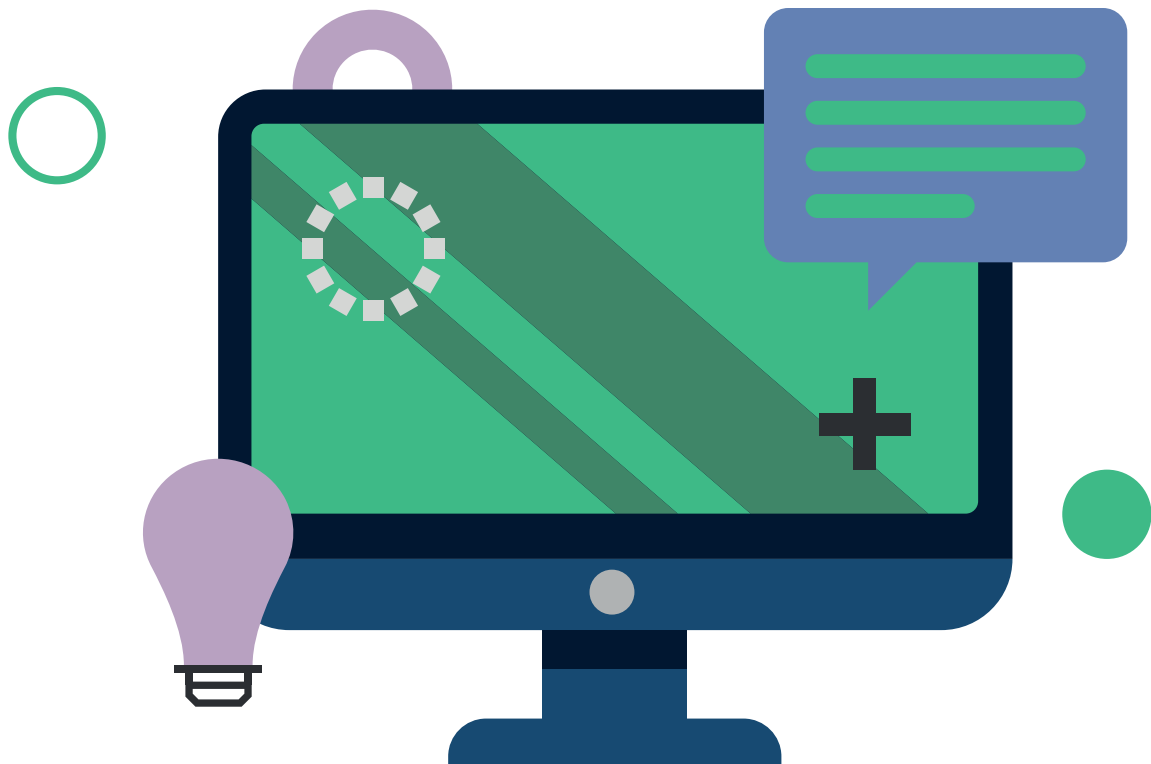




USING UNBOUNCE TO COMPETE AGAINST IOS CHANGES





FACEBOOK'S ADVERTISING UPDATES

Improve digital marketing practices for Facebook with the Unbounce platform

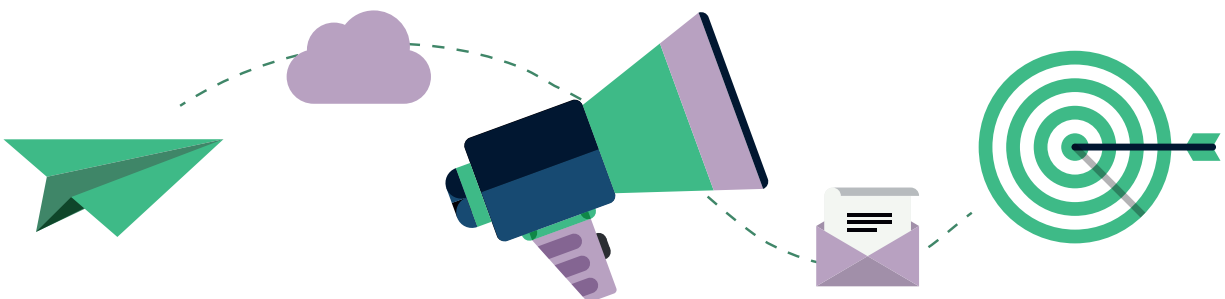
IN THIS PDF WE ARE GOING TO COVER:

- ▶ Facebook advertising changes in regards to Apple iOS updates
- ▶ How Unbounce can provide more clear data seemingly lost now in Facebook's UI
- ▶ Setting up Unbounce campaigns and traffic sources for optimal results
- ▶ What high converting landing pages built in Unbounce look like

The majority of Facebook users have made it clear they don't want their personal information being tracked, which has forced Facebook to make very impactful updates to advertisers' targeting capabilities. Facebook users are upset with the amount of tracking of their personal information, which has caused changes in their ad targeting capabilities their ad targeting capabilities. The changes will specifically affect how Facebook receives and processes conversion events, i.e. pixel firing. Marketing campaigns targeting mobile traffic or apps are being impacted by these changes, and you should already be making necessary adjustments.

Dealing with this loss in visibility can tank your conversion rates, and massively increase your marketing costs. While verifying your landing pages domain, setting your conversion event to be prioritized for campaign optimization, and working within the ad creation limitations these changes still leave a cloud of fog over your data.

Even before these changes went into effect, it is important to remember that Facebook is a source of traffic, not an end-all platform for running your marketing campaigns. Facebook should act as a traffic engine, and sit within a marketing tool set that can test and track any traffic source.





UNBOUNCE GIVES YOU CLARITY

Unbounce will come out on top when comparing landing page optimization tools. We have tested many platforms, and Unbounce has come out as the undisputed king. It provides full visibility on how and where our conversions are occurring. Unbounce allows tracking for conversion actions such as pixel fires, true conversion rates, budget optimization, and audience retargeting to measure and set campaign goals/actions from Facebook, Google, to any source you wish to test and allows us to track multiple test simultaneously.

With the changes in the Facebook UI, tracking is not the same as it was one year ago. Unbounce helps bring clarity to true conversion rates between pages, button clicks and downloads."





WHAT A HIGH CONVERTING LANDING PAGE LOOKS LIKE

Unbounce allows you to test both landing pages and cart pages, and endless variations of both. It's important to understand the technical issues which may come from these tests, though they are often easily fixed. Unbounce allows for direct insight into landing page metrics, so you can make the right adjustments to drive more conversions.

Currently, the pixel based conversion reporting is not correct, and the measured conversion rates are inconsistent. Looking in the Facebook dashboard, it will tell you 'some results will be assumed' since they don't have the same visibility that they did in 2020. Due to the pro-consumer measures implemented by Apple, the retargeting audiences are significantly smaller. There are shorter attribution windows, delayed reporting, and much fewer breakdown capabilities for your data, meaning you can't see what's happening with your ads like you used to be able to. Unbounce solves many of these issues through putting page-driven tracking into the tools that host the pages within Unbounce.

Whether it is a technology update, terms of service change, or any new implementation from a traffic source, things can drastically change your marketing or business plans. Utilizing the Unbounce platform to mitigate these issues puts you in position to minimize loss of traffic and conversions by actual real-time data that is not blocked by your traffic provider.





TO RECAP

Here's a list of things Unbounce can help with when battling iOS changes:

- Accurate pixel conversion tracking
- Understanding a landing page's true conversion rate
- Testing multiple things simultaneously
- Convey user behavior and interpreting actions which provided value





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