



# iOS 14.5 'Doomsday' Checklist

As the iOS 14.5 privacy update approaches, many Facebook advertisers are wondering how they can prepare for the shift in platform data. A new feature allowing users to opt-out of third-party data collection will make it increasingly difficult to create retargeting ads and build converting custom audiences.

You'll want to begin the process of adjusting to these changes by following these simple steps that will prepare you for the iOS 14.5 drop BEFORE it happens.

## ❑ **Verify your domain**

This is pertinent if you have Facebook pixels in use by multiple Business Managers or ad accounts. With a verified domain, you can ensure there are no disruptions to your conversion event configurations. More info on how to verify your domain [here](#).

## ❑ **Configure your conversion events**

With the introduction of [Aggregated Event Measurement](#) will come an 8-conversion event limit. This means you can [configure eight preferred conversion events](#) to track in your Events Manager.

## ❑ **Enable value sets**

Value Optimization (VO) doesn't apply to everyone, but for those to which it does, you will want to [enable a value set](#) in Events Manager. This automatically uses four of your eight configured conversion events.

## ❑ **Export email marketing data**

You'll likely need to start relying on more first-party data in order to deliver targeted ads. Integrate your email marketing software with Facebook, then create lists and segments based on subscriber behavior, place them into a Custom Audience, and use that data to create relevant ads.

## ❑ **Prepare a video marketing campaign**

Use data based on actions users take *within* Facebook to create Custom Audiences. One way to weigh engagement is to post a video, then create a campaign based on how much of the video users watched.

## ❑ **Install CAPI**

A sneaky workaround to the Facebook Pixel, [Conversions API](#) allows you to access conversion data on the server-side as opposed to the browser-side, but it is still limited by the eight conversion events you configure in Events Manager.

## ❑ **Set up Facebook Shops or Instagram Shopping**

Use the native shopping capabilities of these social media platforms to list your products and encourage purchases directly through Facebook. This also allows you to collect more firsthand customer data.

## ❑ **Add UTM parameters to your ads**

When running ads with CTAs, set up those CTA links with UTM parameters so that you can track their performance in Google Analytics.