

Post-ATT World by Rishabh Thukral | 8 June 2025 |

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ATT = App Tracking Transparency.

Introduced with iOS 14.5, it fundamentally changed mobile marketing by requiring apps to ask users for permission to track them across other companies' apps and websites.

The Reality? Most users choose "Ask App Not to Track."

The Result? Less access to the Identifier for Advertisers (IDFA) – the key identifier for individual user tracking across apps.

Welcome to the Post-ATT World. This new landscape means:

-  **Reduced Granular Data:** Harder to track specific user journeys across apps.
-  **Attribution Challenges:** Pinpointing exactly which ad drove an install or conversion becomes less precise.
-  **Targeting Shifts:** Building hyper-specific audiences based on cross-app behavior is limited.
-  **Measurement Evolution:** Greater reliance on aggregated, privacy-preserving data sources like Apple's SKAdNetwork (SKAN).

What Does This Mean for Marketers?

Adaptation is key! Focus shifts to:

- ✓ **Privacy-Centric Strategies:** Respecting user choice is paramount.
- ✓ **Mastering SKAN:** Understanding its data, delays, and limitations.
- ✓ **First-Party Data:** Leveraging insights from *within* your own app.
- ✓ **Contextual Targeting:** Reaching users based on *where* they are (e.g., content) vs. *who* they are (based on cross-app history).
- ✓ **Creative Excellence:** Making ads so compelling they resonate regardless of hyper-precise targeting.
- ✓ **Owned Channels:** Doubling down on ASO, Push Notifications, Email, etc.
- ✓ **High-Intent Channels:** Prioritizing Apple Search Ads where users are actively searching.

The Post-ATT world isn't the end of mobile marketing, but a clear call to evolve. It requires more strategic thinking, better creatives, and a deep understanding of privacy-first measurement.