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Jeremiah 29:11- "I know the plans I have in mind for you, declares the Lord; they are plans for peace, not disaster, to give you a future filled with hope."



Spectrum Net Designs
CREATING WEB SOLUTIONS

How Does iOS14 Affect My Digital Advertising?

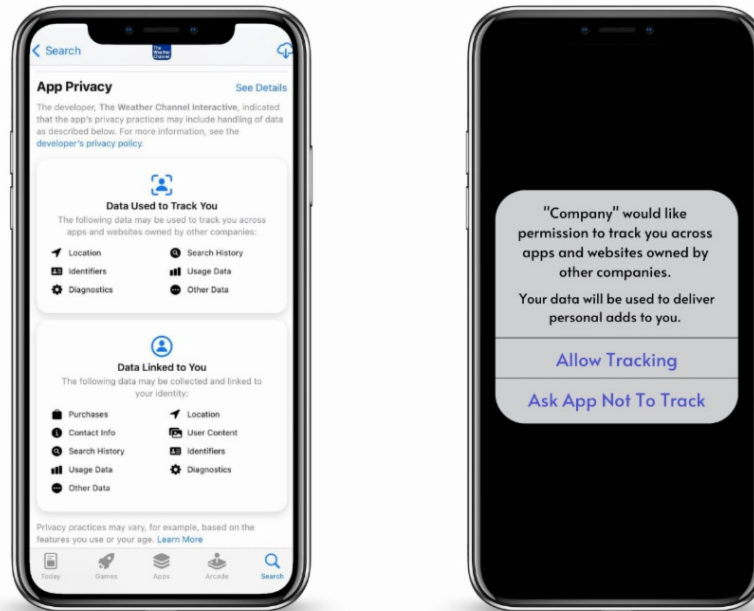
The new iOS 14 update is now **giving Apple users the option to opt-out of data sharing every time they download an app**. This changes the game because advertisers have been relying on data sharing both for paid search and paid social to gather data and derive ad targeting decisions.

The new operating system will prohibit the application from collecting data about the things those users click on, download, or purchase within the app in order to share it with other companies/websites for advertising purposes. By opting out of tracking you will see more general ads instead of personalized ads based on what you have been clicking on across all social media outlets and websites.

When you select 'Allow', the IDFA token will be handed over to the app, and the app will function as before, letting apps and services track your IDFA

token and share it for the purposes of target advertising.

**The Identifier for Advertisers (IDFA) is a random device identifier that is assigned by Apple to a user's device. Advertisers use this to track cross-platform data that allow them to deliver customized advertising.*



***shows what permissions that app has been given and what data is being collected.**

***The new iOS 14 update will give iPhone or other iOS device users a pop-up message every time they download a new app**

What to do next?

Users are still spending time on social media and other outlets. The rules may have changed but you can still advertise to them. Here are some steps that may be taken to still reach those that have opted out of app tracking.

1. Diversifying ad spend
2. Reporting Facebook success with Google Analytics
3. Using owned data for lookalike audiences and re-targeting.
4. Using other Facebook advertising options

Feel free to [contact us](#) if you have any other questions about online marketing!

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In Case You Missed It!



How to Find New SEO Keywords

Keyword research & finding new SEO keywords is a fundamental part of various search marketing strategies. Whether you are primarily running pay-per-click (PPC) or paid search campaigns, or your goal is to improve your organic search optimization results- you will be using keyword research.

Keyword research is the process of identifying and optimizing your site for specific words that people are typing into search engines. Since what people are searching for, and when they are searching directly relates to your product or service- keyword



How Google Search Indexes Your Website

Google is where millions across the globe turn first for their questions, big or small. If they are lucky, they typically find them within the first few results shown. That is why websites that are on the top of Google's search engine results pages (SERP) grab around 40% of the traffic missed by lower ranked websites.

According to Statista, in February 2021, online search engine, Bing, accounted for 6.7% of the global search market, while the market leader, Google, had a market share of 86.6% and Chinese search engine,

research is a crucial element of a successful search marketing campaign.

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