MEDIA IMPACT REPORT

Walk it Off!

Foot traffic changes

Also in this issue:

Holiday Audience Targeting

**iOS 15 Updates**

rain the growth agency

Let's Speak Privately

Apple's iOS 15 has broad implications for advertisers. We break down the key issues that will impact any campaign

By *Miranda Smith, Digital Media Specialist*
& *Jennifer Eenigenburg, VP, Digital Media*

Rain the Growth Agency's Digital Media team has been monitoring the rollout of Apple's iOS 15 that began on September 20th to see the implications of the mail privacy feature and other updates to media campaign targeting and measurement.

Key Facts

- New features will obscure data related to email open tracking, IP address, user location, and email addresses, ultimately providing more control to Apple users over the information shared with outside parties.

- The effects of Mail Privacy Protection will be felt immediately as adoption rates of iOS 15 climb, and the implications for Hide My Email and Private Relay are yet to be determined, as these are included in paid iCloud+ subscriptions.

- These developments will set the bar for future industry changes centered around consumer privacy. Google, for example, may adopt similar updates, as it already has begun with Android Advertising ID tracking.
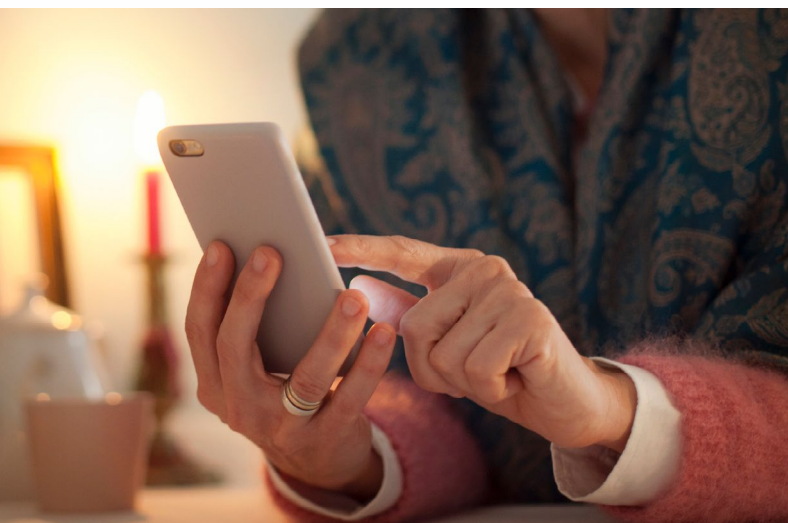
Four Major Changes in iOS 15

1. Mail Privacy Protection

This feature prevents the email sender from knowing if an email has been opened on Apple Mail (the email client on Apple devices including MacOS, iPhones/iOS, and Apple Watches/watchOS) and restricts tracking to in-email link clicks. It also hides IP addresses so an exact user's location cannot be known or used for targeting, allowing the sender to only see the device's region. The user can select this setting to be on or off.

Mail Privacy Protection

Mail Privacy Protection works by hiding your IP address and loading remote content privately in the background, even when you don't open the message. This makes it harder for senders to follow your Mail activity.

Learn more...

Protect Mail activity
Hide IP address and privately load all remote content.

Don't protect Mail activity
Show IP address and load any remote content directly on your device.

2. Hide My Email

This feature enables users to obscure their true personal email addresses by generating a random email address when filling out an online form on the web or even signing up for a newsletter. Any email sent to the fake email address is forwarded to the user's real email. Users can delete these emails at any time to sever the connection with any service or provider they used the email with. This is a paid feature for iCloud+ subscribers.

Hide My Email

Keep your personal email address private by creating a unique, random address that forwards to your personal inbox and can be deleted at any time.
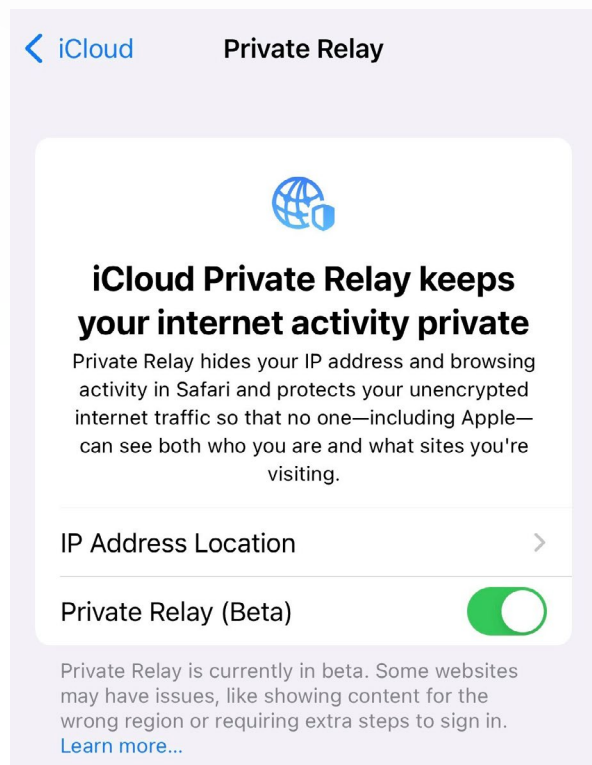
3. App Privacy Dashboard

This provides an overview of app access: location, photos, camera, microphone, and contacts as well as domains contacted, over the previous seven days.

‹ Privacy   Record App Activity

Record App Activity ⬤

Save a 7-day summary of when apps access your data, like your location or microphone, and see when apps or websites you visit within apps contact domains.

Save App Activity

0 days of app activity have been recorded. You can save up to 7 days of app activity.

4. iCloud+ Private Relay

iCloud+ Private Relay is a service for paid iCloud+ members allowing them to hide their IP address when using Safari—and therefore their location and browsing history—from websites. When activated, users can choose the IP address setting for General Location (allowing sites to serve more localized content) or a more broad Country and Timezone.

‹ iCloud   Private Relay

iCloud Private Relay keeps your internet activity private

Private Relay hides your IP address and browsing activity in Safari and protects your unencrypted internet traffic so that no one—including Apple—can see both who you are and what sites you're visiting.

IP Address Location   ›

Private Relay (Beta)   ⬤

Private Relay is currently in beta. Some websites may have issues, like showing content for the wrong region or requiring extra steps to sign in.
Learn more...

How will email advertising be impacted?

Apple Mail usage on Apple devices (iPhone, Apple Watch, MacOS) is roughly 57 percent of the US market on iOS; Current iOS 15 adoption rate is estimated at 20 percent. These changes will impact email metrics for partners where "email opens" are used as a performance indicator, and geo-location/profile building will also be impaired.

The silver lining? Native email apps in browsers on desktop (Gmail, Yahoo) are not affected, and there will be no immediate changes for advertisers who were focused on email sends versus email engagements.

Updates on how average performance was affected will be provided to our clients in the coming months as data continues to gather and the adoption rate climbs. Our media and analytics teams will continue to monitor and make adjustments where possible, in addition to analyzing trends for performance impacts.

Walk it Off! Foot Traffic Changes

By John O'Dea, Associate Director, Digital Media

The impact of the COVID-19 pandemic has had a well-documented negative impact on consumer foot traffic. Spring 2020 saw many retailers either temporarily or permanently close brick and mortar locations, with a significant shift to online selling. Since March 2021, overall foot traffic has rebounded though is still lower than pre-pandemic levels. More predictable daily traffic patterns have returned, albeit at a lower total volume. This can be attributed to more states and municipalities reaching significant vaccination milestones, which is giving consumers the confidence to return to their normal daily habits.

When the pandemic hit, foot traffic fell 88 percent versus the prior year, but gradually improved to being 66.8 percent below 2019 levels by the end of the year. Now in 2021, which was predicted to be the year of "Return to Normalcy," pedestrian traffic still remains significantly down.

Going into the summer of 2021, foot traffic continued to improve, and half of consumers felt comfortable going into stores. However, with the rise of the Delta variant and strong seasonal weather, that comfort level started to decline.

Recovery has not been even across the board. In terms of sectors, home improvement, QSR, drugstore, auto, and big box stores have all seen the biggest gains in foot traffic. Expectedly, movie theaters and airports have suffered the most in terms of drops. In addition, retailers that were able to adapt to the rapid changes required in 2020 by modernizing physical spaces, enhancing safety measures and improving their online presence and capabilities are the ones seeing greatest improvement today.

Online shopping has been elevated due to COVID-19, even as in-store shopping continues to slowly improve. New in-store pick up options for online purchases are also fueling a new kind of retail foot traffic, as click-and-collect is now offered by more retailers, seeing sales double since the pandemic began, according to eMarketer.

In addition, eMarketer is also projecting 18 percent growth in ecommerce in 2021 compared to 2020, gaining a higher share of retail sales than ever before, making up 15 percent of total sales. Almost 40 percent of ecommerce transactions are happening on mobile devices, and this number is also trending up.

Methodology
*Two Year Index: The Two Year Index compares the most recent week's projected visits to the same week two years prior. For example, the week of 8/1/21 is indexed against the week of 8/4/19, which was the 31st week of 2019.
Source: InMarket; 1/20/2020 – 9/03/2021, US Foot Traffic Trends

Foot Traffic Index – 2021 vs 2019
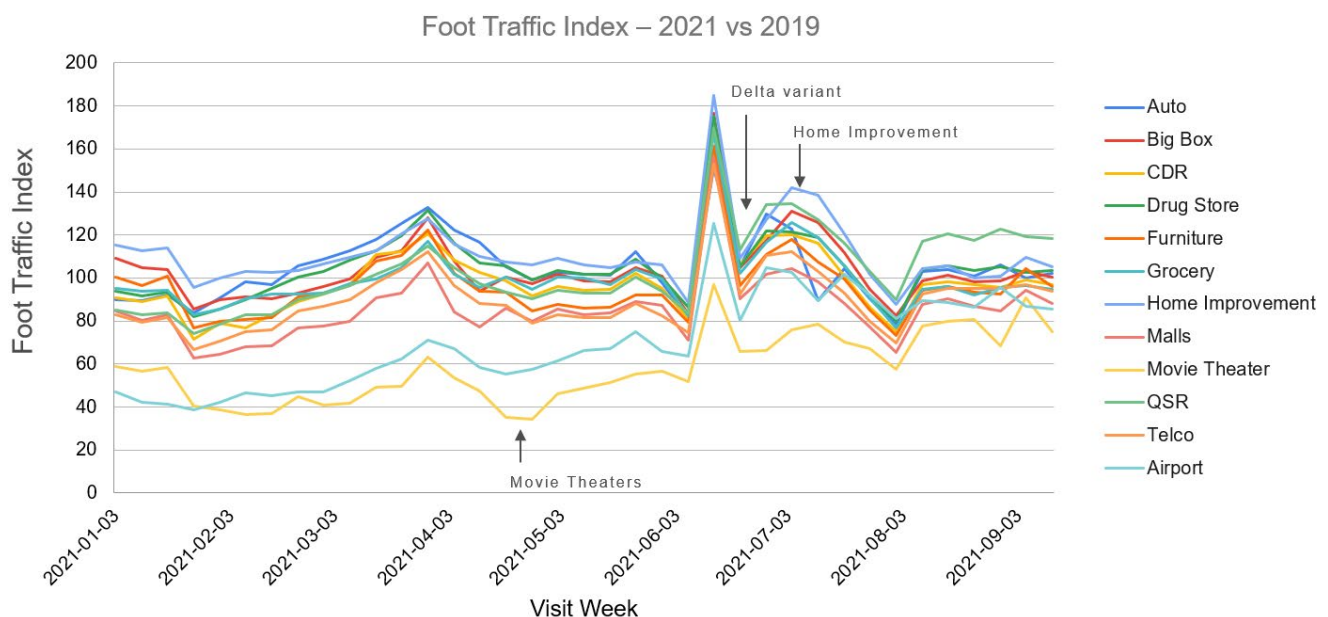
Holiday Updates: Audience Targeting

By: Jennifer Eenigenburg, VP, Digital Media

Data collected from our internal campaigns and our partners has shown us that the path to purchase for Black Friday typically begins on average two weeks earlier, when product research begins, and one-fourth of consumers begin to shop up to one month prior. More consumers are expected to use click-and-collect this year to avoid shipping delays.

Omnichannel shoppers, who purchase in-store and online, are also expected to complete more transactions vs shoppers who use only one purchase path. However, the role of online shopping will continue to grow, taking more of the total share of sales vs in-store retail this

year. The most popular categories for Black Friday and Cyber Monday are expected to be electronics, apparel, health/beauty, and toys/games. We can also expect to see home improvement spending to be high overall this year, as the pandemic continues and users look for home projects.

We suggest taking advantage of key segments relevant to your audiences via custom data segments within your campaigns. Here are some examples of audience segments available via our data provider partners that can be activated across digital and addressable channels.

Halloween Audience Segments

Halloween celebrators, thrill seekers: Consumers who, in 2019 and 2020, visited Halloween Horror Nights at Universal Studios, Knott's Scary Farm, and other haunted houses or haunted theme parks.

Halloween party guests: Consumers who have visited liquor stores and costume shops, but not big box stores, showing that they are likely to be attending a party but not hosting.

Holiday Audiences Segments

Shopping competitor conquest: Reach holiday shopping consumers in real-time or looking back at historical visitation to competitor locations.

Holiday travelers: Reach holiday travelers, people who have traveled during past holiday seasons.

Holiday deal seekers: People who shop at stores like Walmart, Dollar Tree, and other discount stores.

2019 and 2020 Black Friday shoppers: Consumers seen shopping last year at shopping centers, malls, big box, and major retailers.

QUICK HIT

Facebook Goes Down

What happened: Facebook, Instagram, WhatsApp, Messenger, and Oculus began displaying error messages around 11:40am EST on Monday, October 4, and returned to service around 5:00pm EST that day.

The cause: Facebook engineers determined the problem originated with a networking issue that interrupted communications between data centers. With servers unable to communicate, outages occurred across the company's systems.

The impact: Looking at last year's ad revenue, Facebook was losing approximately $160 million every hour they were down ($2,670 per second). Facebook stock also went down by almost five percent, with Zuckerberg losing $6 billion.
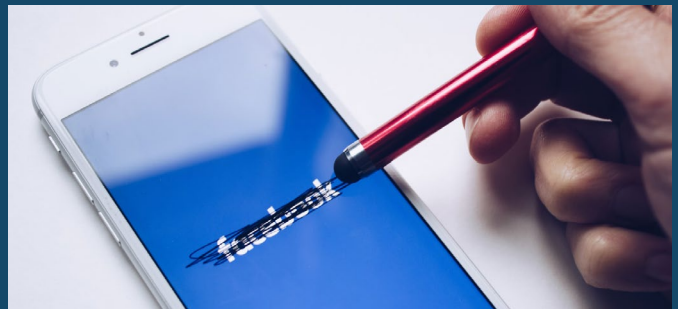
Media campaign impact: During the five-hour outage, ads did not deliver across Facebook properties, and advertisers were not billed during the outage. Ads began delivering on October 4 when services were restored. When looking across campaign data we do not see consistent trends indicative of performance issues caused by the outage, although advertisers may see initial accelerated delivery as services recover from the outage.

Need More Guidance?
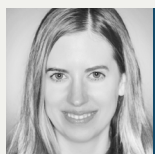
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