

The background of the slide shows a group of people in a meeting, with one person pointing at a whiteboard. The entire image is covered with a semi-transparent blue overlay. A short red horizontal line is positioned above the main title.

Marketing Mayhem: What do the Apple and Google Privacy and Experience Updates Mean for Marketers?

WHEREOWARE

Smart growth through digital marketing strategy and activation

Data Privacy Concerns Go Mainstream



“81% of people feel they have **no control** over how businesses collect their data, and 79% are concerned about how they use it.”

- [Pew Research study](#)

Recap – Today's Focus

Apple Mail is blocking key open metrics and activities.



Google is booting third-party cookies.



Page Experience is impacting search.



Key Takeaway

Future-Proof Your Marketing Through Customer Loyalty





Take A Bite Out of the Apple Mail Privacy Protection Update

Apple Mail Privacy Protection

- Specific to Apple Mail app on any iOS device.
- iPhone iOS 15, iPad iOS 15 and macOS Monterey devices.
- Currently in beta, with a wider rollout expected in Fall 2021.

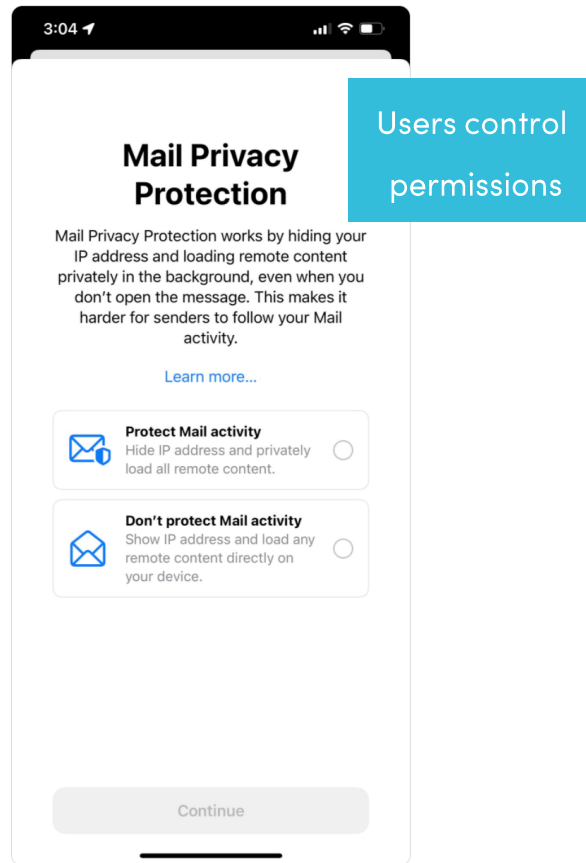


Image from [Ryan Jones](#)

Impact?

- Hide user's open activity, IP, location, and device.
- Loads remote content privately in the background, even when the message is unopened.
- Inflated open rates.
- Makes segmentation, deliverability, AB testing, list hygiene, live-content, geo-targeting, and retargeting difficult.

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Why Care?

Apple iPhone (iOS Mail),
Apple Mail (macOS Mail),
and Apple iPad (iPadOS
Mail) with over 46% of
combined email opens in
2020.

- Litmus

What Should You do?

- Focus on **trust and providing value**
- Lean on **first and zero-party data** and use clear opt-in language
- **Get consent** and preferences for users to tell you what they want
- Broaden your engagement metrics: engagement, clicks, conversions, cross-channel
- Segment Apple email clients vs. non-Apple email clients

Google's Phasing Out Third-Party Cookies

A photograph of a laptop on a wooden desk, displaying the Google homepage. The browser is Google Chrome, and the address bar shows 'google.com'. The Google logo is centered on the screen. Overlaid on the image is the text 'Google's Phasing Out Third-Party Cookies' in a light blue, sans-serif font. The background is a blurred outdoor scene with green foliage.

First, Let's Talk About Types of Data

"You Signed up for Our MacBook Waitlist and it's Now Back In Stock!"

Zero Party

"You browsed our MacBook. It's Back in Stock!"

First Party

"Since you're a member of the MacBook Facebook Group, you may want this MacBook – Back in Stock!"

Third Party

Google Ends Third-Party Cookies

- Removing third-party cookie tracking across their ad networks and Google Chrome
- Currently scheduled for 2023
- Impacts ad targeting: retargeting, behavioral, audience
- Privacy Sandbox will power web products in a post-third-party cookie world



What Should You do?

- Make **customer loyalty** your long-term strategy
- Maximize first-party data for segmentation, personalization, and optimization
- Use lead gen tactics and **value sells** to capture *more* first-party data
 - Content downloads, email signups, loyalty programs, demos, preferences, etc.
- **Contextual personalization and advertising** targeting webpage topics and keywords
- Stay updated – News, FLoC, Privacy Sandbox (privacysandbox.com)

A person is holding a smartphone in front of a whiteboard. The whiteboard contains various diagrams, including a flowchart with red boxes, a large blue rounded rectangle with a circle inside, and several sticky notes in yellow, pink, and green. The person is wearing a dark blue long-sleeved shirt. The background is slightly blurred, focusing on the whiteboard and the person's hands.

Google's Page Experience Update

Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond its pure information value.

- Google

What Will Page Experience Factor?

CORE WEB VITALS

Loading time (LCP)

Interactivity (FID)

Visual stability (CLS)

EXISTING SEARCH SIGNALS

Content

Mobile-friendliness

Safe browsing

HTTPS

Intrusive interstitials (popovers)

In A Nutshell? Web UX Matters

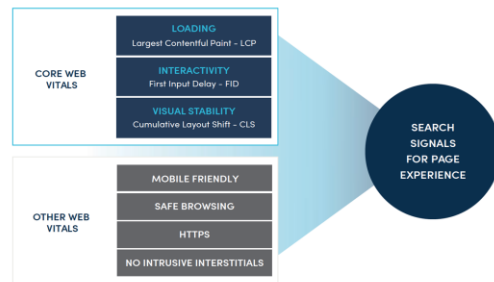
Optimize Your Webpage to:

- ✓ Have High Quality Content
- ✓ Load Quickly
- ✓ React Quickly to Key Inputs
- ✓ Be Visually Stable (Not Jumpy)
- ✓ Be Mobile-Friendly
- ✓ Be Secure

Get Started with Our Page Experience Checklist

How Will Google Rank Your Page Experience?

STRONG CONTENT is still the center of your SEO strategy, but User Experience (UX) is critical too.



WEBPAGE LOADING: LARGEST CONTENTFUL PAINT

Is the largest file or element within the viewport loading quickly (in fewer than 2.5 seconds)?

- ☐ Compress and cache images and video, without impacting quality
- ☐ Lazy load images (i.e. above-the-fold images load first or images only load within the viewport)
- ☐ Optimize background scripts and eliminated third party plug ins
- ☐ Implement mobile-first best practices
- ☐ Use Web hosted fonts (Google or Adobe) - no more than 7 typefaces
- ☐ Use your website's Global Styles.

Key Takeaway

Future-Proof Your Marketing Through Customer Loyalty



QUESTIONS? Let's Connect on Your Next Project

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