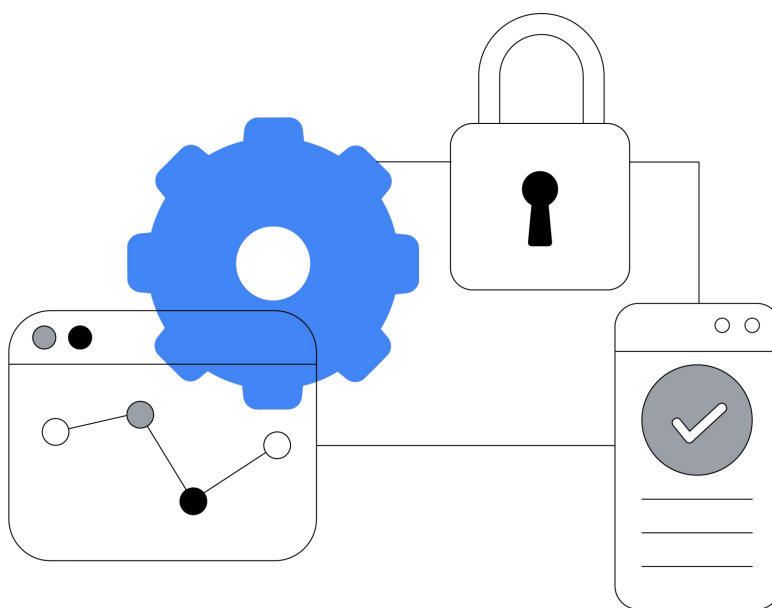




# Driving growth in a changing privacy environment

The playbook built to help you drive digital media performance while protecting people's privacy



# Executive summary

Insights	How businesses can respond	Web solutions	App solutions
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## **Build** more meaningful customer relationships. Earn people's trust to unlock more first-party data.

People are concerned about how their personal information is collected and used online.

Strengthen your foundation of responsibly gathered first-party data through clear communication about your data practices.

[Google Analytics 4](#)

[Google Analytics for Firebase SDK](#)

[Advanced: Google Cloud marketing analytics](#)



## **Measure** customer interactions accurately. Understand your customers and get actionable insights to help improve your ROI.

Tech platforms are evolving techniques – such as device IDs and third-party cookies – that advertisers have relied on for decades to reach audiences and measure results.

Enable your first-party data to give a more accurate view of how users convert.

[Google tag](#) and [Google Tag Manager](#)

[Enhanced conversions for web](#)

[Advanced: Server-side tagging](#)

[Advanced: Ads Data Hub](#)

People interact with your product or service via multiple touchpoints and channels.

Gain more insights from your first-party data across online touchpoints.

[Google Analytics 4](#) and [data-driven attribution](#)

[Google Analytics for Firebase SDK](#)

[On-device measurement for iOS](#)

Gain more insights from your first-party data across offline touchpoints.

[Offline conversion imports](#) in Google Ads with Enhanced Conversions for Leads, [Uploading offline conversions](#) in Search Ads 360

Use machine learning to make sense of available signals and get accurate measurement insights.

[Conversion modelling](#)

[Conversion modelling](#)

People want increased control over how their data is used.

Unlock more accurate conversion measurement with modelling.

[Consent Mode\\*](#)



## **Activate** insights to drive growth. Connect with the right people at scale and drive meaningful business results.

People turn to brands that can anticipate their needs and deliver helpful and relevant experiences.

Multiply your customer connections at scale using insights from your first-party data.

[Customer Match](#)

[Google Audiences](#), [Audience expansion](#), [optimised targeting](#) in Google Ads and Display & Video 360

[Publisher Advertiser Identity Reconciliation \(PAIR\)](#) in Display & Video 360

Drive performance and ROI with automated tools aligned to your marketing objectives.

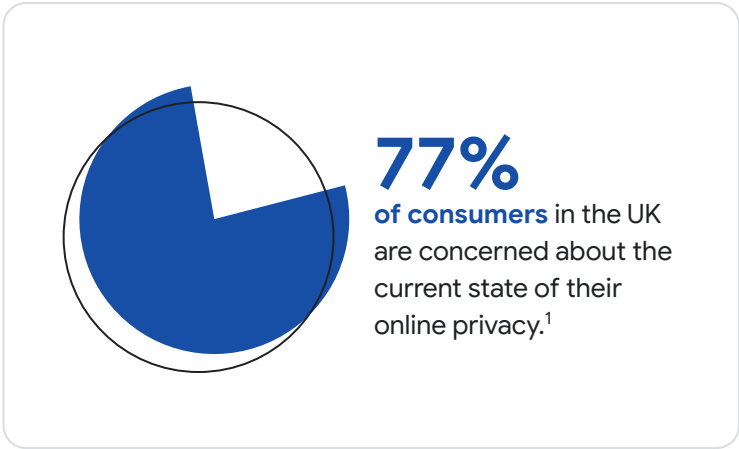
[Smart Bidding](#) in Google Ads and Search Ads 360

[Automated bidding](#) in Display & Video 360

# Navigating uncertainty

In today’s uncertain environment, marketers want privacy solutions that make it easy to grow their businesses and improve their return on investment (ROI). But shifts in the privacy landscape are restricting techniques that marketers have relied on for decades to reach audiences and measure results.

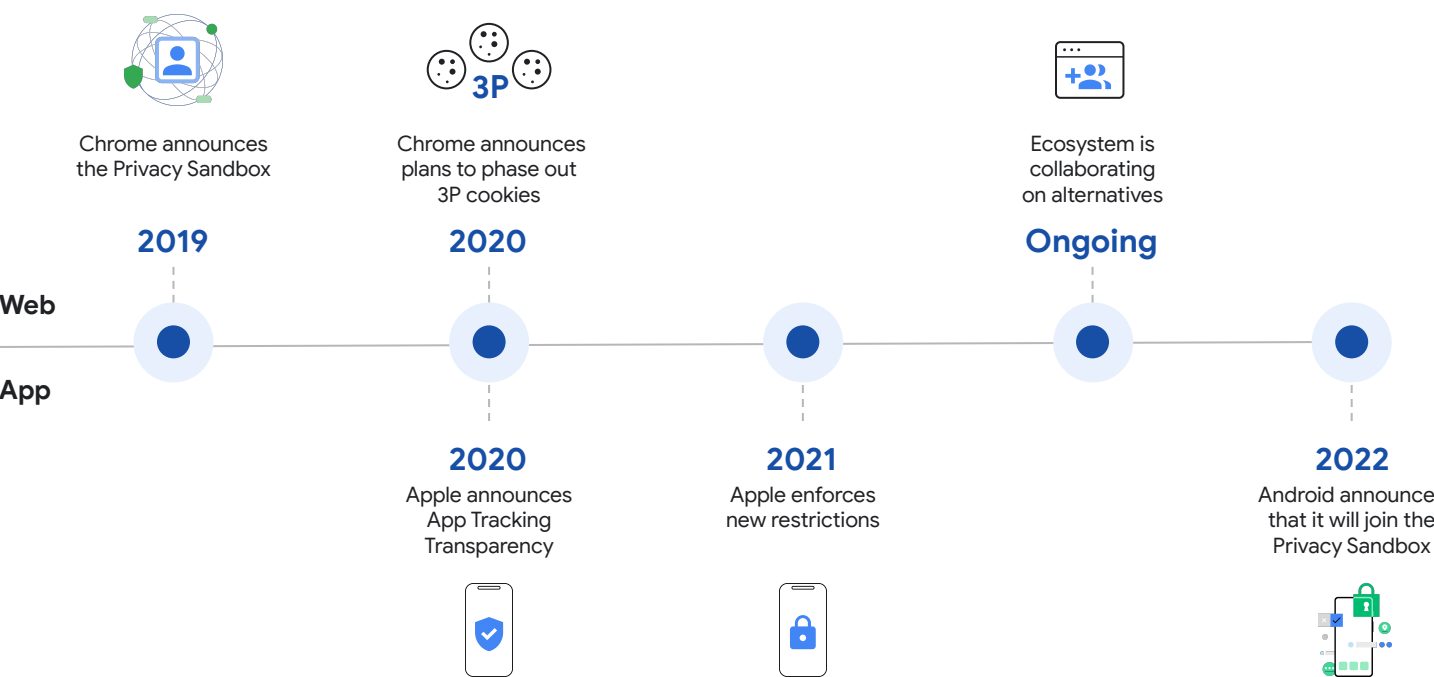
People are increasingly concerned about how their data gets collected and used online. In turn, regulators are strengthening protections for the collection, usage and transfer of personal data — particularly for advertising.



And technology platforms, such as browsers and mobile operating systems, are updating their practices to limit the way user data is generated, shared, and measured. For example, Google Chrome plans to phase out third-party cookies in the second half of 2024 and to develop new technologies in the [Privacy Sandbox](#) to support key advertising use cases without tracking users across the internet. Android has [joined this initiative](#) to advance privacy for the mobile ecosystem.

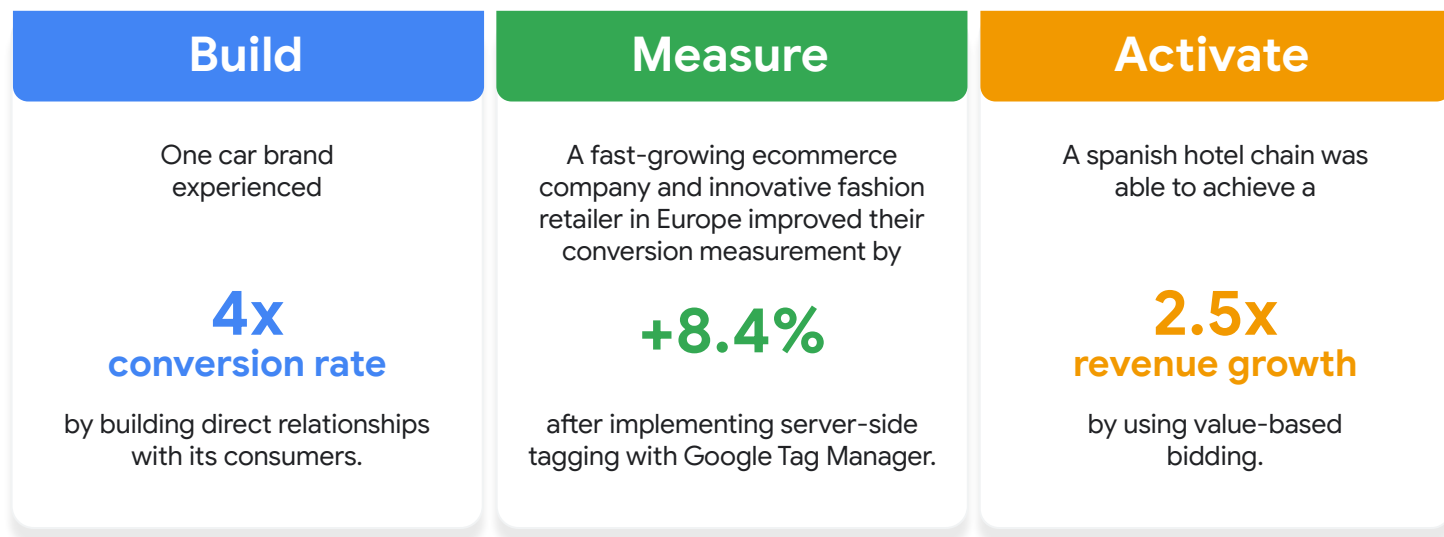
However, some platforms have led marketers to adopt approaches that just aren’t sustainable. Take fingerprinting or identity graph solutions, where data about a device is collected to identify the device’s owner. Such solutions don’t meet people’s increasing expectations for privacy and will continue to come under considerable regulatory scrutiny.

To meet and exceed rising consumer expectations, Google is approaching our products, programs, and partnerships with a long-term privacy lens focused on adapting to a changing, complex macro-environment. This way, we can deliver the performance that you need to grow while protecting user privacy.



# The marketer's role

As marketers, you're in a unique position to help your organisation prepare for the future of advertising and to get the most out of your marketing investments. Forming a strategy powered by responsibly gathered first-party data and Google's AI-powered solutions can optimise the performance of your digital campaigns. See how forward-looking marketers are already embracing privacy as an opportunity to accelerate growth:



On average, organisations are getting benefits worth **1.8x their privacy investment**. organisations who see themselves as more privacy-mature are getting higher returns than others. The most privacy-mature organisations are averaging returns of **1.97x**, compared with **1.53x for the least privacy-mature organisations**.<sup>2</sup>

We'll continue our commitment to help marketers like you grow your business through innovations in privacy-preserving measurement solutions and resources like the [Ads Privacy Hub](#), a brand new website dedicated to helping businesses pursue digital advertising growth in a changing digital landscape.

We designed this playbook to simplify the actions you can take now to deliver on both your customers' expectations and your marketing goals.

# The executive's role

To manage this shift efficiently, organisations need strategic alignment. Executive vision on privacy principles can bring clarity to marketers when choosing tools. Additionally, leadership support can help clear the path for innovation internally. For example, some companies have established a dedicated team of experts and vendors, ranging from data science to marketing, whose focus is to stay on top of all the privacy changes.

# The agency's role

Whether you are an agency leader developing marketing strategies for your clients or helping them adopt solutions for privacy-safe growth, your role is critical. We encourage you to use this playbook to help support those efforts and ensure your clients adapt to the evolving digital advertising landscape.





# Build more meaningful customer relationships

Earn people's trust to unlock more first-party data.

A first-party data strategy built with privacy in mind and customers at the forefront can help you realise the full value of your marketing. By putting customers first and respecting user expectations for privacy, you can build direct relationships with them while boosting marketing effectiveness.

In this chapter, you'll learn how to:

1



Strengthen customer relationships and build trust with the right value exchange

2



Generate and connect consented first-party data from your customer relationships

3



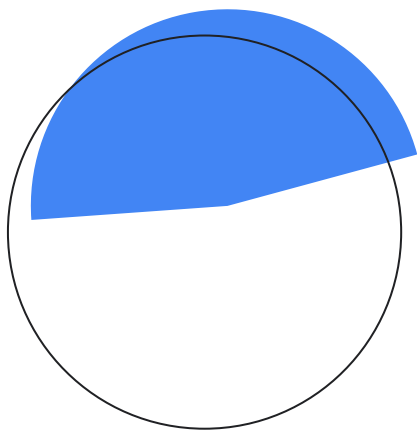
Supercharge your marketing with cloud technology



# Strengthen your customer relationships and build trust with the right value exchange

Building trust remains essential for brands to find new customers and to drive growth. Every customer interaction provides an opportunity for you to earn trust and better understand how you can meet people's needs. Any information you generate via direct interactions with your customers is called **first-party data**.

A first-party data strategy that respects people's choices helps you build a strong foundation to measure what matters and drive accurate results.



**49% UK respondents would switch to their second-choice brand, if it provided a good privacy experience<sup>3</sup>**

Two ways brands can help unlock first-party data is by delivering helpful experiences and creating fair value exchanges. These can be achieved by making interactions **meaningful**, **memorable**, and **manageable**. Following these steps can help explain to users what data is being used, what value they'll get by granting data permissions, and how they're in control.

<sup>3</sup> Google/Ipsos, France, Germany, Netherlands, Sweden, U.K., Privacy by design: the benefits of putting people in control, n=10,001 online participants aged 18-70, July 2022. Q. Which brand would be your first choice the next time you are looking to buy [CATEGORY]? Q. Given the scenario you just saw, which brand would be your first choice the next time you are looking to buy [CATEGORY]?



## Make it meaningful.

For marketing to feel relevant, people should be able to find value in an exchange.

**Why:** People will voluntarily share data with companies that demonstrate a clear value proposition.<sup>4</sup> Marketers can respond by clearly communicating the benefit of an exchange and anticipating their customers' needs with relevant and timely messages.

### The privacy practices we tested

#### Meaningful

Provide an emotional benefit to customers  
when personalising a website

Pop-up

Would you like us to remember your preferences so on your next visit you have more time for things that matter most to you?

We will share a reminder of your preferences and how you can update them every year or if something changes.

Remember preferences

Don't remember preferences

This privacy practice when used alone,  
increased feeling of control in  
participants by 5%.



## Make it memorable.

For marketing to feel responsible, people should be able to remember having shared the information that informs the marketing they see.

**Why:** People have a limited understanding of how online privacy works, and that affects the way they feel about advertising. But when they remember the choices they've made about data sharing, they have more positive responses.<sup>5</sup>

## The privacy practices we tested

### Memorable

Ask customers how they want to be reminded of privacy settings — and how often

Pop-up

Your privacy is very important to us. How often would you like to be reminded of the settings you've chosen?

We will share a reminder of your preferences and how you can update them every year or if something changes.

☐ Daily  
☐ Weekly  
☒ Monthly  
☐ Yearly  
☐ Never

And how would you like us to remind you of your settings?

☐ Email  
☒ A pop-up when I visit the webpage

SAVE

This privacy practice when used alone, increased feeling of control in participants by 7%.

Send a privacy digest via email

New email

To: [USER]  
From: [BRAND]

Dear customer,

Your data belongs to you – always. That's why we wanted to reach out with a reminder of what you've agreed to share so we can optimize your online experience.

You signed up to your [BRAND] account on [DATE]. When you did so, you allowed us to keep track of the following:

- Your browsing preferences (how you like items sorted, items you put in your cart but don't purchase, etc.)
- Your favorite items to browse or purchase (in order for us to show you more relevant ads)
- Performance analytics (information about how you use our site and any errors or bugs that arise)

Remember, these settings can be changed at any time.

For more information about the data we collect and how it's used, please visit our privacy policy below, or reach out to our customer service team.

Thank you,  
[BRAND]

This privacy practice when used alone, increased feeling of control in participants by 4%.



## Make it manageable.

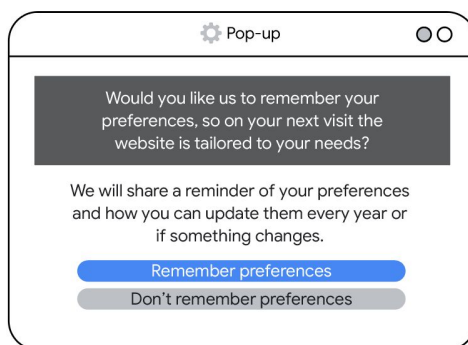
For marketing to feel more useful, people should be given control over their information.

**Why:** When people feel they lack control over their personal data, they can become skeptical of digital marketing.<sup>6</sup> Marketers should provide the tools and information people need to manage their privacy.

### The privacy practices we tested

#### Manageable

Ask for consent to personalize a website



This privacy practice, when used alone increased the feeling of control in participants by 6%.

There are clear actions that advertisers can take to increase customers' feelings of control, and the most effective combinations can have a positive impact on more than just feelings of control.<sup>7</sup>

Based on our research, certain privacy practices can help people feel they have agency over their privacy – and can act as the gateway for a mutually respectful data exchange. When the most effective practices are combined, this can increase people's trust in a brand with personal data, positive emotional response to ads shown, and perceived relevance of ads shown.



**App callout:** Apple's App Tracking Transparency (ATT) policy requires iOS developers to ask for permission when they use certain information from other companies' apps and websites for advertising purpose -, even if they already have user consent. Review Apple's documentation and applicable laws and regulations. If the ATT framework is right for your app, you may decide to create and display a warm-up, or explainer, screen before asking for consent with the ATT consent prompt. Implementing the prompt may improve performance for your iOS App campaigns.



# Generate and connect first-party data from your customer relationships

Once you have identified how to create [meaningful](#), [memorable](#), and [manageable](#) experiences for your customers, it is important to generate a comprehensive and actionable first-party database that aligns with your organisation's business objectives. For example:



If your focus is on **increasing conversion rate**, it's essential that you put customers first and capture the right customer signals. [Read how Kia](#) did so.



If you're looking to **retain your most valuable customers**, the next step would be to focus on converting the right prospective clients. [Read how Zoe Financial](#) did so.

Creating a great experience for your customers and tying that to your organisation's objectives can help generate first-party data. These connections can include the integration of your marketing data, app, customer relationship management (CRM), or customer data platform solutions. This can be imported to measure campaign performance with Google's advertising and measurement tools, including [Google Ads](#), [Google Analytics](#), [Campaign Manager 360](#), and [Search Ads 360](#).



### Case study

## Kia increases conversion rate 4x by focusing on first-party data



### Approach:

[Kia](#) wanted to put customers first and build better experiences for car shoppers on its channels. To help people quickly find the perfect car, Kia found new ways to partner with dealers and experimented with new digital features on its website, such as allowing customers to book test drives online and tailoring the UX experience. This allowed Kia to increase the value people get out of their shopping experience while helping Kia capture the right customer signals.

### Results:

Kia's first-party data strategy resulted in a 4x better conversion rate, a 268% increase in click-through rate, and 55% new-user engagement compared with their benchmarks.

[Learn more](#)

### Case study

## Zoe Financial saw its most valuable client segment rise to 60% of sales



### Approach:

[Zoe Financial](#), a New York-based wealth platform, used the [HubSpot CRM platform](#) to safely store first-party data and provide valuable insight into what makes an ideal client. Using the platform to import offline conversion events, the company measured conversion values across its full lead-to-sales journey. This new, comprehensive view allowed it to optimise Google Ads campaigns to focus on converting the right prospective clients.

### Results:

By optimising Google Ads campaigns with data from the HubSpot CRM platform, Zoe Financial saw its most valuable client segment rise to 60% of sales.

[Learn more](#)



### Advanced:

## Supercharge your marketing with cloud technology

Cloud-based solutions are increasingly used by marketers to manage data while protecting user privacy. That's because cloud technology offers inherent privacy and security advantages when it comes to storing and organising large data sets, such as encrypting all data by default and setting parameters for who has access to that data.



### Here's how it works:

The data needed to make critical business decisions is often spread across a large number of systems and operational silos. By consolidating first-party data into a cloud-based data warehouse like [BigQuery](#), a data scientist or analyst can help you do more advanced analysis on the data. When you uncover new and more powerful insights, you can easily act on them by integrating with your marketing tools.

For example, BigQuery has built-in machine learning models that you can use to forecast demand, predict behaviour like propensity to purchase, or model lifetime value to determine your most valued customers based on expected spend.

### Case study

## Hyundai France drives an 8x increase in conversion rate with Google Cloud and Google Marketing Platform



### Approach:

[Hyundai France](#) leveraged its first-party data to digitise the car buying experience. The company was able to create more audiences linked to the success metric that really matters: dealership car sales.

The team observed data from online and offline media sources and connected it with website data and car sales from dealerships in a central media data hub developed on Google Cloud. This connection of data sources enabled the Hyundai team to optimise its media results, while also providing fresh insights into how uplift is linked to on-site customer interactions by creating access to more granular performance metrics.

### Results:

This approach led to an 8x rise in conversion rate, a 69% higher CTR, and a 41% drop in bounce rate.



# Measure customer interactions accurately

Understand your customers and get actionable insights to help improve your ROI.

A strong measurement foundation can help you get an accurate view of your performance across channels – letting you generate insights and adjust your marketing strategy for better business results.

In this chapter, you'll learn how to:

1



Power your measurement with a strong tagging infrastructure

2



Unlock more accurate conversion measurement with first-party data

3



Use machine learning to make sense of available signals

4



Connect multiple data sources with Ads Data Hub for marketers

5



optimise performance with privacy-focused app measurement

6



Preserve your measurement with Google Analytics 4

7



Discover what the future looks like



# Power your measurement with a strong tagging infrastructure

It's important that you have the tools in place – and permission where required – to generate insightful and actionable first-party data when those direct interactions take place.

Investing in a strong measurement foundation through sitewide tagging is a key step toward building a privacy-safe strategy. Tags are pieces of code placed across your website that enable you to measure how visitors interact with your website and ads. They allow you to make the most of the data customers share with you by setting first-party cookies to measure conversions accurately, which will become increasingly important as third-party cookies and other identifiers are being phased out.

You can set up sitewide tagging with any of the following:

- ✓ [Google tag](#), a single, reusable tag that powers measurement and informs other privacy-safe solutions
- ✓ [Google Tag Manager](#), our tag management system
- ✓ [Google Tag Manager 360](#), our enterprise tag management system



## Advanced:

[Server-side tagging](#) available through Google Tag Manager and [Google Tag Manager 360](#) to move third-party tags into a secure cloud server for more control and increased site performance

## Case study

### ABOUT YOU improved conversion measurement by +8.4% with server-side tagging



#### Approach:

[ABOUT YOU](#), one of the fastest growing eCommerce companies and innovative fashion retailers in Europe, was aiming for a global adoption of server-side tagging (SST) with Google Tag Manager. In light of rising user expectations on privacy, they wanted to remove 3P tags from the browser and place them into their secure server for more control over data flows to their analytics and advertising systems. The initial proof of concept was aimed at comparing client-to server-side web measurement for Google Analytics 4 and Facebook in all 26 markets, and to stress test the infrastructure during annual peak traffic loads on Black Friday and the holiday season.

#### Results:

Using SST with GTM, ABOUT YOU reduced the order deviation gap between GA4 and their internal database from up to 50% in certain cases to only 0.6 % overall. Conversion measurement on Facebook improved by +8.4 %.



# Unlock more accurate conversion measurement with first-party data

Once you've established a first-party data foundation from practices like sitewide tagging, you can unlock more comprehensive reporting with other privacy-safe solutions.

For example, [enhanced conversions for web](#) allows site tags to use responsibly gathered, user-provided data to enhance your measurement and give you a more accurate view of how people convert after engaging with your ads.

5% and 17%

On average, advertisers who implement enhanced conversions see a conversion rate improvement of 5% on Search campaigns and 17.1% on YouTube.<sup>8</sup>



## Here's how it works:

By sending [hashed](#), user-provided data from your website to Google, which is then matched to hashed signed-in Google accounts, conversions on Google Search and YouTube can be attributed to ads in a privacy-safe way.

This, in turn, provides more observable data to strengthen [conversion modelling](#), gives you the comprehensive data you need to measure [conversion lift](#) to understand the incremental impact of your advertising, and helps you better optimise campaigns with [Smart Bidding](#).

## Case study

### MVF Global gains +5% conversions with new first-party measurement

MVF

## Approach:

[MVF](#), a leading customer generation platform, began implementing enhanced conversions across all eligible markets to increase the number of observable conversions in Google Ads. The company used an integration between Google Tag Manager and its consent management platform, OneTrust, to coordinate the rollout of consent banners and Consent Mode and to minimise data loss.

## Results:

The new approach led to a 5% uplift in recovered conversions based on modelling, with a 5% drop in cost per lead. After initial testing on two domains, the team rolled the solution out across all eligible accounts in the EEA and UK – with the latter showing the strongest results of a 9% rise in recovered conversions.



## Step 2

The accuracy of conversion measurement can also be improved with [Consent Mode](#), which captures valuable insights while protecting user privacy.

\* Consent Mode is applicable to advertisers operating in the European Economic Area and the United Kingdom.



### Here's how it works:

On websites using consent banners, users can choose to decline consent for usage of cookies. This can impact the measurable data available in your Google Ads account, which makes it difficult to understand campaign effectiveness and how to allocate and optimise your budget. Consent Mode solves for these unknowns while respecting user choice, by adjusting the relevant tags accordingly, and by using [conversion modelling](#) when conversions can't be linked to ad interactions for more comprehensive reporting and optimisation.



Up to **64% of global consumers agree** that they accept all cookie permissions when prompted but rates vary by region, falling as low as 38% in Denmark.<sup>10</sup>



### Case study

## Consent Mode helps Air France lift conversions and accurately measure performance



### Approach:

[Air France](#) needed a way to preserve their media profitability while respecting user privacy choices. Working with their Google account team and media agency, Performics, the business implemented Consent Mode. This allowed them to adjust how Google tags behave based on the consent status of its users. It also enabled sustainable measurement by allowing Google to model for gaps in conversions when users don't consent to cookies.

### Results:

With Consent Mode live, the business saw a 9% average uplift in conversions across their European markets – and a 4% increase within France itself. These modeled conversions are also essential for optimising Air France's Google Ads campaigns and enhancing reporting and bidding capabilities.

### Case study

## eCampus University measured +12% more conversions with privacy-centric measurement solutions



### Approach:

Amid new regulations and browser restrictions, [eCampus University](#), an online university in Italy, needed a way to properly measure conversions. They worked with their Google team to build a first-party data approach and to implement the foundations of privacy-centric measurement:

- **Google tag** to measure online conversions
- **Google Analytics 4** for behavioural and advanced measurement while respecting user privacy thanks to improved control on data collection
- **Enhanced conversions** to recover post-view and cross-device conversions
- **Consent Mode** to adjust how tags behave based on the consent status of users and to improve measurement accuracy through conversion modelling

### Results:

Using Google's privacy-centric measurement solutions, eCampus University was able to measure +12% more conversions. This enabled them to have a holistic view of the performance of their campaigns and better optimise their bids and budget toward the best performing campaigns.



# Use machine learning to make sense of available signals and get accurate measurement

As you build a strong foundation of first-party data across multiple products, you'll need a solution that can automatically interpret your available signals and give you the best reporting possible.

Take [conversion modelling](#), which has been and will continue to be a key feature in Google's measurement solutions. Modelling uses machine learning to make sense of various signals and learn from first-party data to give advertisers the best measurement possible. This unlocks a more complete picture of your performance in a privacy-preserving way. And because consumers' needs and preferences are constantly changing, along with the world around them, there isn't a one-size-fits-all model. This is where modelling and AI-powered solutions can help you market, measure, and optimise at the speed of consumers. Wherever possible, we directly integrate conversion modelling into Google's ads products, so you'll automatically find this modeled data in your conversions reporting column. This gives you insight into conversions you otherwise would not have recorded, such as platform restrictions limiting the use of third-party cookies or other identifiers.

[Video tutorial on fundamentals of conversion modelling in Google Ads](#)



# Connect multiple data sources with Ads Data Hub for marketers

[Ads Data Hub for marketers](#) enables advertisers and agencies to seamlessly join their first-party data with Google campaign data to maximise their marketing ROI, unlock full-funnel measurement, and activate actionable insights in a privacy-safe way. With Ads Data Hub for Marketers, advertisers can access increased customisation and better analysis across their spend on Google Ads and Google Marketing Platform.

Ads Data Hub enables you to generate comprehensive insights while guaranteeing that the personal data of users are protected through rigorous [privacy checks](#). Put simply, a user's personal information is never accessible to advertisers who use the platform - Ads Data Hub users only have access to anonymised and aggregated data.

Ads Data Hub for marketers is unique in the breadth of analyses that may be conducted, including:



Cross-device measurement that allows for insights without sacrificing user privacy



Advanced attribution analytics, connecting a consumer's path to purchase



Generation of custom audiences that are not reliant on third-party cookies



Advanced viewability measurement for YouTube, including Active View metrics

If you wish to bring your first-party data into your ads analysis, reach out to your Google account team to determine if Ads Data Hub can meet your objectives or contact your agency to understand the reporting and services offered via Ads Data Hub. Alternatively, visit the list of [third-party measurement partners](#) to see if your preferred partner is integrated with Ads Data Hub for Measurement Partners.



### Case study

Riot Games used Ads Data Hub to understand their customer's full journey, and attribute conversions to their media campaigns



### Approach:

[Riot Games](#), an American video game developer, centralised their first-party data and combined it with Display & Video 360 and Campaign Manager 360 data. This allowed them to attribute credit to various ad touchpoints, accurately measure its ROAS, and establish a new benchmark showing that for every \$1 Riot Games spent on Google media, they received \$2 in revenue.

### Results:

Riot Games' ad campaigns generated \$2 in revenue for every \$1 spent.

[Learn more](#)



# optimise performance with privacy-focused app measurement

User expectations for privacy continue to grow, and updates such as last year's rollout of Apple's [App Tracking Transparency](#) (ATT) framework on iOS have made app measurement more complex. To be set up for long-term success, marketers should prioritise privacy-focused app measurement solutions such as **on-device conversion measurement**, which is available through the **Google Analytics for Firebase SDK**.

## On-device conversion measurement

On-device conversion measurement is a new privacy-preserving measurement solution that retains and improves your observable data, helping you enhance conversion modelling and reporting accuracy. With on-device conversion measurement, user interactions with app ads can be matched to app conversions without user-identifying information leaving a user's device.

Enabling on-device conversion measurement allows you to leverage your first-party email data from app users to obtain privacy-safe conversion insights that may otherwise have gone unobserved and unmeasured.

The privacy-centric nature of the solution ensures that user or device data from your app is linked to third-party data solely on the user's device and is not sent off the device in a way that can identify the user or device.

Learn how this solution works and the setup process in [this webinar](#) and [developer guide](#).

## Google Analytics for Firebase SDK

Add the [Google Analytics for Firebase SDK](#) to your Android or iOS app to get powerful cross-platform measurement capabilities that help you understand how your users engage with your app and optimise your App campaign attribution, reach, and performance.

When you implement the Google Analytics for Firebase SDK, you unlock benefits for App campaigns like [on-device conversion measurement](#), [audience management](#), [target ROAS bidding](#), and automatically registering your app for Apple's [SKAdNetwork attribution](#), so you can measure first open conversions.



### Case study

## Vinted achieved 128% more in-app actions on iOS after switching to Google Analytics for Firebase



### Approach:

[Vinted](#), a European marketplace for secondhand clothing, wanted to improve their app performance by achieving more in-app actions and optimising their cost per in-app action, particularly on iOS. In order to do this, Vinted implemented and began bidding on conversions from Google Analytics for Firebase.

### Results:

Vinted achieved 128% more in-app actions on iOS compared to their existing measurement solution, increased installs by 92%, and decreased the cost-per-engagement by 22%. Additionally, Google Analytics for Firebase helped Vinted increase scale and achieve deeper-funnel events.



# Preserve your measurement with Google Analytics 4

Google Analytics 4 is designed with privacy at its core to provide a better experience for both marketers and end users. It helps businesses meet evolving needs and user expectations, with more comprehensive and granular controls for building and managing data. These solutions and controls are especially necessary in today's international data privacy landscape, where users are increasingly expecting more privacy protections and control over their data.

In addition to granular privacy controls, Google Analytics 4 is built with Google's advanced machine learning to bridge the gaps in your data. Conversion and behavioural modelling can unlock a more accurate understanding of customer behaviour when cookies and other identifiers aren't available.

Migrating to Google Analytics 4 requires planning, so we've prepared a [step-by-step guide](#) and a [setup assistant](#) you should consider when approaching this task.

[Data-driven attribution](#) is the default model in Google Analytics 4 and Google Ads, so you can analyse the full impact of your marketing across the customer journey across paid and organic traffic. Like all of Google's measurement solutions, we respect people's decisions about how their data should be used in the attribution process, and have strict policies against covert techniques like fingerprinting that can compromise user privacy.

Advertisers who switch to a data-driven attribution model from a non-data-driven attribution model typically see a **6% average increase** in conversions.<sup>11</sup>

To help all advertisers take advantage of better attribution in today's changing privacy landscape, data-driven attribution is now the [default attribution model](#) for all new web conversion actions in Google Ads.

[Learn more about different types of machine learning models](#)



### Case study

## How Magasin grew conversions by 25%



### Approach:

[Magasin](#), a department store chain in Denmark, grew conversions by collaborating openly on the Google Analytics 4 roadmap and the range of approaches available. That allowed them to quickly own their Google Analytics 4 setup and begin implementing enhanced conversions and Consent Mode. It also meant the team could rapidly get up to speed with Google products, follow best practice recommendations, and ensure maximum impact.

### Results:

These digital investments allowed Magasin to deliver uplift by 25% through modelling for gaps in conversions, to achieve a rise of 0.38% with enhanced conversions recovering post-view and cross-device conversions and to support Magasin's privacy-first strategy with Google Analytics 4.

### Case study

## McDonald's serves up a 74% ROAS increase with Google Analytics 4



### Approach:

[McDonald's Hong Kong](#) wanted to gain more insights into their high-value customers and maximise their ROI. They used Google Analytics 4 to measure their online purchases and activate insights that lead to higher conversion value and ROAS. By activating Google Analytics 4 insights within a Google Ads App campaign, engagement with target return on ads spend bidding increased.

### Results:

McDonald's Hong Kong increased conversion value by 668%, while reducing CPA by 53% as compared to target CPA.

# Discover what the future looks like

The [Privacy Sandbox](#) is a collaborative, open-source Chrome and Android initiative to develop new technologies to help meet key ads use cases while limiting tracking individuals across websites and apps. For instance, instead of measuring users' online activities in ways that could identify them, they can be kept anonymous by putting limits on data when their actions are reported and adding random data, or noise, into the report.

## The Attribution Reporting API supports measurement:

A web browser will match a conversion that happens on an advertiser's website with an ad that was clicked or viewed on the web. The browser will only report information in a way that doesn't expose consumers' identities – for example, aggregating the data and limiting the amount of information shared about each conversion.

[Learn more](#)


As Chrome evolves to meet the moment with privacy-preserving technologies for measurement and audiences, the Google tag is built to complement and integrate with the Privacy Sandbox Attribution Reporting API.



**App callout:** By joining the Privacy Sandbox initiative, Android shows that it shares Chrome's vision of enhancing user privacy while supporting key advertising use cases across the mobile app ecosystem.



# Activate insights to drive growth

Connect with the right people at scale and drive meaningful business results.

With a robust first-party data strategy and privacy-preserving measurement in place, you're now ready to use Google's automated solutions to activate your audience insights.

In this chapter, you'll learn how to:

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Be ready for what's next in privacy



# Engage the right audiences at scale using your first-party data

When you analyse your first-party data for insights, you can better connect with your audience by delivering more meaningful experiences in a privacy-preserving way.

For instance, you can use first-party data to engage with your best customers. When people share their contact information with your business, you can use [Customer Match](#) to reach them as they're moving across Google properties, including Search, the Shopping tab, Gmail, and YouTube.

## Case study

MandM Direct re-engages high-value shoppers with product feed ads and target ROAS bidding strategy on Discovery ads



## Approach:

[MandM Direct](#), one of UK's largest online-only fashion and sports retailers, ran an experiment on a Discovery campaign with a target ROAS bidding strategy that optimises for increased campaign efficiency and conversion value. MandM Direct focused on lower-funnel audiences and activated its first-party data using Customer Match to re-engage with past customers who were either value shoppers or travel and outdoor enthusiasts. After an initial learning period, MandM Direct gradually increased its bidding goals during the last two quarters, resulting in a strong ROI from its campaigns.

## Results:

MandM Direct's strategy led to a 120% increase in ROAS, and a 48% increase in revenue growth in Q1 '22 across all of its Discovery campaigns compared to its Q4 '21 performance. The brand also saw a 20.7% decrease in cost-per-acquisition (CPA) and a 4.35% decrease in cost per click for its Discovery campaigns.

Once you've established a privacy-first for UK measurement foundation, use [Smart Bidding](#) to take action on this data. Smart Bidding strategies automatically leverage [signals from your first-party data](#) and use machine learning to optimise for conversions or conversion value in each and every auction.

And because some conversions are worth more than others for many businesses, a value-based bidding strategy can help you optimise for total value rather than volume. This means strategies such as [Maximise conversion value](#) with an optional target ROAS will automatically adjust your bids to reach your highest-value customers.

Optimizing toward value when using Smart Bidding works to multiply your results, driving reliable, strong ROI and unlocking the next wave of growth. If you are already bidding toward value, you can consider more advanced strategies using your first-party data, such as bidding toward profit or expected lifetime value. Google's machine learning will work with the inputs you set to get you closer to meeting your business outcomes.

**14%** On average, advertisers that **switch their bid strategy from having a target CPA to a target ROAS** can see 14% more conversion value at a similar return on ad spend.<sup>12</sup>

Learn more in our technical paper, [Setting Smarter Search Bids](#).

#### App callout:



optimise for advanced bidding solutions on Android like target CPA or target ROAS\* to acquire high-quality customers likely to complete your predetermined in-app actions.

\* Target ROAS is now known as Maximise conversion value with optional target ROAS.

Consolidate iOS App campaigns and use only target cost per install or Target CPA bidding with eight or fewer app install campaigns for each of your iOS apps to maintain optimal performance due to SKAdNetwork's campaign limitations.



### Case study

## Riu's Discovery campaign doubles booking revenue and target ROAS

**RIU**

### Approach:

[Riu](#), a Spanish hotel chain, tested target ROAS in a Discovery by using an average value to optimise to a micro-conversion ("look for availability") on its site. The company also leveraged its first-party data to create a lead scoring algorithm that was able to keep micro-conversion volumes, while reflecting the expected value of the final conversion (bookings) and making target ROAS bid its primary business objective.

### Results:

The test delivered a 1.5x spike in conversion rates (look for availability), with both target ROAS and booking revenue more than doubling.

## Engage your first-party audience in Display & Video 360

In Display & Video 360, we've created a new way for advertisers to power their advertising using first-party data through [Publisher Advertiser Identity Reconciliation](#) (PAIR). PAIR gives publishers and advertisers the option to securely and privately reconcile their first-party data for audiences who have visited both of their sites. This data can be connected through clean rooms, ensuring that any data shared by advertisers and publishers stays secure, and only their encrypted data gets shared with Display & Video 360 for reconciliation. PAIR gives advertisers the ability to more closely connect with their known audiences and show relevant ads, without tracking individuals across the web and without the reliance of third-party cookies.

[Learn more](#)

# Use the power of AI to discover new audiences

One of the most exciting benefits of AI is its potential to help marketers reach qualified audiences even when some signals are limited. [Google audiences](#) can blend a wide range of signals with the help of AI to reach interested users and optimise what ad to show them.

Signals are attributes about users, including:

- ✓ Who they are (their [demographics](#))
- ✓ What their interests might be based on websites and apps they use
- ✓ What context they're in at the time of the auction, such as the content of the web page they're browsing

## → Here's how it works:

When cookies are available from a third-party website, Google audiences will combine those user signals with contextual ones like the content of the page to determine someone's interests and preferences. And in cases when cookies are restricted – either because of browser restrictions or a user's consent choices – Google audiences will rely on other available signals, such as the context of the ad placement, to determine relevance.

You can now also more easily reach audiences that are likely to convert without relying on third-party cookies using [optimised targeting](#) or [audience expansion](#) for their Discovery, Display, and Video action campaigns in Google Ads and Display & Video 360.

Advertisers who use [optimised targeting in Display & Video 360](#) can see, on average, a **55% improvement** when using first-party audiences.<sup>13</sup>

Similarly, [audience expansion](#) uses AI to help advertisers running Video reach or consideration campaigns grow their reach incrementally. Audience expansion is available in Google Ads and will be available in Display & Video 360.

[Learn more about how AI can help you reach new audiences](#)



# Be ready for what's next in privacy

The [Privacy Sandbox](#) aims to develop new technologies that can be used to support many use cases, including interest-based and remarketing ads.

## The Topics API supports interest-based ads:

A person's browser could provide topics that may reflect the person's interests based on recent browsing activity. This information could be used in combination with other information to find relevant ads without needing to track specific sites visited.

Google Ads and Display & Video 360 have started experimenting with [Chrome's Privacy Sandbox APIs](#) as a part of Chrome's [origin trials](#). We're planning to incorporate signals from the Privacy Sandbox alongside a wide range of other signals, such as geo-based and contextual signals, and machine learning insights and publisher-provided first-party identifiers (IDs), such as [Publisher-Provided](#), and [Exchange-Provided IDs](#), into the infrastructure of our [Google audiences](#) and optimised targeting solutions so that you can continue to reach relevant customers, even without third-party cookies.

[Learn more](#)

## The Protected Audience API supports remarketing:

When people visit a company's website and they take an action that's valuable to the company, such as viewing a product, the website or their ad tech vendor can request that the user be added to an interest group that is stored on the user's own device. This limits the amount of data shared externally. Then, when those people visit other participating websites, ads associated with the interest groups may be eligible to serve using an on-device process, limiting tracking people across the web.

Alongside leaning into first-party data and AI-powered solutions, experimenting with new privacy-preserving technologies can help you grow your business. However, as an advertiser, you don't need to implement these new technologies directly. Instead, you can continue using the privacy-first for UK solutions available today in Google Ads and Display & Video 360, such as Google audiences, to benefit from the signals generated by the Privacy Sandbox technologies.

[Learn more](#)



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