

AdDaptive's Solution Safeguarded Against iOS 14 & 14.5 Updates

This content applies to both the original iOS 14 update and the newer 14.5 release.

AdDaptive Uninterrupted

Despite iOS 14 and 14.5 updates, AdDaptive's targeting continues to be powerful due to our validated data and B2B ABM Analytics. AdDaptive is well positioned to navigate these changes—especially in key areas such as targeting, attribution, and our connections with our strategic technical partners.



Targeting: A major benefit of working with AdDaptive is our B2B IP approach which will continue to work across iOS. Since AdDaptive's solution already follows a diversified, comprehensive approach, we will move forward by reaching B2B users when they are most active on mobile devices (app and mobile web) uninterrupted.



Attribution: Attribution with AdDaptive does not currently rely on iOS performance; in fact, iOS makes up less than 25% of our volume and less than 10% of attributed actions. AdDaptive's performance on Account-Based Advertising campaigns centers around B2B ABM conversions and engagement actions on desktop devices, instead of consumer-based actions such as app installs and retail mobile purchases; therefore, we are confident a drop in performance or attribution will not be observed.



Connections to strategic technical partners: AdDaptive is fortunate to have frequent collaboration with tech partners across the market to continually address and respond to new industry changes.

AdDaptive's targeting, attribution, and connection to key industry players positions us well despite major technology adaptations. With these updates in place, AdDaptive will continue to adapt and serve ads with superior accuracy.

Questions about working with AdDaptive through the iOS changes?

Please reach out to sales@addaptive.com