

# Cookies and Pixels and Data, Oh My!

Adapting Your Marketing to Recent  
Data Privacy Changes





## Today's Discussion

Add questions in the console  
(usually loads on the right side of  
your screen)

The recording will be  
posted on the  
Enrollment Insights  
Blog and you'll  
receive a link  
tomorrow that  
includes the slides.

# Today's Presenters:



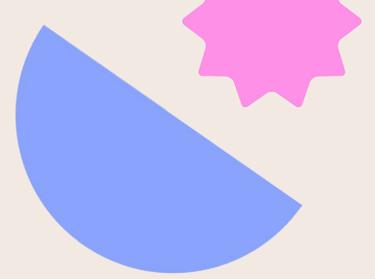
Angela Brown  
Senior Enrollment  
Insights Leader, K-12



Meghan Tracy,  
Senior Digital  
Marketing Manager

# What We'll Cover Today

- Recent Data Privacy Changes from Apple and Google
  - iOS 14.5
  - iOS 15 and Email Insanity
  - The “Death” of Third-party Cookies





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# Poll

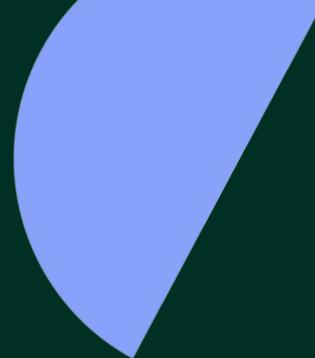
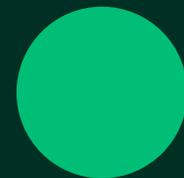
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Have you seen major changes in  
your Facebook or Google Ad  
performance in the last few  
months?



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# The Scoop on the Latest Privacy Changes



# iOS 14.5

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## April 2021



# iOS 14.5

## What it is

- Released in April 2021, iOS 14.5 was an update to iOS 14
- More specifically, Apple introduced **App Tracking Transparency (ATT)**, a privacy tool that requires iOS users to actively opt into allowing apps to track their data across apps and websites for advertising
- As of November 2021, according to CNBC, 62% of iPhone users had opted out of tracking

Source: [Apple's ad privacy change impact shows the power it wields over other industries](#) (CNBC)

# iOS 14.5

## How it Works

- All iOS users have an Identifier for Advertisers (IDFA), which advertisers (ahem) use for attribution, personalizing ads, and tracking performance
- Apps are now required to show a push notification to make users aware of what data and personal information will be tracked before installation *and* ask for permission to track their data upon installation

# iOS 14.5



## How it Works, contd.

- Users can also manually choose which apps they do and don't want to track them in their device settings
- Users who opt out of tracking won't share their IDFA with apps
- Users can also opt out of precise location tracking

**"Pal About" would like  
permission to track you  
across apps and websites  
owned by other companies.**

Your data will be used to deliver  
personalized ads to you.

[Allow Tracking](#)

[Ask App Not to Track](#)

# iOS 14.5

## What it Means

- **Meta (Facebook and Instagram) Ads**
  - Audience targeting
  - Reporting/tracking (clicks, form submissions)
  - Ad optimization

# iOS 14.5

## What it Means

- **Google Ads**
  - Performance fluctuations
  - Smaller audiences

# iOS 14.5

## What You Can Do

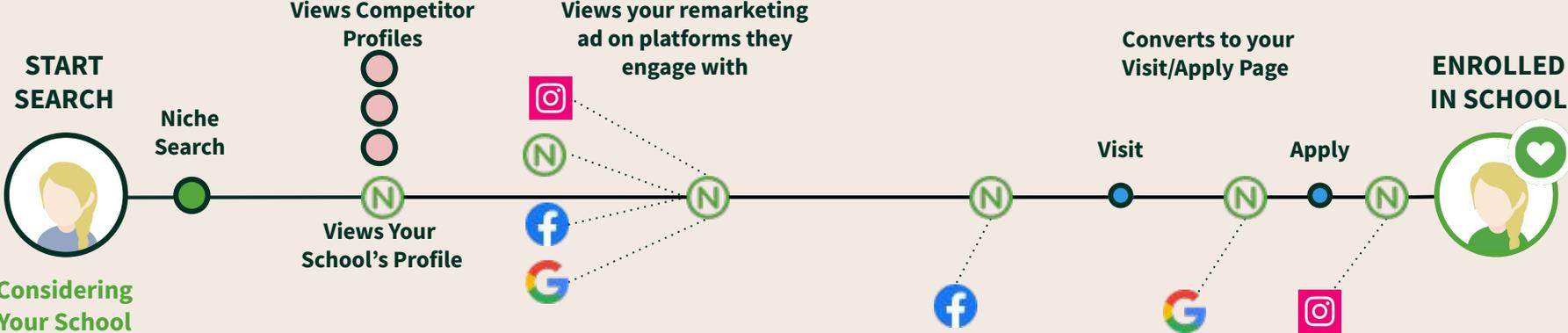
- Continue to invest in your website
- Verify your domains in Business Manager
- Consider re-engagement audiences
- Take care of your own first-party data (we'll come back to this later)
- Don't give up on organic—but get more creative
- ABT - Always be testing

**iOS 14.5**

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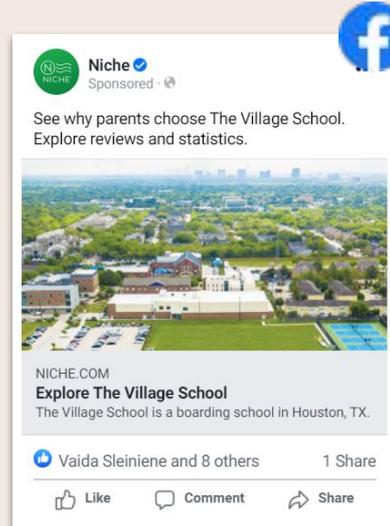
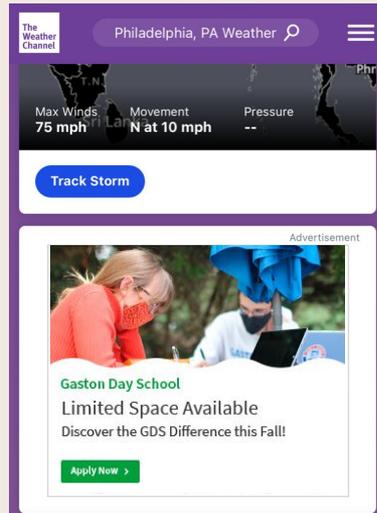
**The Niche Perspective**

# Niche Audience Remarketing



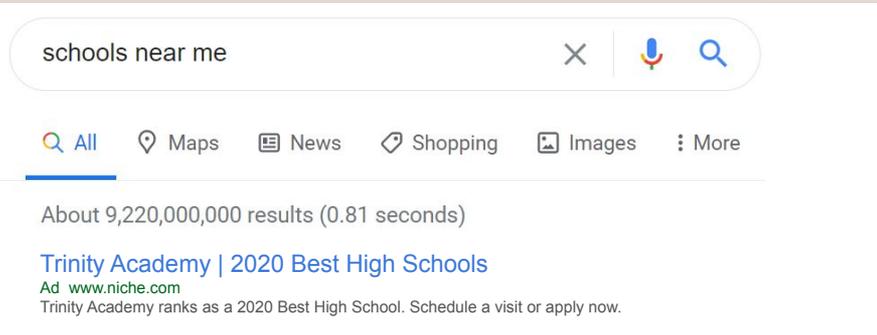
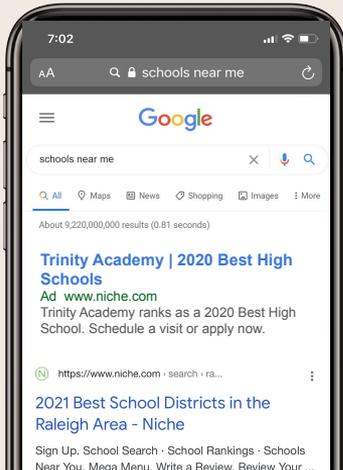
# Display & Social Remarketing

Schools can reach prospective families on the platforms they visit the most, including Facebook, Instagram, and Google Display.



# Google Search + The Niche Audience

Niche will run ads in Google Search to prospects who have signaled interest in schools. This allows schools to tap into millions of school related searches and specifically target high-intent families.



# What We're Seeing with iOS 14.5

- ~30M users on Niche using iOS 14 between April 1, 2021 and January 31, 2022
- The majority of our ads run outside of app placements
- Niche Audience Remarketing performance benchmarks

# iOS 15 and Email Insanity

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September 2021



# iOS 15 and Email Insanity - September 2021

## What email insanity?

- **Apple Mail Privacy Protection** stops senders from using invisible pixels to collect information about a user
- As a result, Apple Mail users can hide whether or not they open emails and when
- **Hide My Email** allows iCloud+ users to share unique, random email addresses that forward emails to their personal inboxes when they want to keep their email addresses private



# iOS 15 and Email Insanity - September 2021



## How They Work

- Users must opt in to both
- Mail Privacy Protection impacts emails opened using the Apple Mail app, even if someone is using another email service like Gmail or Outlook
- Mail Privacy Protection does *not* impact emails that are opened through third-party email applications that are installed on iOS devices (e.g., Gmail)
- Hide My Email works for apps and websites that support Sign in with Apple, with enhanced features through iCloud+

# iOS 15 and Email Insanity - September 2021

## What These Changes Mean

- Email open rates are an even less important metric
- Tactics driven by open rates are at risk
- STAT: As of January 2022, 63% of all iOS devices used iOS 15 - a 35% increase since October 2021

# iOS 15 and Email Insanity - September 2021

## What You Can Do

- Rethink your KPIs
  - Click are in, opens are out
  - Subscriber growth rate
  - Conversion rate
  - Website sessions/referral traffic from email marketing
- Go back to basics
- Consider double opt-in
- Test what you (still) can
- Manage your sender reputation

# **iOS 15 and Email Insanity**

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## **The Niche Perspective**

# What We're Seeing with iOS 15

- 14.4M iPhone users, ~44% of eligible email users.
- Niche Email Performance

# The “Death” of Third-party Cookies

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Coming Soon-ish?



# The “Death” of Third-Party Cookies - Coming Soon-ish?

## What are Third-Party Cookies?

- **Cookies:** Small text files with small pieces of data that are used to identify your computer as you use a computer network
- **Third-Party Cookies:** Cookies that are placed by a website other than the one you are currently on like an advertiser or social media site.

# The “Death” of Third-Party Cookies - Coming Soon-ish?

## How are Third-Party Cookies used?

- Businesses have used third-party cookies to track website visitors, improve user experience, and gather data to help them target ads to specific audiences
- They can also be used to monitor user behavior on other websites

# The “Death” of Third-Party Cookies - Coming Soon-ish?

## What’s “Dying?”

- Google is planning to phase out third-party cookies in the Chrome browser by 2023
- Firefox and Safari have blocked third-party cookies for a while, but Chrome is notable because of its market share (56% in 2019)
- Chrome also accounts for more than half of global web traffic

# The “Death” of Third-Party Cookies - Coming Soon-ish?

## What it Means

- **Retargeting** will become less effective
- **Audience extension** (showing an ad to an audience across different websites other than your own) won't be possible
- **View-through attribution** (website visitors who see an ad, don't click on it, but then return to take an action) will not be possible

# The “Death” of Third-Party Cookies - Coming Soon-ish?

## A Few Things to Know

- Google isn't banning all cookies
- Marketers will still be able to use and target Google Ads...but other ad platforms and software will take a hit
- Cookies weren't very dependable in the first place

# The “Death” of Third-Party Cookies - Coming Soon-ish?

## What You Can Do

- Stay in the know
- Don't give up on current advertising strategies, but consider alternatives

# What We're Seeing with Third-Party Cookies

- Outlook for Niche



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**Q&A**

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Do you have any insight into how to target high schoolers with Facebook's under 18 targeting changes?

I've noticed that advertising on Facebook has gotten more expensive. Is this related to the recent changes?

# Questions?

**Thank you!**

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