

APPLE VS GOOGLE

A DECADE OF CHANGES IN DIGITAL PRIVACY FOR ADVERTISERS

	APPLE	GOOGLE	IMPLICATIONS
INTRODUCTION OF MOBILE ADVERTISING IDENTIFIERS	2012 Apple introduced the IDFA (Identifier for Advertisers) to replace the device ID and allowed users to reset their IDFA periodically.	2014 Google introduced the GAID (Google Advertising Identifier) to replace the device ID and enabled users to reset their GAID periodically.	Allowing users to reset their ID, the IDFA and the GAID inhibited personalized ads. However, the adoption of this mechanism was less than 5%.
LIMIT AD TRACKING	2016 Apple introduced 'Limit Ad Tracking' on iOS giving users the choice in their settings to not be tracked by apps.	2022 Google followed suit by introducing 'Delete Advertising ID' on Android which enabled users to choose whether to be tracked by apps or not.	These measures empowered smartphone users to decide whether they wanted to be tracked by apps. However, the adoption was less than 20% because this feature was by default opted-out.
DEPRECATION OF IDFA AND GAID	2021 In 2020, Apple announced the deprecation of the IDFA through the 'App Transparency Framework' (enforced in April 2021).	2024* Earlier this year, Google announced that it would be deprecating the GAID in 2024 with the help of the 'Google Privacy Sandbox'.	Without IDFA, apps need to ask for users consent to track them. This inhibits personalized ads and makes campaign measurement difficult. On iOS, approx. 70% of users chose not to be tracked. On Android, we'll have to wait for 2023.
THIRD-PARTY COOKIES ON BROWSERS	2020 Apple launched 'Intelligent Tracking Prevention' in 2017 to inhibit the use of third-party cookies on their safari. And in March 2020, they fully blocked third-party cookies.	2023* Google announced in 2020 that it would phase third-party cookies from its Chrome Browser by 2022. That got delayed to 2023.	Third-party cookies allow advertisers to target users with ads because of their browsing history. Their ban impacts the ability to behaviourally target users with personalized ads on browsers.
PUSH NOTIFICATIONS CONSENT	2011 Since the start, Apple required apps to ask for users' consent to send them push notifications.	2022 On Android, apps have been allowed to send push notifications without users' consent (unless they opted-out). From 2022, Google required all apps to ask for users' permission upfront.	Opt-in rates for push notifications have historically been approx. 40%. Android apps will now see a drop in their ability to send push notifications to users.