iOS 14.5 Privacy Changes

On 2021 Apple released iOS 14.5, its big new software update for iPhones. It adds a lot of new features, but the one that’s been grabbing headlines is its new privacy change, which gives users more transparency and control over apps that want to track them for advertising.

Apple's long-debated, long-awaited App Tracking Transparency feature and policy will now be fully enforced starting with the release of iOS 14.5.

A large portion of the apps in the App Store for these devices utilizes a tracking technique called ID for Advertisers (IDFA) to track users' activity between multiple apps published by multiple companies, to inform ad targeting and other monetization and data collection techniques.

On 2020, Apple announced that it would begin requiring all apps to ask for users' permission in advance to do this on an app-by-app basis. Anticipating that many users would opt out and that the change would therefore significantly impact revenue, various app developers and ad networks have criticized the move, saying it will hurt big and small businesses alike.

Those critics are not making that up: the move is likely to have a significant impact on the bottomline for many types of apps that rely on advertising for revenue. But Apple maintains that users' control over how they are tracked and how their data is used and accessed is the most important concern at hand.

Current Situation

These Apple changes will impact us as well. However, the primary thing what we can do is to give a better view what is happening in the market. The below table gives insights on how many identified bid requests Eskimi has received in 7 day period. Identifier is important when it comes to targeting and capping.

Identified Requests - bid requests that had IDFA and received in 7 day period.

Total Requests - all bid requests received in 7 day period.

Identity Rate - indicates percentage of identified traffic from all received traffic. Calculated: IDENTIFIED REQUESTS / TOTAL REQUESTS * 100%

COUNTRY	IDENTIFIED REQUESTS	TOTAL REQUESTS	IDENTITY RATE (%)
Argentina	44,610,612	80,865,006	**55.17**

Armenia	97,994,608	143,848,684	**68.12**
Australia	575,038,935	1,162,533,109	49.46
Azerbaijan	24,909,631	38,157,544	**65.28**
Bahrain	41,786,451	70,406,424	**59.35**
Bangladesh	47,613,371	74,610,133	**63.82**
Belarus	33,679,367	59,103,149	**56.98**
Brazil	57,215,499	93,430,096	**61.24**
Bulgaria	3,317,651	5,271,467	**62.94**
Burkina Faso	210,423	273,501	**76.94**
Cambodia	85,384,004	119,311,183	**71.56**
Cameroon	26,399,547	37,336,257	**70.71**
Chad	1,057,992	1,550,040	**68.26**
Chile	31,786,699	48,146,759	**66.02**
Colombia	23,817,273	39,794,663	**59.85**
Czechia	7,628,307	17,717,246	43.06
Democratic Republic of the Congo	15,947,395	22,144,410	**72.02**
Egypt	88,642,398	166,917,357	**53.11**
Gabon	5,856,980	9,276,305	**63.14**
Georgia	116,062,689	190,395,292	**60.96**
Ghana	227,602,588	334,230,122	**68.1**
Greece	16,064,618	18,947,714	**84.78**
Hungary	1,638,124	3,652,653	44.85

India	186,079,630	295,290,523	**63.02**
Indonesia	249,724,395	365,905,857	**68.25**
Ivory Coast	24,245,771	33,129,942	**73.18**
Jordan	5,034,178	5,334,573	**94.37**
Kazakhstan	42,537,013	69,104,383	**61.55**
Kenya	39,921,477	75,633,024	**52.78**
Kuwait	99,995,277	136,297,360	**73.37**
Kyrgyzstan	15,685,647	24,784,200	**63.29**
Lithuania	34,648,500	74,985,228	46.21
Malaysia	236,523,119	385,159,845	**61.41**
Myanmar	30,858,210	47,328,172	**65.2**
Nepal	30,299,603	49,106,385	**61.7**
Nigeria	312,966,031	471,824,897	**66.33**
Oman	8,249,217	15,487,769	**53.26**
Pakistan	25,109,488	40,552,414	**61.92**
Philippines	185,888,690	315,910,139	**58.84**
Poland	55,745,563	78,558,049	**70.96**
Qatar	75,411,112	132,076,932	**57.1**
Republic of the Congo	5,371,765	7,709,673	**69.68**
Romania	4,027,420	9,728,136	41.4
Russian Federation	89,191,122	102,556,054	**86.97**
Saudi Arabia	315,063,355	438,320,650	**71.88**
Singapore	190,963,974	374,667,330	**50.97**

Slovakia	2,382,415	5,152,441	46.24
Slovenia	6,509,927	8,359,918	**77.87**
South Africa	408,149,408	933,822,925	43.71
Sri Lanka	38,227,617	54,972,291	**69.54**
Sweden	39,054,833	54,977,267	**71.04**
Taiwan	2,768,812	4,884,174	**56.69**
Thailand	388,533,368	694,701,492	**55.93**
Turkey	193,218,578	334,749,962	**57.72**
Uganda	29,241,552	40,892,176	**71.51**
Ukraine	392,582,624	683,211,344	**57.46**
United Arab Emirates	166,992,511	302,587,749	**55.19**
Venezuela	2,201,641	2,294,660	**95.95**
Vietnam	285,021,407	442,718,700	**64.38**
Zambia	14,097,318	21,751,328	**64.81**

Full country list: https://docs.google.com/spreadsheets/d/1jEJrXikDWvqie4oy846fjxtktqq6d02iQxL-JJ8Ak2o/edit?usp=sharing

DATE	IDENTIFIED REQUESTS	TOTAL REQUESTS	IDENTITY RATE (%)
2021-06-14	1,584,739,674	2,760,978,769	57.4
2021-06-15	1,552,134,889	2,639,048,788	58.81
2021-06-16	1,874,397,040	3,141,122,722	59.67
2021-06-17	1,848,458,712	3,126,053,446	59.13
2021-06-18	1,924,325,671	3,193,631,646	60.26
2021-06-19	1,992,838,848	3,292,191,770	60.53
2021-06-20	1,949,012,331	3,315,953,177	58.78

Insights

88% of all the countries had >50% identified traffic. This indicates that in 88% of all markets over 50% of all received traffic had an identifier.

63% of all the countries had >60% identified traffic. This indicates that in 63% of all markets over 60% of all received traffic had an identifier.

25% of all the countries had >70% identified traffic. This indicates that in 25% of all markets over 70% of all received traffic had an identifier.

6% of all the countries had >80% identified traffic. This indicates that in 6% of all markets over 80% of all received traffic had an identifier.

While when it comes to daily analytics there is no significant drop for the identified rate. The average identity rate seeks 58%-60% on a global scale.

The key insight that can be draw from the results is - **users are hesitating to adopt iOS 14.5**. This is why the rate is still high in all of the markets.

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