PubMatic

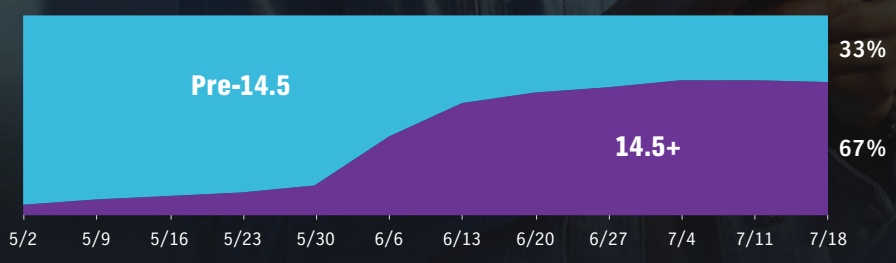
APPLE'S IDFA OPT-IN

IMPACT ON THE ADVERTISING ECOSYSTEM

As part of Apple's iOS 14.5 update in April 2021, apps are now required to ask permission from users before tracking their activity online via Apple's ID for Advertisers (IDFA). This change has resulted in significant behavioral impacts across the advertising ecosystem.

iOS 14.5+ adoption is growing

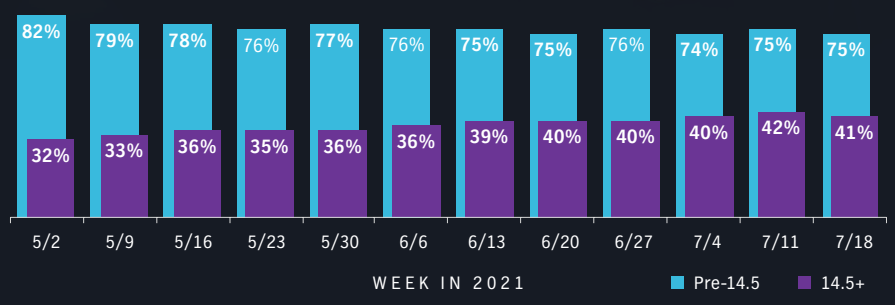
SHARE OF TOTAL IOS APP AD REQUESTS BY OS VERSION



Users are opting-in for better ad experience

While opt-in rates are increasing, users on iOS 14.5+ have roughly 30% lower IDFA presence than users on previous operating systems.

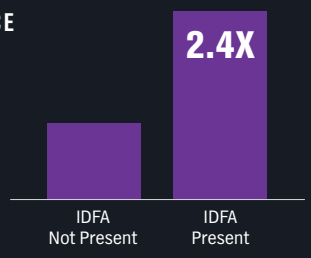
SHARE OF AD REQUESTS WITH IDFA PRESENCE BY OS VERSION[1]



[1]Trends based on traffic trends observed on PubMatic's platform

Opted-in users are more valuable to advertisers

eCPM BY IDFA PRESENCE – IOS 14.5+[2]



[2]Based on a 4-week sample dataset from June 27 to July 24, 2021

Commerce, business and game users more likely to opt in

APP CATEGORIES WITH THE HIGHEST IDFA PRESENCE IN IOS 14.5+[3]

Shopping	79%
Automotive	79%
Business	79%
Games	75%
Health & Finess	74%

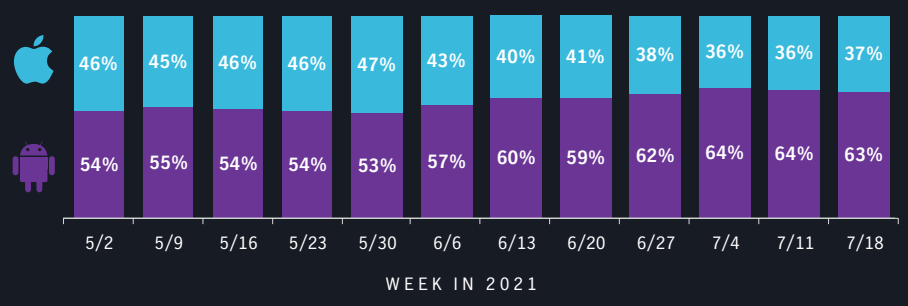
APP CATEGORIES WITH THE LOWEST IDFA PRESENCE IN IOS 14.5+[3]

Education	19%
Food & Drink	26%
Personal Finance	45%
Community	51%
Technology & Computing	51%

[3]Categories are based on a 4-week sample dataset from June 27 to July 24, 2021. Games are based a sample dataset on July 26, 2021 for the top 500 games.

Marketers shift more budget to android

MOBILE APP AD SPEND SHARE BY PLATFORM



Methodology

PubMatic's yield and data analytics team analyzes approximately 1 trillion advertiser bids daily, utilizing the company's best-in-class analytics capabilities. This infographic incorporates ad requests, impressions, revenue and eCPM data from these reports to provide a high-level analysis of key trends. Analysis is based on PubMatic-sourced data.

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