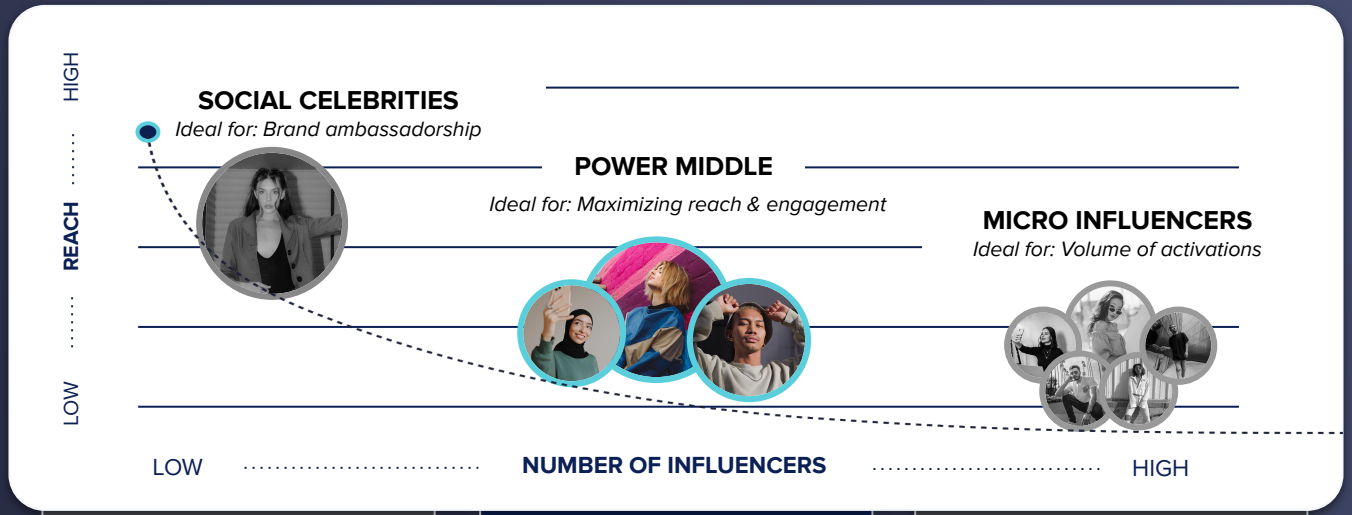
Nation LTD

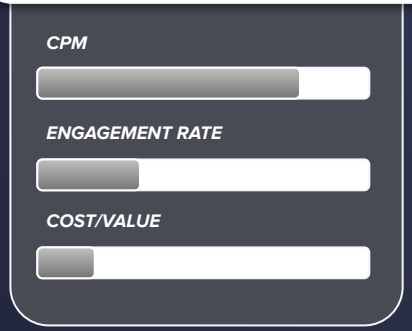


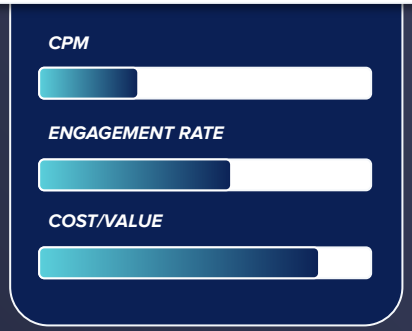
KADA

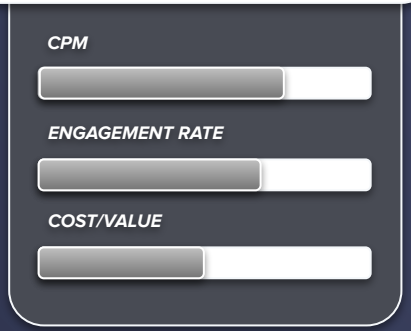
Paid Influencer

*Leverage **The Power Middle** to drive scale and ROI.*



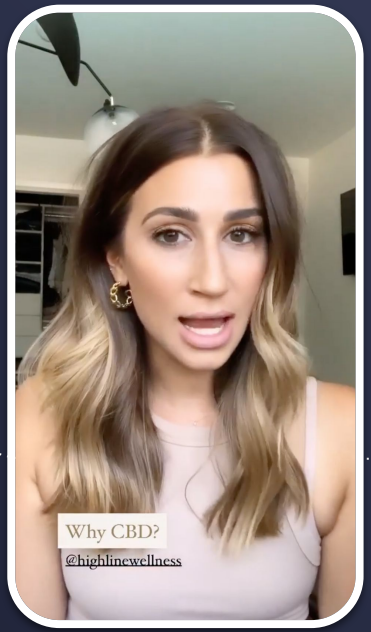






Paid Influencer

Stories are the hottest ticket



Considerations

Influencer Metrics
What is the influencer's engagement rate?
Who is their audience?

Incentive Plan
Incentivize influencers, when possible. $50-$100 per thousand views is a good place to start.

Measure Return on Investment
Track ROI and measure performance via swipe up links and discount codes and/or affiliate links.

TikTok's Influence

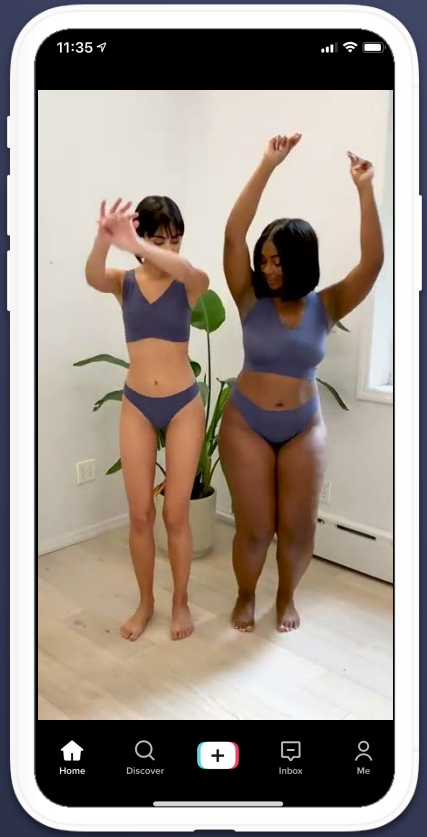
TikTok is influencing which kinds of stories should be told and what creative content should look like on other social platforms. Your ad strategy on any platform should feature elements of what performs well on TikTok.

63% of TikTok ads with the highest CTR put their message upfront.

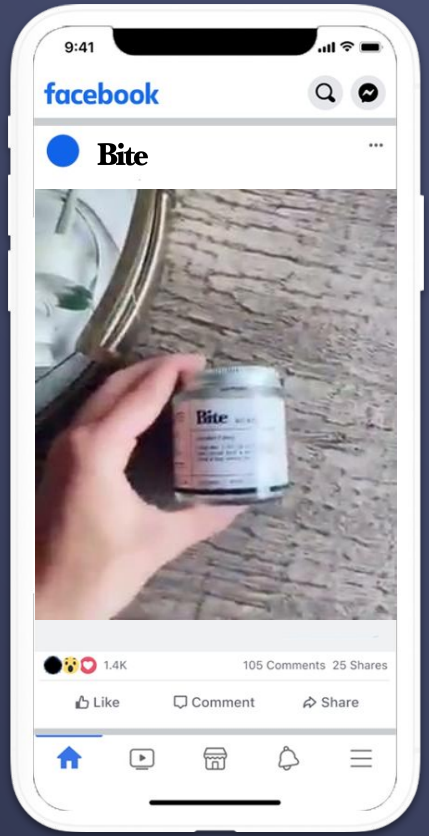
Almost **50%** of the best-performing ads on TikTok strike an emotional chord.

33% of top-performing ads on TikTok break the fourth wall.

UGC-Style Ad



TikTok-Inspired Facebook Ad



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Thank you!

Want a free audit? info@mutesix.com

OKENDO