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THE PRIVACY SOLUTIONS HANDBOOK

How to prepare for the changes that the Digital Markets Act will bring to the Google Marketing Platform

FIND CHANGE GROW

JANUARY 2024

CONTENTS

HOW TO USE THIS HANDBOOK

MARCH 6TH IS AN IMPORTANT DAY IN ADVERTISING

On March 6, 2024, the European Union's Digital Markets Act (DMA) comes into effect. Similar to 2018's GDPR (General Data Protection Regulation), this has important consequences for the world of advertising.

Assembly is providing this *Privacy Solutions Handbook* to help you better understand:

+ *What the DMA means for your brand*
+ *How Google is changing its services to accommodate the DMA*
+ *What your options are*
+ *Assembly's recommendations*

If you have any questions, please do not hesitate to contact your Assembly experts at **googlepractice@assemblyglobal.com**

With our warmest regards,

Your Partners at Assembly

As a **Google Marketing Platform (GMP) Reseller Partner**, Assembly has been working closely with Google & our clients to bring you the latest changes in the ecosystem and set you up for success in 2024 and beyond.

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ABOUT THE DIGITAL MARKETS ACT (DMA)

The EU's Digital Markets Act (DMA) tackles large online platforms ("gatekeepers").
It sets clear rules to stop unfair practices like self-preferencing, forcing competitors to use their services, and restricting user choice.

A gatekeeper brand is a large online platform that meets specific criteria, giving them significant market power and acting as a crucial "gateway" between businesses and consumers. The key characteristics of a gatekeeper brand are:

+ **Significant market impact:** They have a large user base and generate substantial revenue in the European Union.
+ **Core platform service provider:** They operate one or more of the designated "core platform services" listed in the DMA, such as online search engines, social networking services, app stores, or online marketplaces.
+ **Entrenched and durable position:** They hold a strong market position that is unlikely to be challenged in the near future.

Gatekeepers must allow fair app store competition, ensure user data portability, and open up their platforms to others.

The aim is to create a fairer digital market with more opportunities for innovation and choice for businesses and consumers.

As of September 2023, six gatekeepers have been designated: Alphabet (Google), Amazon, Apple, ByteDance (TikTok), Meta and Microsoft.

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WHAT THE DMA MEANS FOR YOUR BRAND

From March 6th, Google will require explicit end-user consent to preserve audience remarketing functionality use cases for web, app, and offline conversion tracking for all **EEA users**. You will begin to see this enforcement action impacting measurement features in Google advertising technologies from Q1 2024.

To keep audience-powered targeting working, Brands must implement **Consent Mode** to share explicit consent signals with Google.

If you are specifically targeting audiences, the audience lists will cease data collection. The impact on measurement will be universal across all campaigns if valid consent is not obtained.

Without a positive signal from the upgraded Consent Mode, Bidding and Remarketing activities will cease after March 6th.
In other words, get consent or rely on contextual advertising.

This means that conversion tracking in Google advertising platforms (Google Ads, Search Ads A360, Campaign Manager, Display Video 360, Ads Data Hub – for Marketers) cannot continue without proper & legitimate consent signals.

Similar to the GDPR, this requirement applies to anyone with **users in the EEA**, regardless of whether the advertiser is based in the EEA.

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WHAT THE DMA MEANS FOR YOUR BRAND

(CONT'D)

WHAT SHOULD BRANDS DO?

Since this regulation affects "gatekeepers", and almost all Brands will interact/use/rely on these platforms, Assembly are recommending solutions to help navigate this change.

For brands in the Google ecosystem (meaning that you use some form of Google advertising technology), there are 4 solutions that you need to implement **before** the end of February:

+   *Consent Mode*
+   *Migrate to Google Analytics 4*
+   *Enhanced Conversions*
+   *Server-side Google Tag Manager (sGTM)*

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CONSENT MODE

Google's Consent Mode is a tool that helps websites and apps comply with data privacy regulations, like GDPR and CCPA, by adjusting how Google tags and scripts behave **based on explicit user consent choices**. When implemented correctly, you will be able to:

1. **Respect user preferences:** When a user grants or denies consent for data collection through your website or app, it will allow the Google tags to adapt accordingly.
   This ensures you only process data for users who have given their permission.
2. **Maintain data privacy:** Limit the information collected about users who have not consented, potentially anonymizing some data based on the specific settings.
3. **Deliver personalised advertising**: Where a user has granted consent, it will allow Google tags to deliver tailored advertising.
4. **Get insights even with limited data:** Leverage Google's **conversion modelling** to estimate missing data for users who have not consented, helping you still have some understanding of your website or app's performance.

BENEFITS

+ **Works with Google Certified Consent Management Platforms (CMPs)**
+ **Adjusts data collection using dynamic tag behaviour**
+ **Applies region-specific settings**
+ **Increases privacy protection through data redaction**
+ **Share data across Google platforms in a regulatory-compliant way**

Getting Consent Mode right is **critical** for your business once the DMA comes into effect.

Without Consent Mode, advertising services on Google and the ability to accurately measure media performance in Google Analytics will be severely impacted.

It is critical you implement a Google Certified CMP. If you need assistance, **please contact us**.

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GA4 MIGRATION

Measurement is critical to the realisation of any marketing team's objectives and Google's latest solution is Google Analytics 4. If you are still using any Universal Analytics (UA) properties, you will be missing out on some key features, including:

1. **Future-proofing your data -** it relies less on cookies and uses event-based measurement, making it more adaptable to evolving privacy regulations and restrictions.
2. **Enhanced data and insights –** going beyond sessions and page views, it can track user interactions such as app opens, video plays, and file downloads. GA4 allows you to identify potential customers, predict churn, and personalize marketing efforts more effectively.

BENEFITS

+ **Designed for a privacy-focused future.**

+ **Greater flexibility and customization with better analysis tools.**

+ **AI & machine learning capabilities in GA4 provide deeper insights into user behaviour and predictions.**

+ **Unlock data exploration and uncover deeper insights with real-time reporting in Google BigQuery**

+ **Near-unlimited data storage compared to UA's limitations.**

+ **Simplified data collection setup and easier tag management.**

+ **Integration with other Google Marketing Platform tools for seamless campaign measurement.**

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GA4 MIGRATION
(CONT'D)

IMPORTANT CONSIDERATIONS

+ Universal Analytics (UA) stopped collecting <u>new</u> data on July 1, 2023 – **you shouldn't be using it at this point.**
+ With the DMA coming into effect on March 6, UA will rapidly lose its remaining functionality in the following weeks and months, beginning with audiences.
+ Historical reporting will be available in UA till July 1, 2024
+ **You can no longer renew paid-for (360) contracts for Universal Analytics**

Remember, the sooner you migrate, the sooner you can start reaping the benefits of GA4.

We are also able to help you implement GA4 through server-side Google Tag Manager (sGTM).

Assembly offers a *FREE* GA4 audit.

Request yours today.

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ENHANCED CONVERSIONS

A feature within Google Ads that aims to improve the accuracy of your conversion tracking and unlock more powerful bidding strategies. It works by supplementing your existing conversion tags with hashed first-party data from your website in a privacy-safe way. Here's how it works:

1. **Data Collection:** You capture specific customer data points on your website, like email addresses, phone numbers, or names.
2. **Hashing:** This data is encrypted and transformed into a unique, irreversible code using a secure algorithm called SHA256. This protects user privacy as the original data cannot be reverse engineered from the hash.
3. **Matching:** This hashed data is sent to Google and matched against hashed user data from Google accounts that interacted with your ads (think of user IDs when logged into Gmail or YouTube).
4. **Conversion Reporting:** When a match occurs and a conversion takes place, it's attributed to the specific ad and campaign that the user interacted with.

BENEFITS

+ **Recover lost conversions**
+ **Improved bidding optimization**
+ **Privacy-safe**
+ **More accurate conversion tracking**

Implementing Enhanced Conversions requires some *technical setup and data collection considerations.*

Assembly can help you with improving the accuracy of your conversion tracking and optimising your campaigns for better results.

Get in touch with us for a free consultation.

SERVER-SIDE GOOGLE TAG MANAGER (sGTM)

Manage & deploy marketing tags on Google Tag Manager **on a server**, rather than directly on a website or app so that tag execution moves from the user's browser to a server-side environment.

BENEFITS

1. **Improved page performance**
2. **Enhanced data privacy**
3. **Unified data collection**
4. **Increased customization and flexibility**

Areas we are helping our clients with sGTM implementations:

+ Implementing Google Analytics 4 (GA4) tags with server-side processing for enhanced privacy and control.
+ Managing third-party tags for remarketing, social media advertising, and other marketing tools.
+ Capturing sensitive data like email addresses or phone numbers without exposing them to third-party scripts.
+ Implementing custom data collection and tracking for specific business needs.

Assembly has a wealth of experience implementing server-side solutions. With the many advantages of sGTM, we'd love to help you migrate to a more secure, privacy-first solution.

Contact us.

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