

The background is a light blue gradient. It features several semi-transparent app icons scattered across the surface, including a location pin, a house, a globe, a camera, a calculator, a speech bubble, a 5G signal icon, a calendar showing '01', a rocket, a telephone, a mail envelope, a bar chart, and a document with a checkmark. There are also two large, faint, light blue circles, one on the left and one on the right, partially overlapping the text.

INMOBI

# Driving Growth in Uncertain Times

The Essential SKAN 4.0 Playbook

# Growth in Uncertain Times

First it was Apple's AppTrackingTransparency (ATT) framework, now it's SKAdNetwork (SKAN) attribution. What are you supposed to do now?

We've got good news.

Embracing the privacy-first era of iOS app performance with SKAN is the right thing to do for consumers. It's the right thing for the growth of your business. And it's easier to adopt and scale than you think.

# Achieving Greater iOS Performance



Marketers are under increasing pressure to get the most performance and efficiency from their media budgets. Now more than ever, you need to know which media is helping meet your KPIs, which is not, and how to optimize your campaigns for maximum impact.

With SKAN 4.0 there is renewed optimism – and performance marketers should invest in understanding all the new capabilities it unlocks – with urgency.

# Finding Stability to Ride Out the Storm

While some marketers have found varying degrees of success with current SKAN versions, Apple's SKAN 4.0 promises greater insights into campaign performance and more powerful optimization and measurement capabilities than previous iterations.

With more than 68% of all digital spend going to mobile, the importance of adapting to a privacy-first world will only grow more pronounced – with Privacy Sandbox for Android on the horizon.

SKAN 4.0 attribution gives you the tools you need for the best possible outcomes.



**Snap Inc.**

**Jeremi Gorman,**  
Chief Business Officer  
at Snap

"What we're hearing from advertisers, more specifically as it pertains to advertising budgets, is they're taking this time to reevaluate their priorities to ensure that they're making the right investments in the right places."



**CAMPBELL  
EWALD**

**Kari Shimmel**  
Chief Strategy Officer  
at Campbell Ewald

"During every downturn, it makes sense to double-down on performance marketing, but it doesn't mean you should cut your brand building."

MULLENLOWE



**MEDIAHUB**

**Sean Corcoran**  
CEO  
at Mediahub U.S.

"We see most brands are in a wait-and-see mode. While some have pulled back, most are actively looking at consumer trends and are ready to adjust as needed."

# Getting Back to Basics



So, let's get started with some background on:

- How we got here
- Why SKAN matters
- What to expect from SKAN 4.0



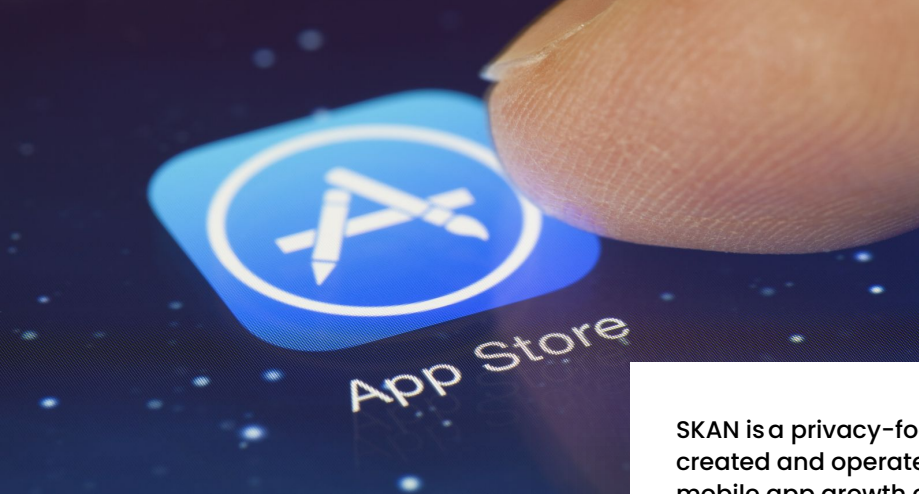


# How Did We Get Here?

Apple disrupted the mobile advertising ecosystem by unveiling the latest version of its mobile operating system, iOS 14, which included a privacy-first change to the way Identifier for Advertisers (IDFA) could be used for advertising tracking.

That change came in the form of ATT, which requires app developers to collect opt-ins from users before their IDFA can be accessed.

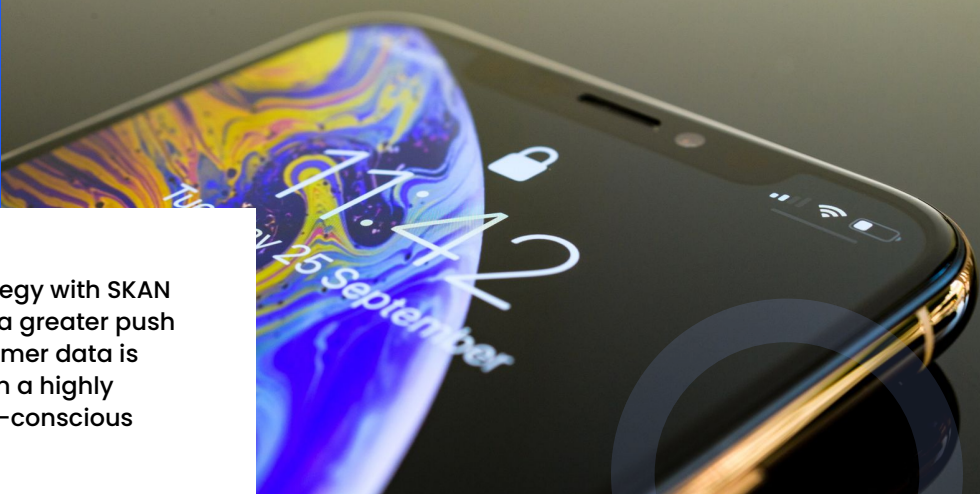
ATT opt-in rates have been higher than predicted. However, the fact remains that both the advertiser and publisher must obtain user opt-in before their IDFA can be used to target ads or attribute conversions. Having both parties obtain user opt-in is a much more difficult hurdle to clear.



# What is SKAN?

SKAN is a privacy-focused attribution framework created and operated by Apple that helps measure mobile app growth campaigns. SKAN enables advertisers to test contextual campaign parameters and optimize for both click and view-through conversions without relying on user-level identity.





Apple's privacy strategy with SKAN and ATT was part of a greater push to ensure that consumer data is collected and used in a highly transparent, privacy-conscious manner.

But it also forced the mobile app world to take stock of their tracking practices after many years of using IDFA for audience targeting and attribution on iOS.

# Privacy Upset the Apple Cart



# The 4 Most Important SKAN Takeaways:

- 1** Privacy is forever changing the advertising world — for the better.
- 2** There are no sustainable shortcuts around respecting consumer data privacy.
- 3** The advancements in SKAN 4.0 mark a positive turning point in performance media.
- 4** There has never been a better time to chart a new course in app growth.

# Common SKAN Questions:

How do I navigate the **complexity of SKAN**?

How do I compensate for the **limitations of SKAN attribution**?

What are the **risks of relying on fingerprinting** in iOS?

Is there enough **SKAN-compliant inventory** to achieve scale?

How can I offset **rising customer acquisition costs**?

Is **understanding LTV** possible now?

Will my users suffer from a **less personalized experience**?

What channels extend the **reach of Apple Search Ads**?

# Now is the Time to Fully Embrace this New Reality

## Winning with SKAN is Possible

SKAN first-movers have **already unlocked effective ways to exceed SKAN performance goals by working with expert media partners**, paving the way for new adopters to rapidly embrace all that SKAN 4.0 has to offer.

## SKAN 4.0 Enhancements Matter

The expanded options for setting up SKAN campaign parameters and measuring conversions will bring **deeper performance insights and smarter optimization**.

## Gain Walled Garden Visibility

**SKAN attribution has leveled the playing field** by providing full transparency into how each ad network performs, enabling an unfiltered view of your media mix on iOS.

# Now is the Time to Fully Embrace this New Reality

## Expand Reach Beyond Walled Gardens

**SKAN has been a great equalizer in the ad tech ecosystem**, presenting an opportunity to diversify media partnerships and reduce reliance on Walled Gardens.

## SKAN has CPI Advantages on iOS

**SKAN campaigns deliver UA cost savings compared with other key iOS channels**, amidst lower IDFA ad inventory and more demand for Apple Search Ads.

## Fingerprinting is Not Sustainable

Apple has a track record of taking strong enforcement action on policy violations after sufficient warnings. **Continuing to use fingerprinting is an unnecessary risk.**

# How SKAN Improvements Are Accelerating

2020

ATT Announced

SKAN 2.0

**NEW Postback Parameters:**

Conversion Value  
SKAdNetwork  
Version  
Redownload  
Source App ID

2021

ATT Rollout

SKAN 2.2. SKAN 3.0

**NEW Postback Parameters**

Fidelity Type  
Did Win

Up to 5 non-winning ad networks can receive postback  
Advertiser can opt-in to receive a postback copy

2023

SKAN 4.0

4-tiered crowd anonymity  
Multiple postbacks  
Conversion window locking  
Hierarchical Source IDs  
Hierarchical Conversion Values  
Safari mobile web-to-app support

## Before

- X Single Postback Controlled by Dynamic Timer**
- X No Control Over Conversion Window**
- X Binary Privacy Threshold**
- X 100 Campaign ID Limit**
- X Up to 63 Conversion Values**
- X In-App Ad Campaign Support Only**

## After

- ✓ 3-Postbacks Delivered During Defined Windows**
- ✓ Lock Conversions to Receive Postback Quickly**
- ✓ 4-Tiered Crowd Anonymity**
- ✓ Hierarchical Source ID with up to 10,000 values**
- ✓ Enhanced Hierarchical Conversion Values**
- ✓ New Support for Safari Mobile Web-to-App**

# Why These Enhancements Matter

## Multiple Postbacks

Simplified delivery process and new insight into post-install re-engagement

## Hierarchical Conversions

Performance insights are delivered far more rapidly and frequently

## Hierarchical Source IDs

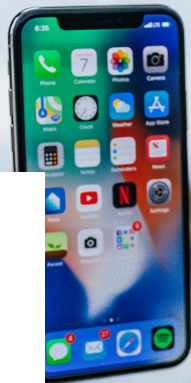
100x more opportunities to uncover learnings that improve optimization

## Mobile Safari Support


Additional privacy-safe channel to reach users on their mobile devices

## Fixed Windows & Locking

Predictable insights that facilitate time-based cohort analyses





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- Find demand-side partners with SKAN expertise
  - Strategize with both MMP and DSP partners to maximize new conversion value schemas and locking mechanism
  - Allow ample time and budget for machine learning exploration
  - Model Conversion Values for postbacks at low crowd anonymity
  - Use dCPM Billing Models during ramp-up (approx. 6 weeks)
  - Verify that supply sources comply with latest SKAN version
  - Leverage a wide range of creative sizes and formats to make the most of SKAN-compliant inventory

# Tips for Success With SKAN 4.0 Attribution



# InMobi's First-Mover Momentum

INMOBI

When Apple first announced ATT and SKAN, InMobi saw a clear opportunity to shape the next era of mobile app performance advertising.

We aggressively began building deep expertise and forming hypotheses across our media buying, product, engineering, and data science teams for how to address Apple's new privacy-safe frameworks.

Working with our most innovative clients, we developed a formula for success with SKAN and launched a first-of-its-kind automated bidder that relies only on privacy-safe signals when optimizing campaigns.

# InMobi's SKAN Solution is Different

- Our fully automated solution is purpose-built by the industry's top experts to help our partners and customers adapt and thrive in the privacy-first era.
- We have assembled the right expertise to innovate without relying on user-level identifiers and by honoring privacy-preserving principles.
- We regularly hear from leading app growth marketers that InMobi has emerged as their best iOS partner for SKAN campaigns, by orders of magnitude.



Congratulations! You now know a lot more about SKAN 4.0 than when you started.

That wasn't so hard, was it?

A new era of mobile user privacy is here to stay. Rely on us to get you the answers you need to help grow your business – because if it's mobile, it's InMobi!

Ready to start building your own roadmap to success with SKAN? Visit InMobi's [SKAN 4.0 Resource Center](#) to learn more and contact us at [performance@inmobi.com](mailto:performance@inmobi.com) with questions.



# Lions and Tigers and SKAN! Oh My!