

**SIRI THE AGENCY**

# **IOS14 PREP CHECKLIST**

PREPARED BY SIRI BUSKES

# Hello! I'm Siri

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## I CAN'T WAIT TO START WORKING WITH YOU

Digital marketing has been my jam for the past decade. I started my first social media agency in The Netherlands in 2010 and have been running Siri The Agency in Melbourne with my husband since 2018.

## LET'S CREATE SOMETHING AMAZING


As a proud husband and wife duo, we've combined our marketing and design talents to deliver the ultimate full-circle marketing agency. Our skills are brought together, sprinkled with passion, and topped with a creative hat to deliver innovative, top tier digital marketing solutions.

With more than 10 years of global marketing experience behind us, we have built our business on values of going above and beyond to deliver. Our promise is to offer honest, experienced guidance while providing true value to your business.

*Siri & Harlan*

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# Pivotal iOS14 Changes

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The ad world is currently changing, mainly due to privacy regulations and Apple's new iOS14 update. In a nutshell, this update is now offering users to choose whether they want to be tracked by third-party apps, like Facebook and its pixel. This changes the way retargeting works and mainly affects retargeting campaigns.

Since this announcement, we researched and observed closely to make sure we can pivot!

First of all, now is the time to start building your email list and focusing on a social media strategy - especially if you currently rely on ads. There are a few other important things you should focus on as well that we've put in a checklist on the next page.

You can always chat with us to see how we can help.



## REST ASSURED

If you choose to work with us, we will ensure your ad account is set up to tackle this shift in the ad world. We are working closely with Facebook itself to find the best solutions for you.

# Checklist To Future-Proof Your Ads

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- ✓ Install your Pixel and check if it's firing.
- ✓ Verify your domain in Facebook Ads Manager.
- ✓ Configure up to 8 Aggregated Events (in priority order).
- ✓ Implement Conversions API (CAPI). >> Set Data Sharing Settings to Maximum within Shopify's Facebook Channel.
- ✓ Use third-party tracking such as Google Analytics.
- ✓ Use UTM links in all ads.
- ✓ Input two payment methods into Ads Manager. If your card declines and your ads will pause and results will change.
- ✓ Have a privacy policy, income disclaimers and cookie notifications on your website.
- ✓ Ensure landing pages and websites load in under 4 seconds. The faster the better!

**HOT TIP: POST 3X P/W ON FB AND INSTAGRAM. THE MORE ORGANIC ENGAGEMENT YOU GET, THE BETTER YOUR ADS WILL PERFORM.**

# Your Next Steps

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## READY TO GET STARTED?

If you want to start this exciting journey and kick-off your ad campaigns, you can get in touch with us. We love making working together fun, hence when you choose to work with us, you'll come to the realisation that the online ad world can be simplified and is enjoyable too.



[CONTACT US](#)



**TANYA**  
**SKINSZN.COM**



"Siri is a pleasure to work with! She is extremely knowledgeable and knows what she is doing. Highly recommend her to anyone who's after Facebook Ads help or website design, you won't regret it!"