



NAVIGATING A CHANGING DIGITAL ECOSYSTEM

An overview of Snapchat's efforts to help its brands navigate the effects of third party cookie demise, with easy Conversion API solutions - Partnered with Datahash



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Setting up Snapchat Conversions API

The rise of privacy restrictions on user tracking has impacted the way digital Ads are **targeted, measured, and optimized.**

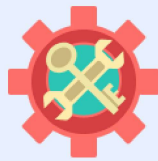
In the past few months, platform changes have been increasing its restrictions on the use of identifiers. Identifiers were a well-known and accepted mechanism to study users and their preferences online, and hence these movements have a direct impact on digital marketing.

Platform policy changes have already led to a significant loss in signals for advertisers. Let's take a closer look at the effects that resulted from the inability to track events across the user journey.



Targeting:

A key result of the third-party cookie demise is the loss of identifiers and limitations in the ability to 'pass-back' signals from the source to the Ad platform. Marketers face a reduced ability to target relevant audiences based on their interests and past behavior.



Optimization:

Due to restrictions imposed by Apple via the ATT framework, optimization for App events has been severely impacted. Apple's attribution system for apps, SKAdNetwork (SKAN) can only attribute App events that are linked to a new install and pass back only aggregated data.



Measurement:

There has also been a significant impact on Return on Ad Spends (ROAS). Measurable ROAS has reduced across events because the link between Ad exposure to conversion events is no longer deterministic for users who opt out of tracking on iOS.

All of these factors together have contributed to a reduction in performance for advertisers. A report states that **iOS advertisers are experiencing a 15% to 20% revenue drop and inflation in unattributed organic traffic**, while certain other clients have witnessed up to a 30% to 40% loss of revenue. [Source: ☺]

An Introduction: Snapchat Conversions API

Snapchat's Conversions API, is a structured, privacy-centric interface that allows advertisers to pass **Web, App, and Offline events directly to Snap via a Server-to-Server (S2S) integration**. This helps Snap's system to optimize ad campaigns, and improve the ability to target and measure conversions that result from a Snapchat campaign. In other words, this helps advertisers improve their performance by capturing more signals in a privacy-compliant way.

Advertisers use Pixels that rely on third-party cookies, while MMP/SDK relies on Apple's SKAN network on iOS to share data with Snapchat for campaign targeting, reporting, and optimization.

Let's understand these technologies a little better.



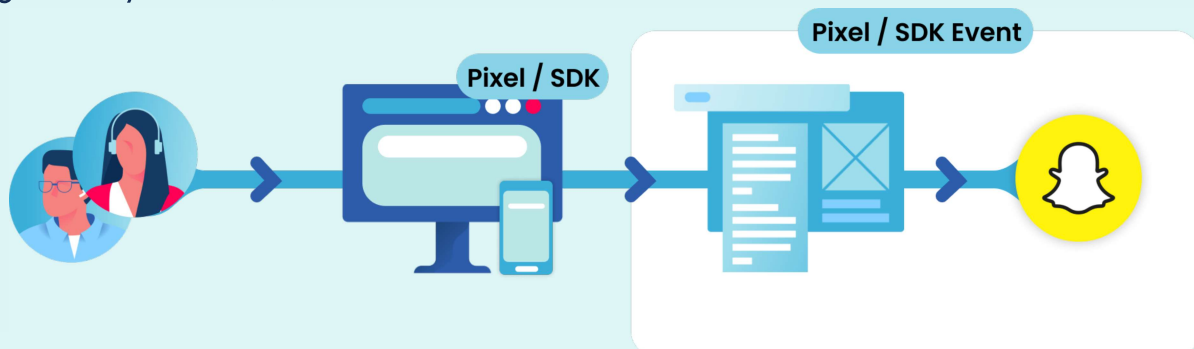
Pixels & Third-Party Cookies

Pixels are pieces of code that are placed on websites that enable tracking cookies to be dropped on a user's browser. This enables the advertiser to track users with relevant ads across various ad platforms. However, with browsers blocking 3rd party cookies by default, the future of cookies is unreliable. Learn more about Snapchat's Pixel [here](#).



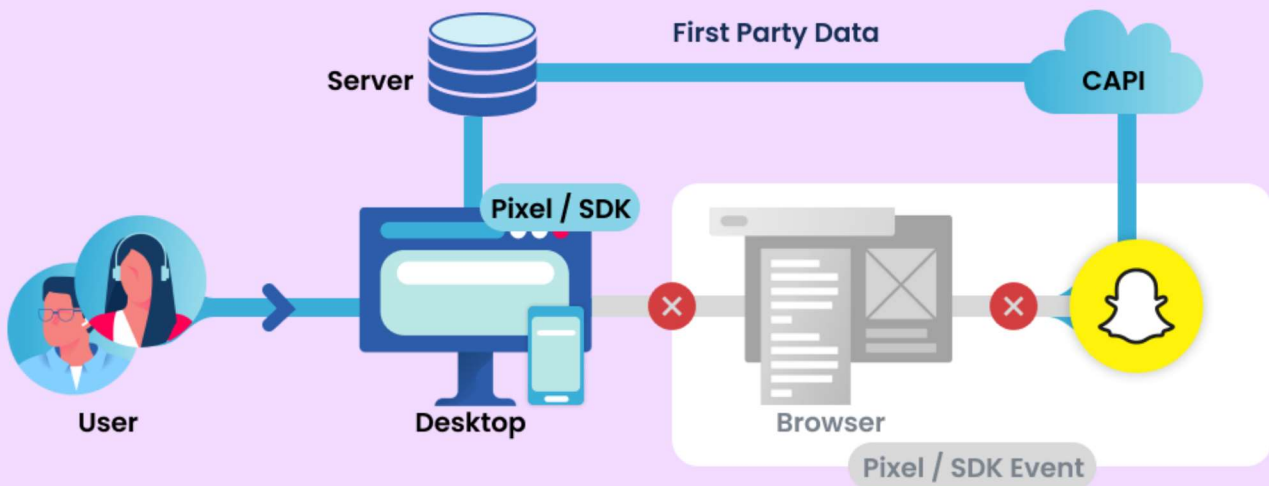
Pixels & Third-Party Cookies

Advertisers leverage SDKs from mobile measurement partners and/or ad platforms which act like tracking codes on the advertiser's app. Apple's app tracking transparency framework (ATT) has given more power to users in deciding whether they want to be tracked or not via SDK and similar technologies. Statistics suggest that as many as 75% of users are declining access to app tracking, making it much harder for brands to attribute their campaigns across ad platforms. Google is expected to implement similar restrictions on the Android platform (E.g., Privacy Sandbox).



How does Snapchat's Conversions API solve privacy-safe data sharing?

Snapchat's Conversions API provides a privacy-centric interface for advertisers to pass signals. This passback of any user actions (events like AddToCart, Purchase) is tied with **one-way hashed and consented 1st party identifiers** (Email, Mobile & Name) which ensures Snap receives high quality signals from the advertiser leading to better measurement, targeting and optimization. It may help to **reduce the reliance on probabilistic 3rd party cookies as well**. These signals pass through the ad platform's attribution system.



“

Adham Awde
Digital Marketing Manager,
Giving Movement

“Implementing First-Party Data into our Snap campaigns through Conversion API has had an astounding impact on our ability to connect with the right audience through the right Ad, while being able to accurately measure the right conversion. **Our ROAS has increased 15.8x times**, and we are excited to see continued growth in our results!”

“

Aboo Backer
Marketing Director, EYEWAA

“From the moment we integrated Conversion API into our App campaigns on Snap, we witnessed a remarkable **68% increase** in our return of investment within just 2 weeks of going live. This decision has proven to be a vital success for our digital performance, especially post iOS 14, improving our ad-reporting, reducing costs and amplifying our growth.”

Why is Snapchat Conversions API a must?

Conversions API by design goes beyond sending online events from servers to the Ad platforms. It creates a connection between an advertiser's marketing data - across Web, App and Offline Conversions from the advertiser's server, web platform, mobile app, or CRM to the Snapchat ad platform. **With CAPI - advertisers now have the ability to track the offline impact of online ads**, optimize their ad targeting efforts, and measure their outcomes effectively.



Chaymaa Mohamed
Head of Digital Marketing at NiceOne

*"NiceOne is always looking for new ways to drive growth and improve our results and implementing Conversion API for both Web & App campaigns on Snap has been such a game-changer for us. With its seamless implementation, CAPI has helped us achieve up to **20x increases in ROAS** since it went live, and has been instrumental in driving growth for our business. We couldn't be happier with the results and are excited to see what other innovative strategies we can explore in the future"*



Youmna Borghol
Head of Marketing Science, Snapchat

*"There is massive value for advertisers in ensuring 1P signals passback to Snapchat through Conversions API. We have analyzed the impact that Snap's CAPI has had on advertisers, and we see an average **increase of 130% in ROAS** (web & app) within 6 months of CAPI implementation."*

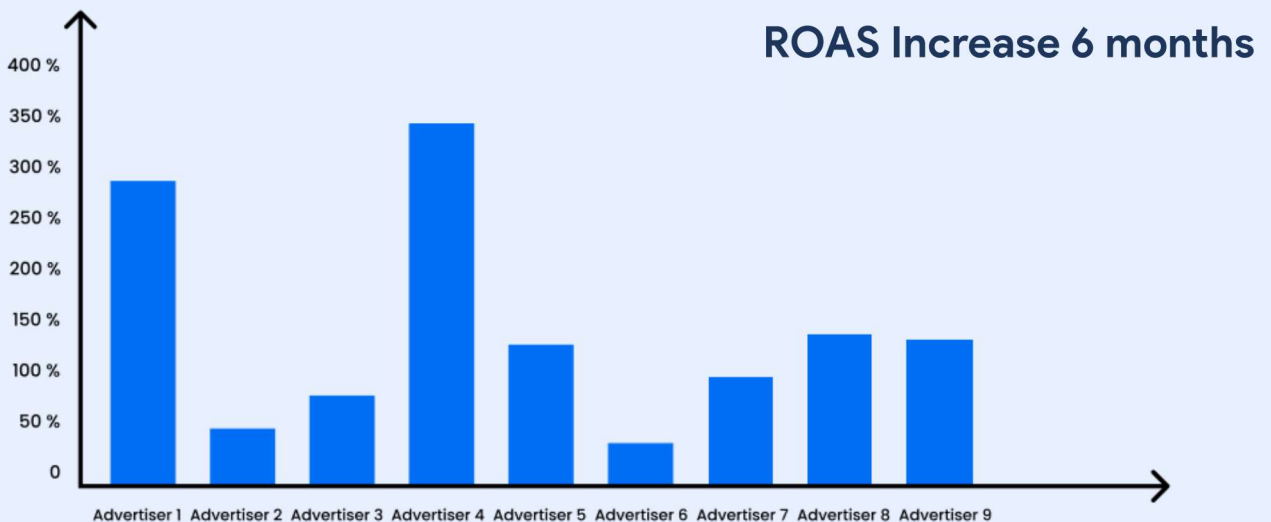
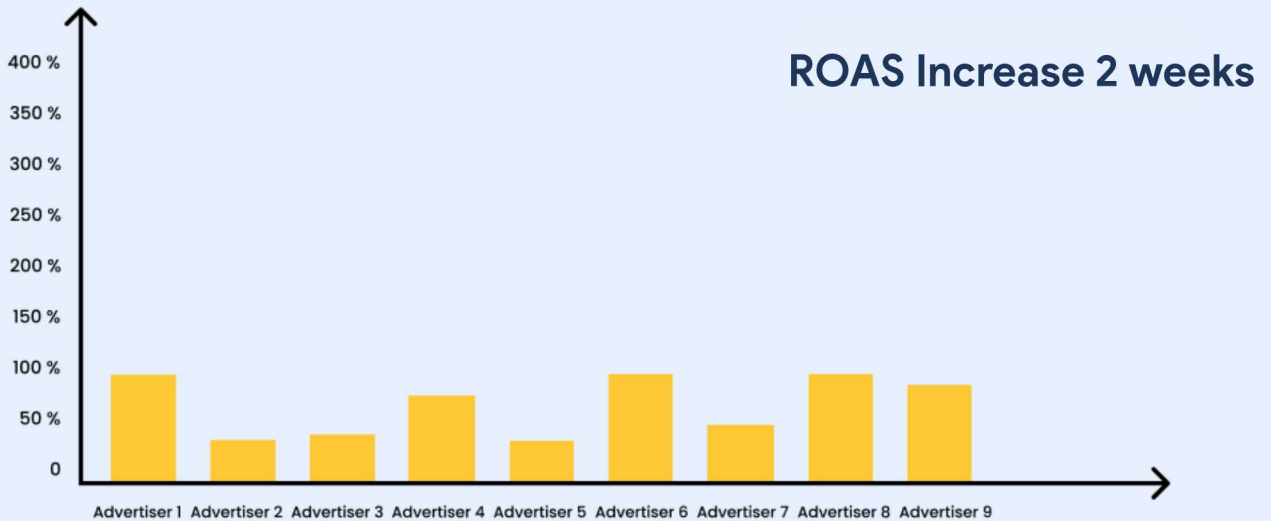


Snap CAPI in Results

The increase in ROAS is largely led by two factors:

Increase in 'measurable' ROAS due to better coverage of signals. This enables better capture of outcomes of campaigns. This is reflected in the immediate increase in ROAS.

Better targeting and optimization due to high quality 1P signals that are passed back to Snap. This is reflected in the long term increase in ROAS.



For any advertisers with offline signals, a CAPI implementation would be a further incremental increase in ROAS. CAPI is the primary means for any platform to ingest offline data in an automated manner.

Snapchat Conversions API improves ROAS



Advertisers with CAPI implementation are now able to provide Snapchat with higher-quality signals that are used for better optimization of their campaigns.

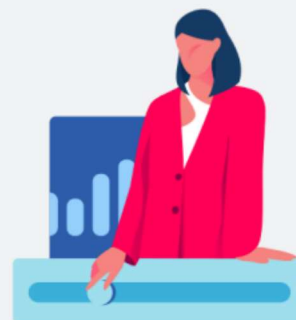


CAPI helps improve the omni-channel measurability of campaigns by getting signals across the Web, App, and Offline as per the business of the advertiser.

Exploring Additional Benefits



Protect the advertiser against any sudden or unforeseen changes to in-app or in-web tracking that may be implemented by platforms



Enable the advertisers to **maintain complete control over data**. The API provides complete control over metrics that are to be shared across the full funnel. This makes the advertiser less reliant on glitches in pixel firing, MMP implementation, etc.

Setting up Snapchat Conversions API

Snapchat allows advertisers to send marketing data via two different methods - Direct or via a Partner Integration. The collaboration with Datahash is a **great example of building the ecosystem to support advertisers** and accelerate the adoption of a solution like Snap's Conversion API.



Ankur Jalan,

Group Manager, Marketing Science MENA, Snapchat,

speaks on the partnership with Datahash in the region. He says: *“Datahash built a no-code, compliant data platform to help advertisers adopt first-party data-based tracking on Snap and other marketing channels. Working closely with Snap, Datahash started rolling Snap Conversions API implementations for several advertisers.”*



Gaurav Chhapparwal,

Founder & CEO, Datahash,

says First Party Data is the only solution for marketers to use data-driven optimization in a privacy-first, cookieless, restricted device-id world, which is here to stay! Existing marketing tech tools are not equipped to navigate this world and that's why at Datahash, we've built a First Party Data platform and are working closely with Snap to help advertisers safeguard the Returns on their Ads Spends.

Need help with Snap CAPI?

 capi@datahash.com

