

STEPS TO UPDATE YOUR FACEBOOK AD CAMPAIGNS FOR APPLE IOS 14

- Verify your domain. Here are 3 easy steps for [verifying your domain](#).
- Download a Breakdown Report by Device for past campaigns.
- Download your historical data for both 28-day and 7-day view and 28-day click-through attribution to understand how your reported conversions may be impacted.
- Decide which 8 conversion events Facebook will track and optimize against.
- Rank the 8 conversion events in Facebook Events Manager.
- Select the attribution window you will use to track conversions.
- Audit and update any automated rules, if necessary.
- Identify new campaign optimization strategies to test in your campaigns.