

Privacy-safe growth

Key actions to deliver
on privacy expectations
and your marketing goals



Hello.

As a marketer now, you care deeply about your customers' well-being and the value they bring to your company. This playbook has been designed at the intersection of the two – summarizing and simplifying the changes taking place around consumer privacy and the actions you can take now to deliver on both your customers' expectations and your marketing goals.

We call this privacy-safe growth.

The world of digital advertising is rapidly evolving, and the longer-term solutions for more advanced privacy-safe technology are still very much in development.

Please use this playbook as your go-to resource for the latest information and recommendations. We will make regular updates which you can always access at g.co/privacy-safe-growth.

Key takeaways

- ✓ People expect companies to respect their privacy. Many of these digital platforms are moving away from tracking individuals, relying instead on more privacy-forward techniques.
- ✓ For marketers, **these changes can affect digital advertising performance**, including with Google Ads, unless proactive measures are taken.
- ✓ In response, we at Google are developing innovative solutions that deliver performance effectiveness, while protecting consumer privacy.
- ✓ There are three key actions marketers should take to move towards privacy-safe growth: **Collect, Measure, and Activate**.
- ✓ Leading marketers are already investing in making the shift.



The three step framework for privacy-safe growth:



STEP 1

Collect

first-party data



STEP 2

Measure

data accurately



STEP 3

Activate

with automation

Web

- ✓ Global site tag (sitewide tagging)
- ✓ 1P data strategy

- ✓ Enhanced Conversions
- ✓ Google Analytics 4

- ✓ Customer Match
- ✓ Audience Expansion
- ✓ Smart Bidding

App

- ✓ Google Analytics for Firebase
- ✓ 1P data strategy

- ✓ Google Analytics 4

- ✓ App campaigns

Public sentiment has shifted

Today, people are spending more time online than ever before. They are also increasingly aware of the importance of privacy and how their personal information gets collected and used for advertising. In fact, searches on Google for the phrase “**online privacy**” **increased by more than 50%** between spring 2019 and spring 2020.¹



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by more than 50% between spring 2019 and spring 2020.

Now more than ever, people expect companies to protect and respect their privacy across digital platforms. In response, policy makers are creating new regulations and technology platforms are fundamentally changing the ways user data is collected, shared and measured, providing users with greater transparency and control over their privacy.

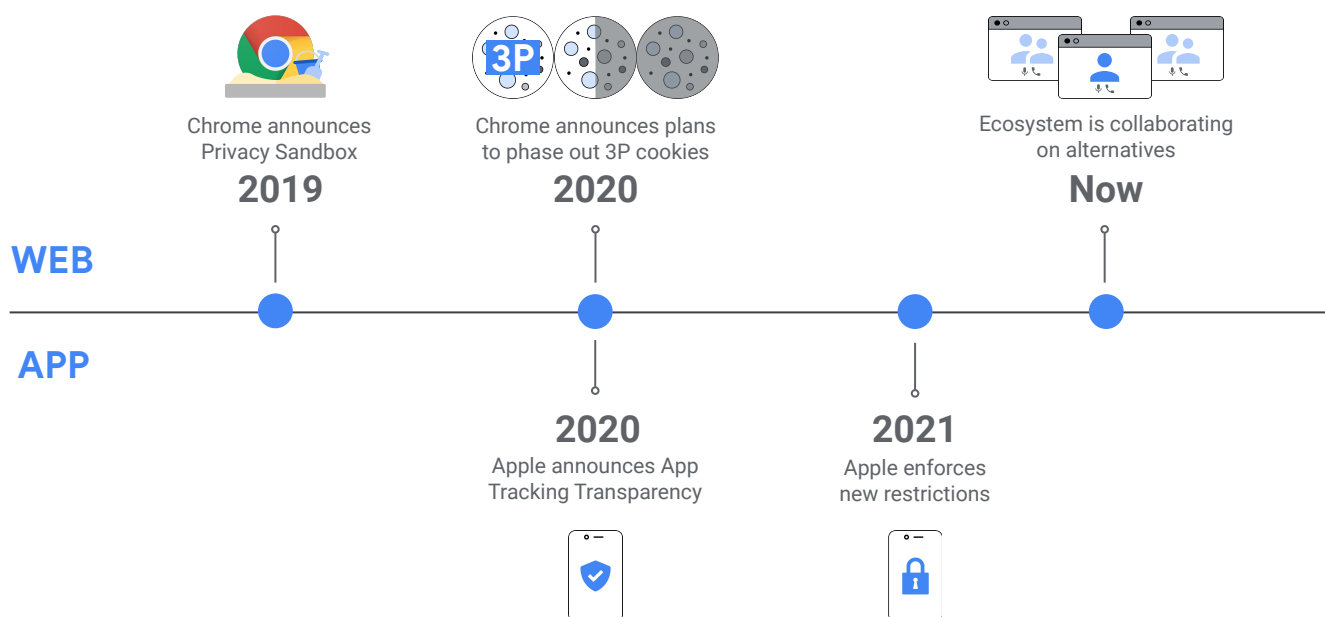
To meet and exceed rising customer expectations, we at Google are approaching our products, programs, and partnerships with a long-term privacy lens designed to adapt to a changing, complex environment. This way, we deliver the performance effectiveness that marketers expect of digital advertising while helping to protect consumer privacy. **We call this privacy-safe growth.**

With so much change, we recognize new advertising and measurement approaches will not come overnight, and that introduces an element of unpredictability for marketers. But what we are certain about is our commitment to work closely with our customers and the industry to put the building blocks in place for privacy-safe growth. **Together, we can take action now.**

The impact on digital marketing

Privacy may seem like a theoretical concept for the future, but that is quickly changing. In spring 2021, Apple implemented [updates to iOS 14](#) that require developers to disclose how they might share users' information for advertising purposes.

At Google, we recently announced changes to our platforms, including Chrome's intention to **phase out third-party (3P) cookies** - the technology that lets advertisers reach users and measure ads across different websites. We have also introduced ads innovations that are moving away from tracking individuals and instead relying more on privacy-forward techniques like aggregation.



For marketers, this impacts the performance data available in very real ways across digital platforms, including Google Ads. **It is especially pronounced in features that rely on third-party cookies today, like audience marketing, remarketing, and measurement solutions.**

After third-party cookies are retired, this will lead to disruption in campaigns and lost conversion data, if proactive steps are not taken.

Downstream products that depend on conversion data will also be affected. All this has performance implications across most Google ads product areas, including **Search, Display, YouTube, and Shopping.**

Privacy regulations have the potential to impact our ability to use 3P cookies to track measurement and build audience lists



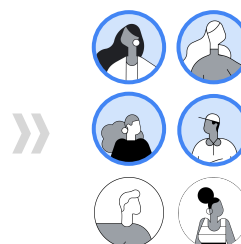
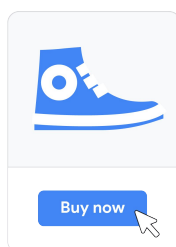
Measurement

Products potentially impacted:
Search, Display, YouTube, and Shopping

Accurate and complete measurement of conversions could be impacted



Purchases



Purchases recorded



Audience lists

Products potentially impacted:
Remarketing

Smaller remarketing lists could impact campaign performance



Website visitors



Past converters

No longer available



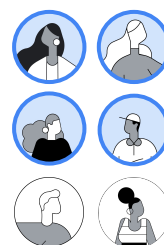
Homepage viewers



Product or offer page viewers



Cart abandoners



List that can be retargeted

The power of preparing now

So why prepare now, when longer term solutions for privacy-safe growth will take time to develop?

Leading marketers are already investing in making the shift because the key ingredients for building customer trust are also the key ingredients for driving growth.



+270%

Businesses who are successfully building and sustaining customer trust while navigating these shifting expectations have seen 270% returns, or \$2.70 for every dollar they spent on privacy, according to a Cisco study.²



48%

48% of people worldwide have stopped buying or using a service from a company due to privacy concerns.³

Brands who earn a reputation as leaders on privacy see dividends with customers, which only compound with time.

Preparing now also gives you time to futureproof. Google's sophisticated models are integrated directly into products to help you seamlessly fill measurement gaps. Allowing those models time to gather data, learn, and optimize to meet specific goals gives marketers an advantage over those who wait until privacy changes actually happen.

Choose the option that best describes you

I'm a web advertiser

I'm an app advertiser



How to take action

for web advertisers

There are three key actions marketers should take to move towards privacy-safe growth and to future-proof: **Collect**, **Measure**, and **Activate**. Together, these actions combine the power of automation with first-party data and human oversight.



STEP 1

Collect

first-party data



STEP 2

Measure

data accurately



STEP 3

Activate

with automation

Web

- ✓ [Global site tag](#)
(sitewide tagging)
- ✓ 1P data strategy

- ✓ Enhanced Conversions
- ✓ [Google Analytics 4](#)

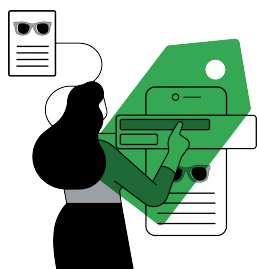
- ✓ [Customer Match](#)
- ✓ [Audience Expansion](#)
- ✓ [Smart Bidding](#)



STEP 1

Collect first-party data

First-party data (1P data), like email addresses and customer purchase history, is the most accurate and privacy-safe option you have, since users give you this information directly. This data is not available to any of your competitors and represents information your customers have willingly shared with you. Marketers are continuing to invest more in their first-party data relationships as third-party cookies are phased out.

**1P data**

A list of people, known only to you, who you can be certain are interested in your product because you have interacted with them before

**3P data**

A list of people potentially interested in your product, which is shared with all your competitors

As third-party data (3P data) becomes less readily available, the importance of developing stronger relationships with your customers will become an increasingly vital part of realizing the full value of your marketing investments.

To help marketers do that, Google is investing in new tools to help marketers use first-party data — making it easier to collect, organize and mine for insights.

**Take action**



Collect

What should you do?

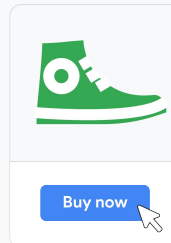


Use [Google's global site tag](#) to easily collect first-party data on your website and build a strong measurement foundation. Sitewide tagging is the most important step you can take because it will be required for all our future measurement solutions and it ensures accurate measurement across browsers in a privacy-safe way.

Enabling global site tag leads to more observable conversions



Purchases



More purchases recorded*

*vs without site-wide tagging

Implement appropriate option



gtag

For businesses looking for simple implementation



Google Tag Manager

For businesses who need to manage multiple tags on their site.



Create more value-add opportunities for people to interact with your business to further enrich your first-party data – [for example, collecting emails on your website with promotions, subscriptions, lead form submissions, sales, and user profiles.](#)

Why?

2x

Marketers that effectively use their first-party data can generate **double the incremental revenue** from a single ad placement, communication or outreach.⁴

1.5x

These marketers also see **1.5 times** the improvement in cost efficiency compared to companies with limited data integration.⁵



Collect Case Study



Jobs2Careers doubles conversions and increases workflow efficiency using Google Tag Manager



The challenge

Jobs2Careers is a rapidly expanding company focused on maintaining the type of growth that attracts millions of monthly job seekers to its site. As part of its digital strategy, the company was using Google Ads campaigns to attract the most relevant users to its site: 35- to 54-year-old job seekers. When the company wanted to update campaigns with new creative content, it had to edit tags manually. This painstaking process required collaborative support from marketing and engineering. One team would often have to wait for the other to complete its part of the tag update, causing bottlenecks in its workflow.

The approach

Jobs2Careers turned to Google Tag Manager as a solution to its tagging challenges. Free and easily integrated with existing tags, Tag Manager allowed the company to create one universal tag for a campaign, which everyone on the team could then access and update in a timely and efficient manner. Since Jobs2Careers was already using several Google products, including Google Ads, Tag Manager was easily integrated into the company's existing campaigns.

The results

Using Tag Manager, Jobs2Careers increased the productivity of its teams. The marketing group was freed from its dependence on engineering, and both teams were able to focus on other tasks. And with a more segmented approach to its search campaigns, Jobs2Careers also grew its conversions. In one specific lead-generation test, its rate almost doubled, from 5.6% to 10.3%. Thanks to the successful initial rollout of Tag Manager, the company intends to continue using it across its Google Ads campaigns.

“As a technology company, it is very important for us to remain cutting-edge, especially in marketing and engineering. With Tag Manager, we are able to do exactly this. Marketing has found a new level of autonomy and sophistication with our campaigns, while engineering is able to focus on higher-level projects that will continue to propel us forward in our industry.”

—Jack Chang, Chief SEO
Analyst, Jobs2Careers

2x

increase in conversion
rates through
lead-generation testing

jobs2careers.com

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Collect Case Study



Paycor finds new growth paths among mid-market businesses using Google solutions



The challenge

Paycor struggled to identify **valuable small business leads**, and partnered with Metric Theory to find new growth paths among mid-market businesses with 50-500 employees.

The approach

Metric Theory and Paycor began by developing a measurement plan and **integrating Paycor's CRM Data with Google Ads** using Offline Conversion Tracking, allowing Metric Theory to identify which keyword types were driving mid-market leads and closed deals. In order to bid towards these business outcomes, Paycor and Metric Theory **assigned values to form fills and MQLs, pulled in actual revenue from closed deals**, and implemented tROAS smart bidding.

The results

Using first-party data and Smart Bidding enabled Paycor to drive more qualified leads and revenue by optimizing bids in real time to reach the most valuable potential customers and drive bottom-of-the-funnel success.

105% increase in revenue

210% increase in deals

26% increase in ROAS

paycor.com

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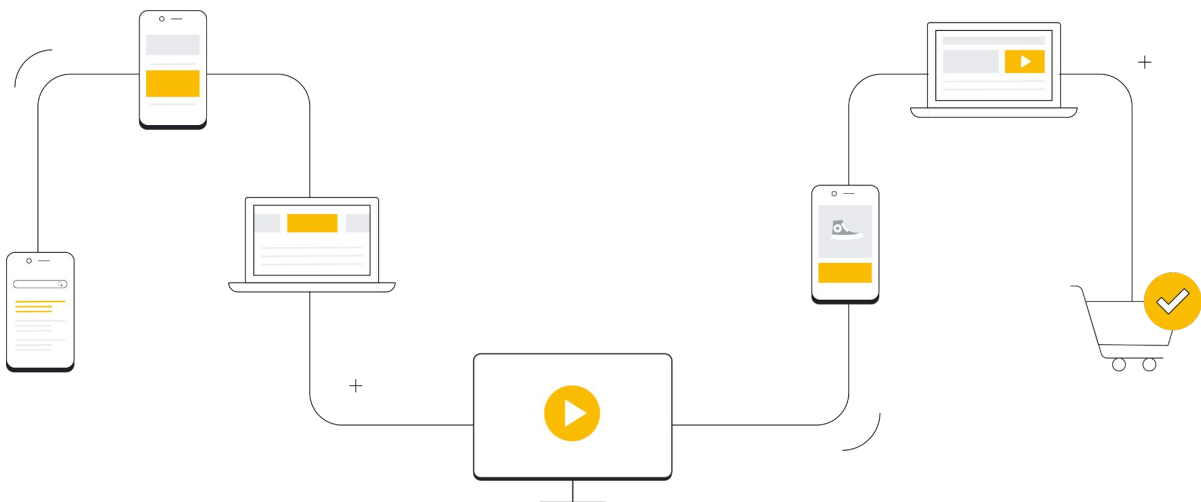




STEP 2

Measure data accurately

Once you are successfully collecting first-party data, it is time to put it to use. Proper tracking and measurement can help ensure that you are seeing a representative view of performance across channels – letting you generate insights and adjust your marketing strategy accordingly.

**Take action**



What should you do?



With the global site tag in place, implement enhanced conversions

(broadly available Summer 2021) to increase the accuracy of conversion measurement across Search and YouTube. It automatically matches consented first-party conversion data to Google logged-in user data (all anonymized) and helps recover conversions that otherwise cannot be measured.



Use the Google Analytics 4 properties (the new Google Analytics for app and web), which unifies and simplifies data processing, reporting, audiences and analysis of all customer interactions across your site and app.



Familiarize yourself with modeled conversion reporting from Google Search to other channels as well. This means your conversion column may contain modeled conversions in the Google Ads reporting front end.

Why?

3.5%

Companies that adopt enhanced conversions and Google Analytics see a **3.5% median increase** in conversion rates for Search⁶, which is expected to increase over time.

12%

Companies that adopt enhanced conversion see a **12% median increase** in conversion rate for YouTube for Action.⁷



Enhanced Conversions helps Tennis Express serve up privacy-safe growth



The challenge

Tennis Express, a US-based sports apparel retailer, partnered with its agency, Digital Native, to future-proof its measurement capabilities and anticipate the deprecation of third-party cookies. To grow its first-party data, the first step was to build a solid foundation by implementing a first-party tagging strategy.

The approach

Tennis Express began by looking into its Google Site Tag implementation – it identified untagged site URLs and grew gtag adoption to over 98% of pages, using Google Tag Manager. After laying this foundation to accurately measure first-party data, it activated Enhanced Conversions modeling to increase the accuracy of conversion tracking after recent browser regulatory updates, and to fuel Search campaign performance.

The results

As a result, the percentage of conversions that came from first-party rather than third-party cookies increased to 89%. By ensuring a strong gtag footprint and activating Enhanced Conversions, it built a foundation to drive growth in a privacy-safe manner, increasing conversions by +114% year-over-year across Search campaigns.

“Google was instrumental in maintaining our data integrity and reducing reliance on third-party data.”

— Philip Segal, Chief Optimizer of Digital Media

98% gtag depth

89% conversion durability

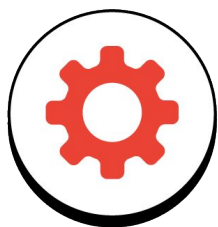
+114% conversions YOY

tennisexpress.com

Google Ads



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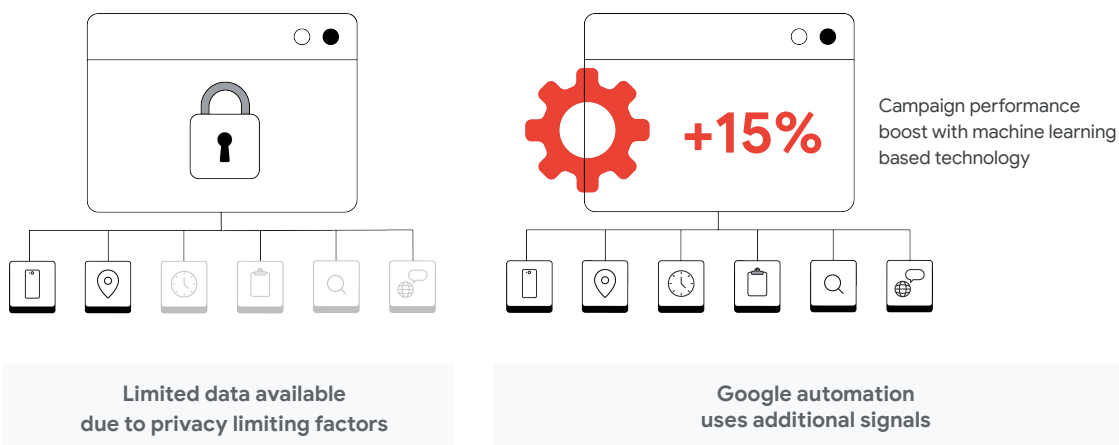


STEP 3

Activate with automation

After you start collecting and measuring the right things, your first-party data provides critical insights into your customers' journeys from ad click to action. It also serves as a foundation for conversion modeling.

In a privacy-safe environment, where there is less user data available, modeling and automation help to maximize your own data by augmenting what user data is available and capitalizing on other available signals. This means we're continually optimizing for you in real time to achieve your specific performance goals - reaching the right customers with the right message in the right context.

**Take action**



Activate

What should you do?



Use Customer Match to automatically connect your customers' first-party data to signed-in Google users we have in common – though they are still anonymized.



Maximize your performance with automated bidding strategies.

Optimize your campaigns with target return on ad spend (Target ROAS) or Maximize conversion value bidding strategies to get high-quality users within your budget.



Use fully automated solutions (eg. Smart Display, Smart Shopping campaigns) to be well positioned for a privacy-safe future. Full auto-targeting is dynamic, predictive and more flexible than manual targeting as it utilizes the best combination of signals available. This will be a major benefit when third-party cookies are deprecated, allowing advertisers to continue reaching their most relevant users while achieving their performance goals.

Why?

33%

Application of machine learning technology for the average company leads to more than **40% reduction of your cost per action (CPA)**, and up to **33% improvement of your return on advertising spending (ROAS)**.⁸

35%

Marketers using advanced machine learning technology with skilled human oversight can improve their campaign performance by up to 35%.⁹



Activate Case Study

business.com

Business.com increases its bottom-line performance through value-based bidding.



The challenge

business.com is an online marketplace that helps business owners buy everything they need to run a business – from equipment to services to software. The number of leads that each partner – or seller – requires from business.com varies every day, depending on the competitive landscape, seasonalities, etc. The pandemic impacted the demand for leads from certain categories – home renovation services became less popular, while office desks or point-of-sale systems saw an increase in CPC. business.com was manually adjusting its bids to match the changing demand of each category, trying to maximize its projected revenue.

The approach

business.com had built a backend system to weight the value of leads according to category demand, and used this information to project its revenue and adjust its manual bidding. In order to capture dynamic demand in a cost-effective way, business.com started importing its real-time data into Google Ads, and used automation to bid toward its most valuable leads – customers who bring the highest revenue to partners and business.com. Using a combination of predicted and actual revenue values to inform the algorithm, business.com shifted to a target return on ad spend (tROAS) automated bidding strategy to optimize for profitability.

The results

After integrating its real-time offline data with Ads and activating that data with tROAS automated bidding, business.com saw a 31% increase in conversion value of leads and a 10% increase in conversion volume. Using automation to bid to the full value of a lead enabled business.com to generate high-quality leads at scale as efficiently as possible, and even helped identify new categories for expansion.

“Since implementing Smart Bidding across our B2B focused campaigns, we’ve seen significant improvements to bottom-line performance and spend efficiency, as well as time savings for our team. Our Google partners have been there with us every step of the way to ensure all stakeholders understood how we would connect hands on expertise with the Google Smart Bidding algorithms.”

— *business.com*
online marketing team

31% increase in conversion value of leads

10% increase in conversion volume

business.com

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Activate Case Study



Bookseller ThriftBooks increases revenue by 41% with Smart Bidding.



About

ThriftBooks is the largest direct-to-consumer seller of used books in the world with more than 13 million titles in stock at any given time. Wheelhouse DMG has managed paid search for ThriftBooks since 2011, driving average annual revenue increases of 64% while simultaneously meeting or exceeding ROAS targets.

The challenge

Driving strong ROI for a bookseller with 13 million titles requires a digital advertising approach that is both expansive and highly responsive. Thriftbooks often sees frequent fluctuations in marketplace demand for specific titles and used books in general, so it needed a strategy that adapts to the dynamic nature of its used book inventory. The large breadth of inventory coupled with a high daily order volume meant that infrequent bid adjustments made by Wheelhouse DMG's 3rd-party platform was not allowing the agency to maximize value in real-time.

The approach

Wheelhouse DMG began testing target return on ad spend (tROAS) Smart Bidding for select campaigns in late 2019, carefully tuning campaigns and expanding implementation only when ROAS targets were met. By January of 2020, performance consistently was meeting or exceeding ROAS targets and Wheelhouse DMG began to expand Smart Bidding across the account – work that accelerated as the business climate and consumer purchasing habits dramatically changed in early March 2020.

The results

In part through utilizing Smart Bidding (tROAS), Wheelhouse DMG was able to increase January and February 2020 revenue by 41% on a year-over-year basis, while maintaining ThriftBooks target ROAS. Smart Bidding also assisted a more recent milestone for ThriftBooks, where the company saw record daily revenue for two consecutive weeks in April 2020.

“We’re thrilled with the business value Wheelhouse DMG has been able to drive using Smart Bidding.”

– Barbara Hagen, VP Sales & Marketing, ThriftBooks

41% YoY Revenue increase

27% YoY Conversion increase

6% YoY CVR increase

thriftbooks.com

Google Ads | wheelhouse/dmg



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Review the three step framework for privacy-safe growth



STEP 1

Collect

first-party data



STEP 2

Measure

data accurately



STEP 3

Activate

with automation

Web

- ✓ [Global site tag](#)
(sitewide tagging)
- ✓ 1P data strategy

- ✓ Enhanced
Conversions
- ✓ [Google Analytics 4](#)

- ✓ [Customer Match](#)
- ✓ [Audience Expansion](#)
- ✓ [Smart Bidding](#)

Be ready today and for the future

As marketers, we also live our lives as consumers and value our own privacy. So we have the responsibility and the opportunity to help usher in a privacy-safe future for our customers while still achieving our business goals.

The future is here, so let us start taking steps together today: **Collect first-party data enabled by global site tag, measure data effectively using Google Analytics 4, and activate your data using automation.**

To stay up to date on the latest, make sure to attend upcoming educational events like the [Google Academy](#) edition on [privacy-safe growth](#). More resources can be found [here](#).

While a privacy-safe future is still taking shape, **brands who earn a reputation as leaders on privacy now will earn their customers' loyalty for years to come.**



Continue to learn more about **advertising for apps**



How to take action

for app advertisers

Mobile ad identifiers used for app advertising are also facing privacy-related changes. Specifically, Apple's latest privacy shifts for iOS 14 include several requirements that app advertisers need to comply with now to promote their app.

There are **three key actions marketers should take to move towards compliance, privacy-safe growth and to future-proof: Collect, Measure, and Activate**. Together, these actions will help you adhere to industry restrictions and combine first-party data with the power of automation.



STEP 1

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first-party data



STEP 2

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STEP 3

Activate

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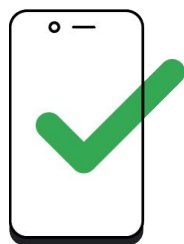
App

✓ [Google Analytics for Firebase](#)

✓ 1P data strategy

✓ [Google Analytics 4](#)

✓ [App campaigns](#)

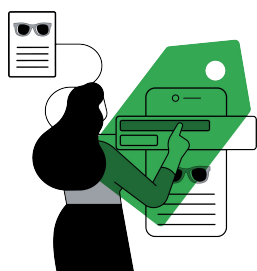


STEP 1

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First-party data (1P data), like email addresses and customer purchase history, is the most accurate and privacy-safe option you have, since users give you this information directly. This data is not available to any of your competitors and represents information your customers have willingly shared with you. Marketers are continuing to invest more in their first-party data relationships as third-party cookies are phased out.

**1P data**

A list of people, known only to you, who you can be certain are interested in your product because you have interacted with them before

**3P data**

A list of people potentially interested in your product, which is shared with all your competitors

Regardless of whether you are collecting first- or third-party data, Apple's App Tracking Transparency (ATT) policy will require iOS developers to ask for permission when they use certain information from other companies' apps and websites for advertising purposes, even if they already have user consent.

**Take action**



Collect

What should you do?



[iOS only] Optimize your Apps Tracking and Transparency prompt (ATT) if you choose to implement it in your app.

Experiment with different explainer or primer messaging before showing the ATT prompt in order to increase your customers' understanding of how the data is used and, thus, opt-in rates (also known as consent rates). Consent enables you to access iOS IDFAs, which provides your business with user- and event-level identifiers beneficial to ad personalization and measurement.



Implement or update the Google Analytics for Firebase SDK

to automatically configure SKAdNetwork support. Data collected from Google Analytics for Firebase SDK for signed-in Google users will be surfaced through the robust transparency and control account tools that Google has built to safeguard users' data.

Why?



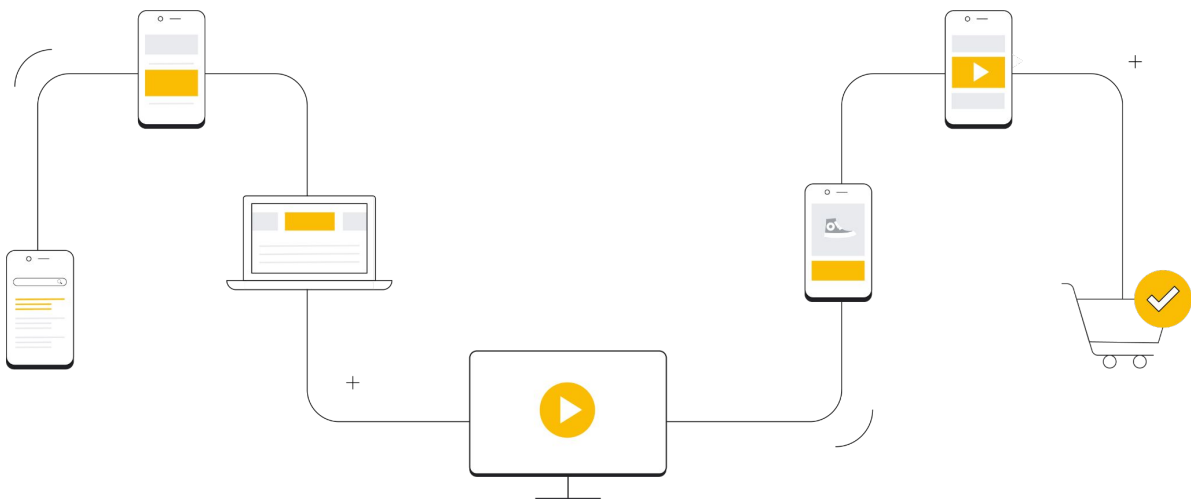
When deciding whether to install an app, **price and privacy** are the most important factors.¹⁰



STEP 2

Measure data accurately

Once the groundwork for privacy compliance and your in-app event tracking has been developed, it is time to put the data to use. Proper event and conversion tracking can help ensure you are seeing a representative view of performance across channels, generate customer insights, and tailor your marketing efforts accordingly.

**Take action**



What should you do?



Use Google Analytics 4 properties (the new Google Analytics for app and web) to provide you with data on cross-device user behavior.



Familiarize yourself with modeled conversion reporting from Search to other channels as well. This means your conversion column—including your install, in-app action, and conversion value columns—may contain modeled conversions in the Google Ads reporting front end.



If you want to view reporting data for SKAdnetwork specifically, you can go to Google Ads > Reports > Predefined reports > Other > SKAd Network conversions. This SKAdnetwork reporting data will be in the Google Ads API in the coming months.



Expect fluctuations in iOS App campaigns traffic and your campaign volume. For App campaigns for engagement, you will see a significant decrease in reach.

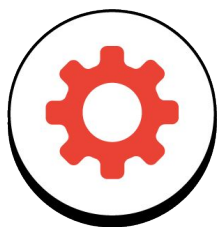
Why?

75%

of online adults start an activity on one device, **but continue or finish it on another.**¹¹

3x

Amount that omnichannel shoppers spend relative to single-channel shoppers.¹²



STEP 3

Activate with automation

After you start measuring the right things, your first-party data provides critical insights into your customers' journeys from ad click to app action. It also serves as a foundation for conversion modeling. Google's machine learning can apply statistical patterns from your first-party data to portions of your app traffic where data is incomplete or missing, helping improve your App campaign measurement and performance.

No longer optimizing with
one-dimensional **proxies**

Age

Gender

Device

Category

4

proxies



100

proxies

Instead, we optimize using
multidimensional **signals**



100+

proxies



300M+

combinations

**Take action**



Activate

What should you do?



Link Google Analytics and Google Ads to benefit from automation with faster campaign ramp up times and automated similar audiences when you bid on your Google Analytics conversions in your Google Ads campaigns.



Optimize for advanced bidding solutions on Android like target cost per acquisition (Target CPA) or target return on ad spend (Target ROAS) to acquire high-quality users likely to complete your pre-determined in-app actions.



Consolidate iOS App campaigns and use only target cost per install (Target CPI) or Target CPA bidding with eight or fewer app install campaigns for each of your iOS apps to maintain optimal performance due to SKAdnetwork's campaign limitation.



If you are participating in our beta for Target ROAS campaigns on iOS, you should pause these campaigns and revert to Target CPA campaigns.

Why?

20%

The median campaign that switched to using Google Analytics for Firebase conversions for bidding saw a **+13% increase in installs** and a **+20% increase in in-app events** with no significant change to cost per conversion.*¹³

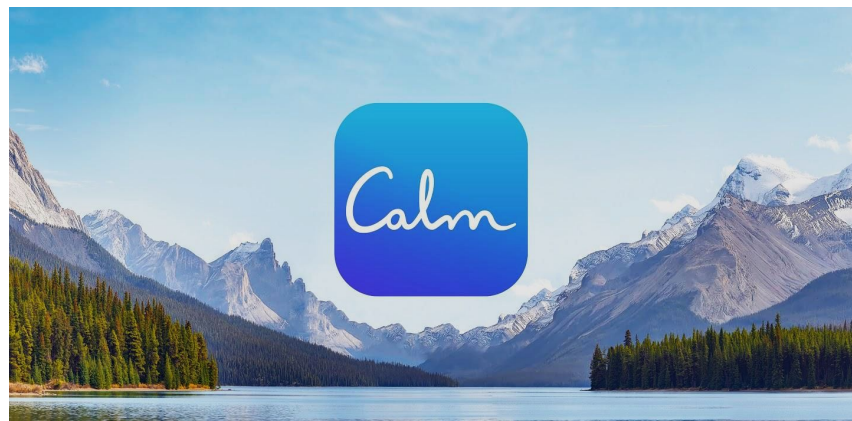
*median uplift in performance based on internal tests. Individual results may vary according to campaigns details



Activate Case Study



Calm sees significant improvements to App campaigns with Google Analytics for Firebase



The challenge

Calm is a meditation app designed to help users reduce stress, sleep better, and improve focus. Having worked with Google Ads for several years, Calm had enjoyed significant success in acquiring new users, but now faced the challenge of scaling these efforts. Moving beyond the “low hanging fruit” required a larger cost per acquisition (CPA), which Calm needed to reduce in order to scale.

The approach

Calm decided to optimize its App campaigns with the actions it was tracking in Google Analytics for Firebase. By integrating its App campaigns with Google Analytics for Firebase, it was able to improve the scale and efficiency of its ads. In particular, due to a considerable CPA improvement, it allowed the company’s ads to show across a wider range of Google inventories, helping it to achieve a greater presence on domains like YouTube and Display, which the App campaigns had been less able to serve previously.

The results

The new system demonstrated the benefits of optimizing towards actions tracked with Google Analytics for Firebase because of its real-time integration with Google Ads. On Android, Calm’s CPA was 12.5% better, providing 32% more installs. For iOS, the numbers were also strong, with a 9.4% lower CPA and a 71.5% higher number of installs. Calm is currently migrating all its Google Ads campaigns to use Google Analytics for Firebase conversion actions, and intends to proceed with scaling its ad spend.

32% more installs
on Android

71.5% more installs
on iOS

calm.com

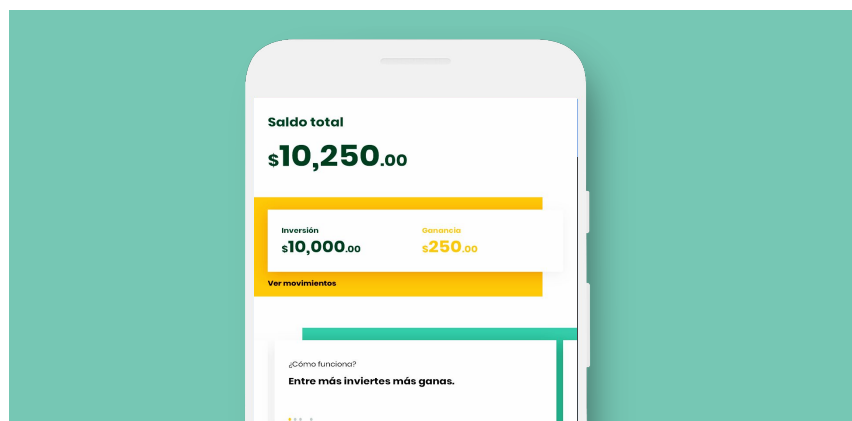
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Activate Case Study



Fintech app DINN accelerates growth with Firebase



About

DINN is a fintech app that helps young, first-time investors save money more effectively and become familiar with investing.

The challenge

Grupo Financiero Actinver, an investment bank in Mexico, traditionally relied on personal relationships to grow their clientele. In 2018, they began exploring new ways to attract young professionals. They built an app to appeal to this audience of digital natives, then looked to Google to help them learn how to engage with first-time investors and grow their customer base.

The approach

DINN built a marketing strategy that started with an App campaign to target users likely to install. DINN used machine learning to optimize and shift campaigns to target users more likely to become customers. By implementing Google Analytics for Firebase, DINN was able to learn about their new customers and monitor performance. These insights helped them understand the user journey, update their strategy to reduce churn, and improve functionality within their app.

The results

Using App campaigns, DINN was able to more than double their user base month over month and saw a 300% increase in conversions. Firebase provided DINN with insights into why customers churn, allowing the team to develop targeted messages to bring them back to the app. DinN is looking to achieve exponential growth and capture a large portion of the market. They plan to use App campaigns for re-engagement and increase in-app message to reach this goal.

“All of our efforts are focused on performance. Our results are incredible. We are really excited about the growth we are seeing.”

--Diego Gonzalez Montesinos,
Head of DINN

300k installs

300% uplift in conversions QoQ

2x increase in users month over month

dinn.com.mx

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Review the three step framework for privacy-safe growth



STEP 1

Collect

first-party data

- ✓ [Google Analytics for Firebase](#)
- ✓ 1P data strategy



STEP 2

Measure

data accurately

- ✓ [Google Analytics 4](#)



STEP 3

Activate

with automation

- ✓ [App campaigns](#)

App

Be ready today and for the future

As marketers, we also live our lives as consumers and value our own privacy. So we have the responsibility and the opportunity to help usher in a privacy-safe future for our customers while still achieving our business goals.

The future is here, so let us start taking the steps together today: **Collect first-party data with Google Analytics for Firebase, measure data effectively using Google Analytics 4, and activate your data using App campaigns.**

To stay up to date on the latest, make sure to attend upcoming educational events like the [Google Academy](#) edition on [privacy-safe growth](#). More resources can be found [here](#).

While a privacy-safe future is still taking shape, **brands who earn a reputation as leaders on privacy now will earn their customers' loyalty for years to come.**

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