



Understanding Apple's App Tracking Technology

Phone Consultation with Machine Learning and E-Commerce Experts

CHALLENGE

Apple introduced App Tracking Transparency (ATT) in 2021, which requires applications to ask permission before they can track the user's activity across other apps and websites. GLG's client wanted to learn how to measure the success of iOS campaigns post-ATT, how to calculate the metrics, as well as critical factors that impact budget allocation, and determine the limitations of SKAdNetwork, Apple's privacy-centric Application Programming Interface (API).

THE GLG APPROACH

As the project was focused on Asia, GLG's local recruiting teams set out to find the best-fit experts for the client. The three experts recruited for phone call conversations included senior executives from major machine learning and e-commerce companies who were able to give incisive insights that met the client's research goals. GLG's local team also provided interpreters for these one-on-one phone calls to ensure smooth and effective communication.

OUTCOME

Because GLG could identify experts that precisely met the client's requirements, the client received region-specific insights that enhanced their understanding of the post-ATT iOS landscape.

FEATURED PRODUCTS



GLG Direct (Calls)

[Learn more](#)

GLG matched the client with three best-fit experts for phone call consultations, delivering valuable insights into the post-ATT iOS landscape in Asia.

Why GLG?

Local Recruiting Teams

GLG's global network means there are local teams to identify the best-fit experts for the client while ensuring there is no language barrier during the recruitment or consultation process.

Meeting Specific Research Needs

GLG has the capability to customize any project to meet niche research needs for any geographical regions.

As the World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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