

UNDERSTANDING CONSUMERS WITH THE POWER OF DATA



Discover A World Of Opportunities

• ABOUT US

PROUDLY CANADIAN



**Canadian built
MarTech Solution Stack**



**#1 Trusted
Media Brand In Canada**



**Gold Standard of
Privacy In Canada**



**Proprietary & Consented
Canadian Data**



30+ Years In Canada



**Owned & Operated
Brands**

• SHIFTING DIGITAL LANDSCAPE

**“Prepare for
The Cookieless
World”**

**“Apple Killed
The IDFA.
What Else Dies?”**

**“How Walled Gardens
Are Cannibalizing
Media Publishers”**

**“The Countdown to
the Cookie
Apocalypse”**



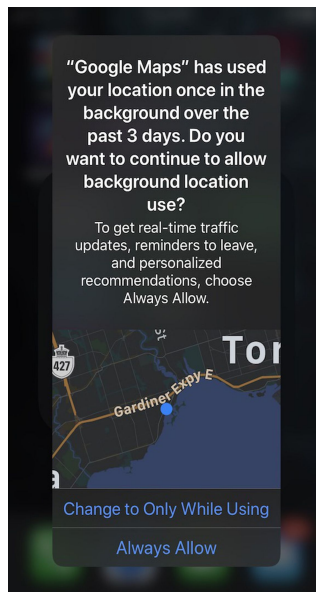
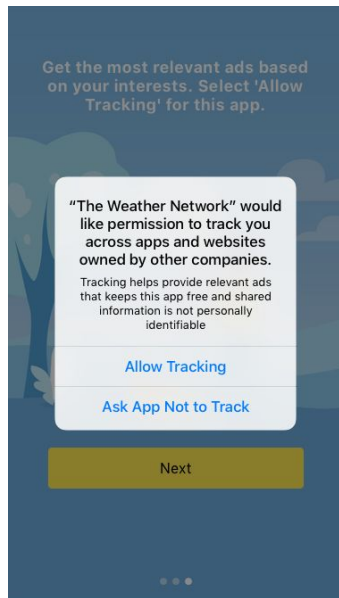
• SHARING LOCATION DATA



Reminding users
that apps are
collecting
location data.

Gives users an
option to share
"approximate" or
"precise" location.

• TRACKING LOCATION DATA

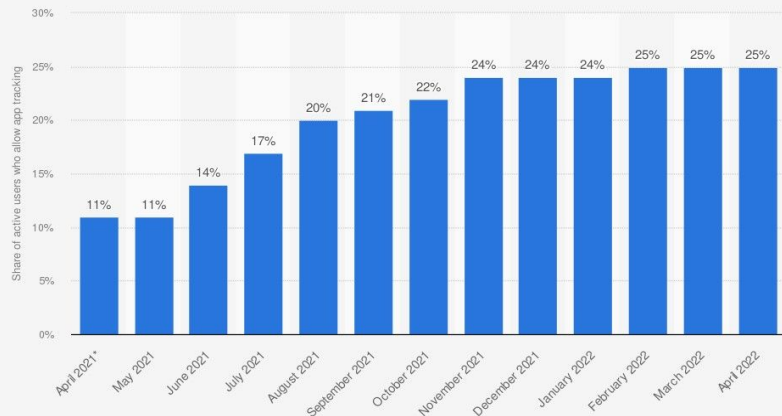


Even if location is shared, iOS gives users the option to prevent tracking across apps.

While location can be leveraged to customize content, users can choose to prevent IDFA from being shared with adtech providers to target.

INDUSTRY CHALLENGES

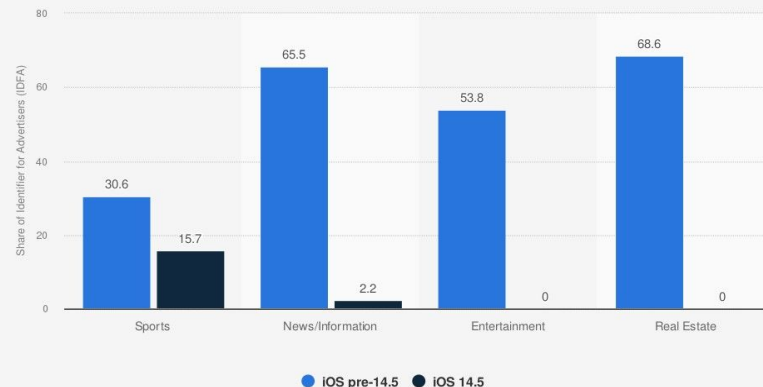
Monthly opt-in rate of mobile users worldwide allowing app tracking after iOS 14.5 update as of April 2022



Source:
Flurry
© Statista 2023

Additional Information:
Worldwide; April 2021 to April 2022; 5.3 million mobile active users using iOS 14.5

Share of tracked Identifier for Advertisers (IDFA) in selected app categories before and after the introduction of Apple's App Tracking Transparency protocol in iOS 14.5 as of June 2021



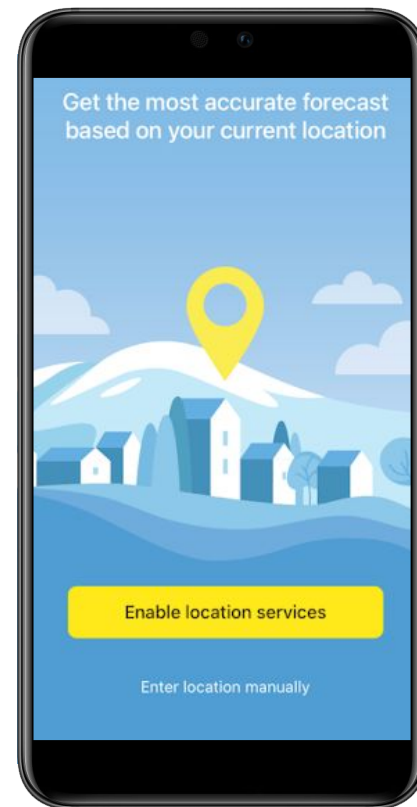
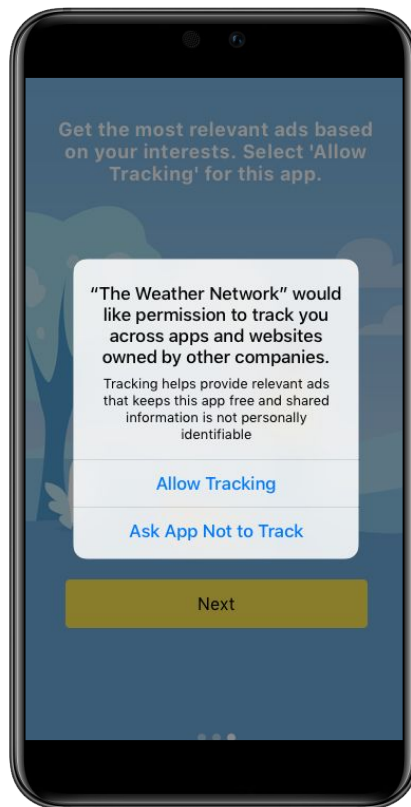
Source:
comScore
© Statista 2023

Additional Information:
Worldwide; comScore; June 2021

“The amount of location data gathered by apps while not in use had dropped by 70% since iOS 13 was released.” - *Wall Street Journal*

WHAT HAVE WE LEARNED?

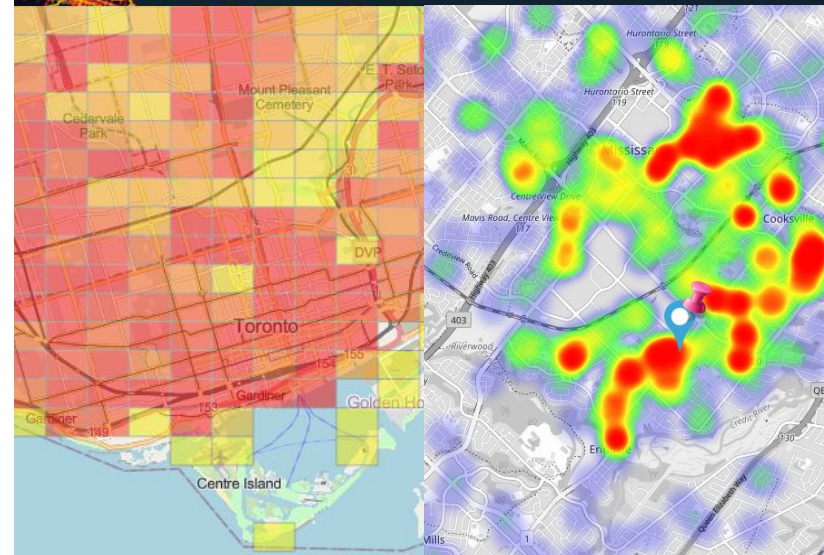
The apps collecting location data need to offer a concrete value proposition for Canadians



• WHAT HAVE WE LEARNED?

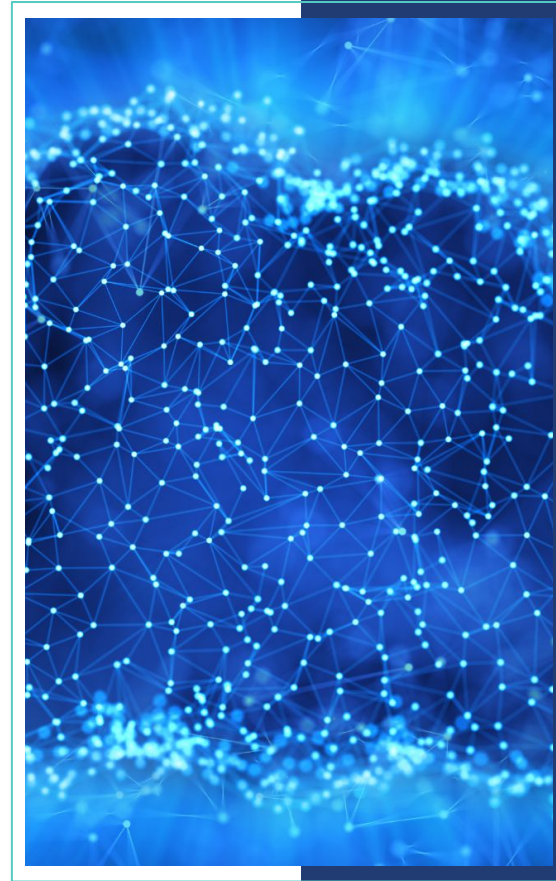
Reporting a visit
number is
possible using
statistics, but...

...digging into
the context is
becoming
difficult.



IMPORTANT CONSIDERATIONS FOR MARKETERS

1. Data providers must have a statistically significant and representative sample size of the Canadian population.
2. Data providers must have location permission while the app is “not in use” in order to provide actionable context (dimensions) to the insights.
3. Data must be refreshed continuously in order to capture consumer intent while they’re in-market.





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Contact Your Pelmorex Client Partner Today



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