



Top 3 Questions About the iOS 14 Updates

1. Why is there an 8 event limit?

Apple allows for a limited amount of data to be shared with platforms like Facebook when a user completes an event on a domain. Of that limited amount of information, we chose to allow for 8 events per domain given it covers the vast majority of advertiser use cases and allowed Facebook to preserve other functionality. For example, we are not enforcing additional campaign or ad set limits for web campaigns beyond the current ad limits per Page that apply to all advertisers on our platform.

2. If an advertiser is tracking more than 8 conversion events, but does not optimize for more than 8, what is the impact for them? Also, do page views need to count as one of the 8 events?

Once Apple begins to enforce its iOS 14 changes, advertisers will only be able to use 8 conversion events for optimization on a single domain. While not usable for optimization, events not configured as one of the 8 conversion events for a domain can still be used for partial reporting in Ads Manager and Website Custom Audience targeting. We expect that Website Custom Audience sizes will decrease due to the loss of some conversion events from iOS 14 users. Landing Page View campaigns are not subject to the 8 event per domain limitation.

3. Is the 8 event limitation for reporting and optimization only subject to Conversion Objectives and Value Optimization? In other words, will we be able to run brand campaigns or campaigns optimized for link clicks and not face the same limitation? If so, will we be able to get reporting on those events?

The 8 event limitation is for Conversion optimization and Value Optimization campaigns. Brand and Link Click campaign optimization would not be impacted, because they do not use events to optimize. However, measurement may be impacted if they are attaching an online conversion event (pixel/Conversions API) to the ad. This reporting will be

governed by Aggregated Event Measurement requirements that will cause some reporting of online events to be restricted, aggregated, and delayed based on Apple's framework.