



LYNCHPIN

Digital Measurement: State of the Nation

Andrew Hood
CEO
Lynchpin

Lynchpin - Independent Analytics Consultancy



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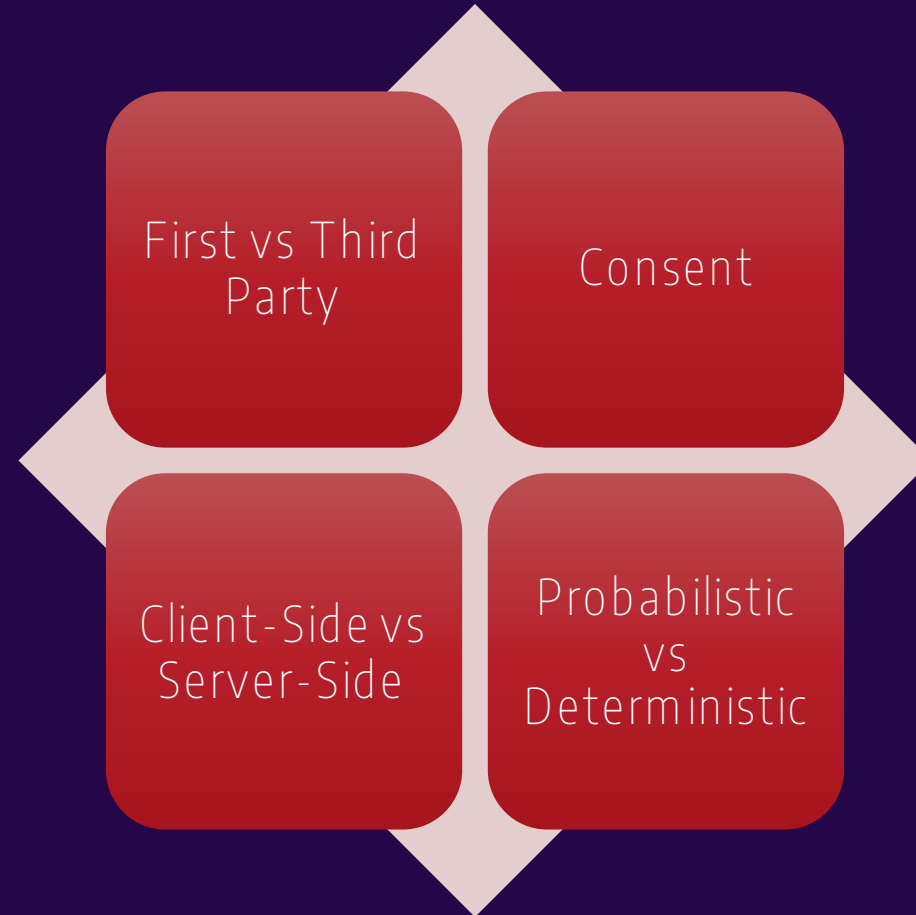
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Digital Measurement: Key Changes





First vs Third Party

TECH / GOOGLE / CHROME

Google delays blocking third-party cookies in Chrome until 2023



Illustration by Alex Castro / The Verge

Source: The Verge

TECH / GOOGLE / CHROME

Google delays blocking third-party cookies again, now targeting late 2024



Illustration by Alex Castro / The Verge

/ The Privacy Sandbox API testing will expand starting in August

By [RICHARD LAWLER](#) / @rjcc

Jul 27, 2022, 8:42 PM GMT+1 | [0 Comments](#) / [0 New](#)



Parallel Measurement Universes

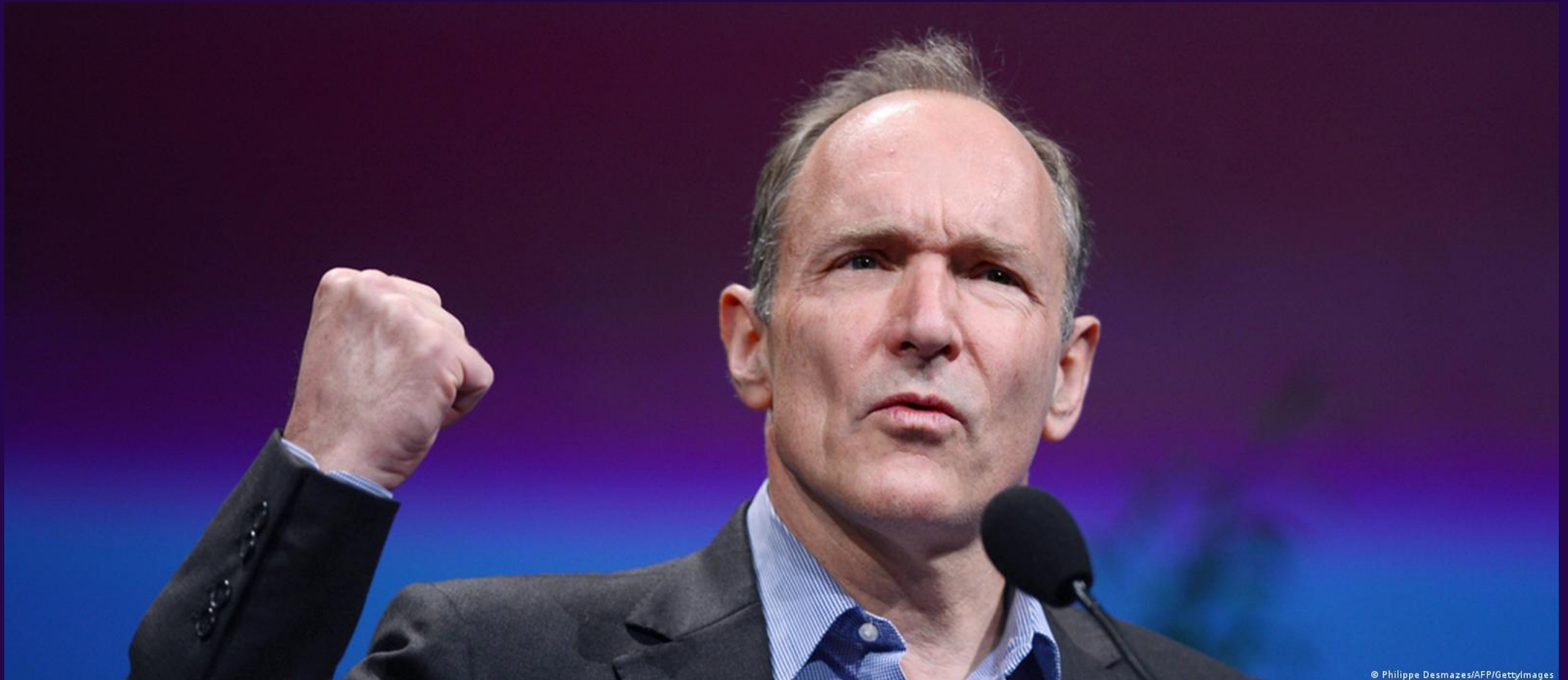


android

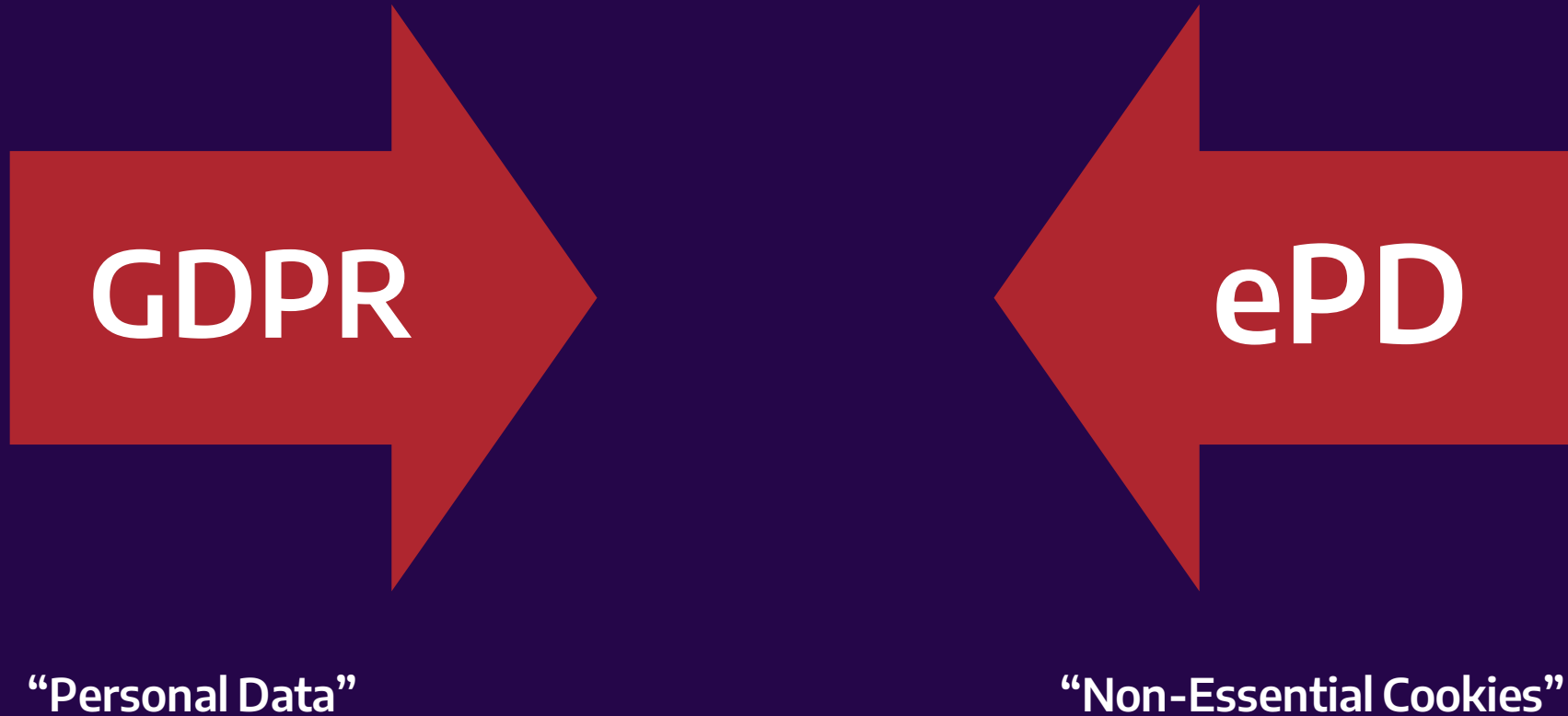
Consent



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Regulatory Confusion





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Managing Consent



How to Achieve a 70% Opt-In Rate for Website Consent

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Cookies and anonymous visitor tracking help us give you a better experience, improve our products, and keep our marketing costs down. We won't turn them on until you accept. [Learn more in our cookie policy.](#)

[Customize](#) [Accept](#)

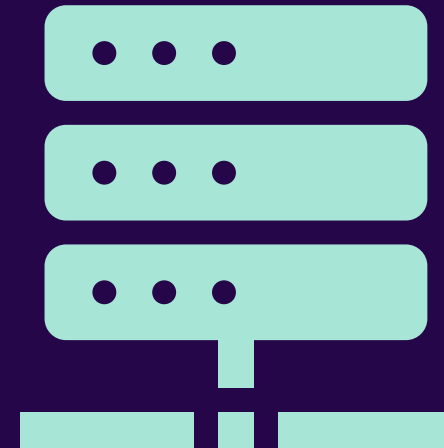
Brian Clifton
Data quality and privacy expert, best-selling author

<https://brianclifton.com/blog/2021/07/02/how-to-achieve-a-70percent-optin-rate-for-consent/>

Client-Side vs Server-Side Tracking



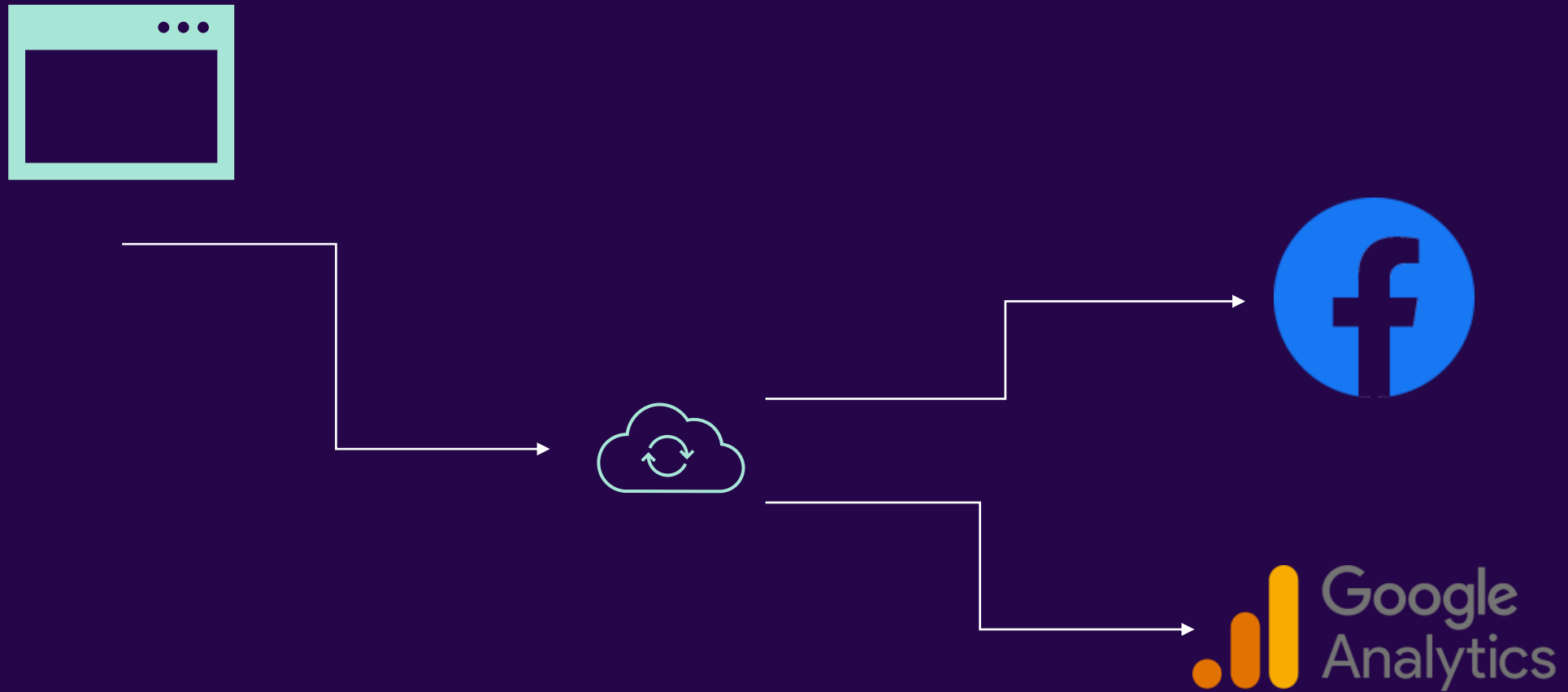
VS



Client-Side Tracking



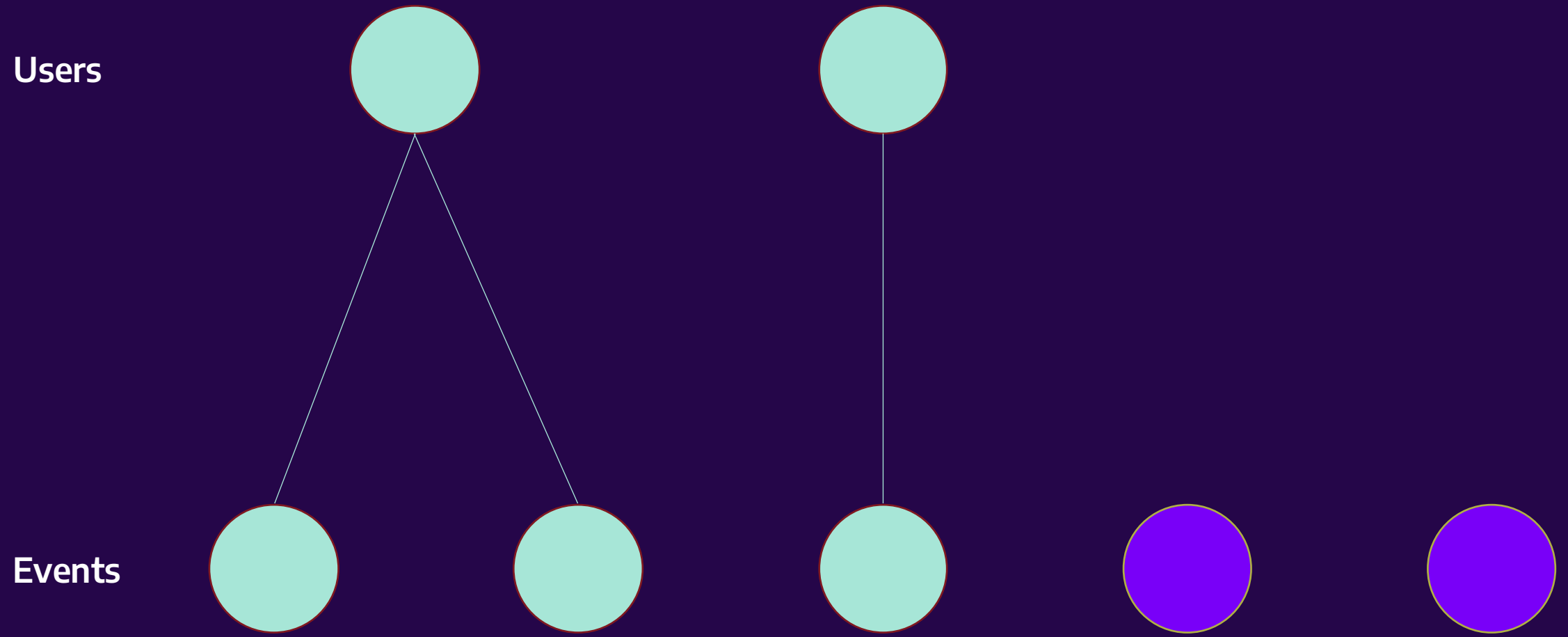
Server-Side Tracking



Deterministic vs Probabilistic Metrics



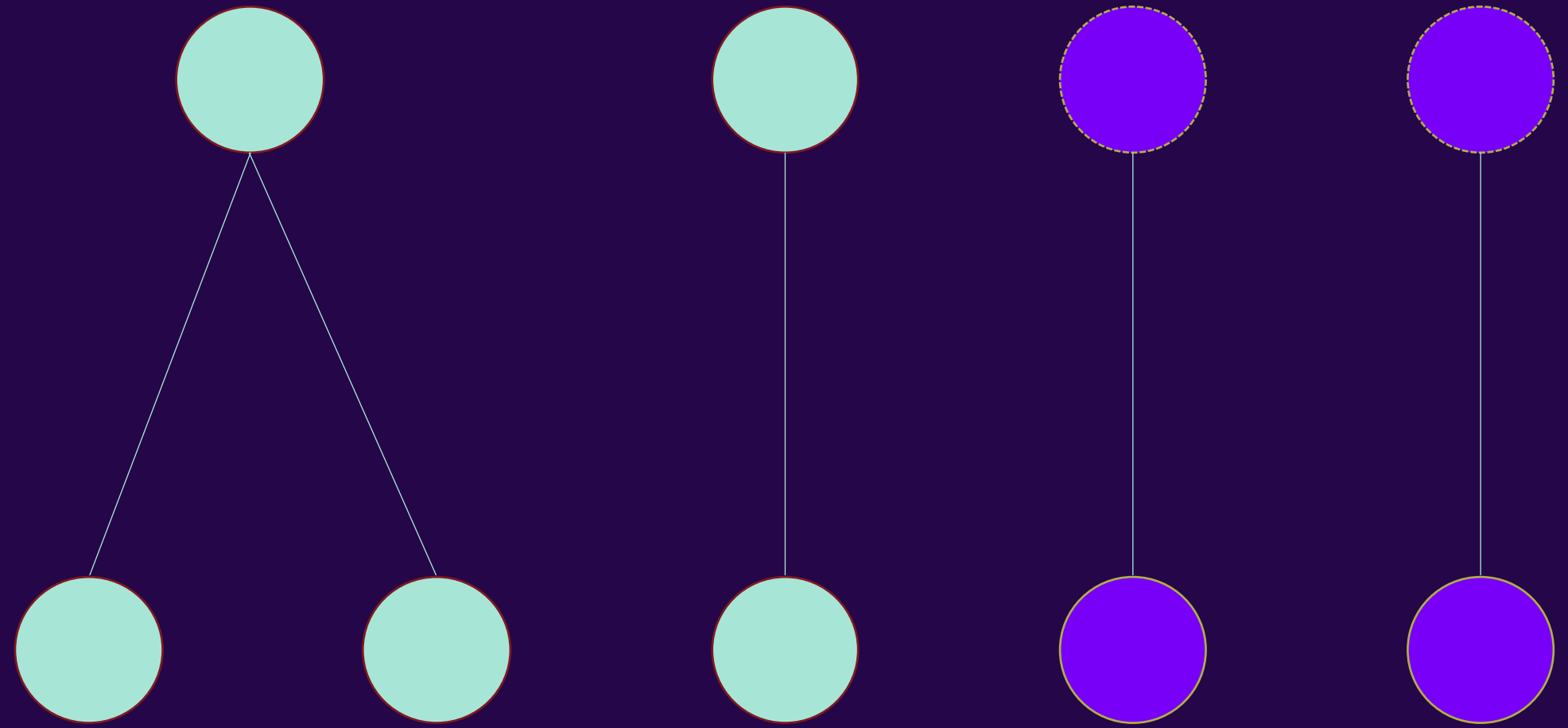
Deterministic Metrics



Probabilistic Metrics

Users

Events



What about GA4?

Reporting Identity

Determines which methods Analytics uses to associate events with users. [Learn more](#)

How would you like to identify your users?



Blended

This identity evaluates: User ID, Google signals, device ID, modelled data.



1 inactive method



Observed

This identity evaluates: User ID, Google signals, device ID.



Save

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Digital Measurement: Top 5 Takeaways

1. First party digital measurement is changing, perhaps even faster than third party.
2. Consent is often the thin line between measurement being valuable vs useless.
3. Server-side tracking is a big opportunity but also a risk to transparency for consumers.
4. Probabilistic measures are only as accurate and as unbiased as the modes behind them.
5. Never be afraid to ask how a data point was defined and exactly how it was counted!



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Q&A

Thank You



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Andrew Hood

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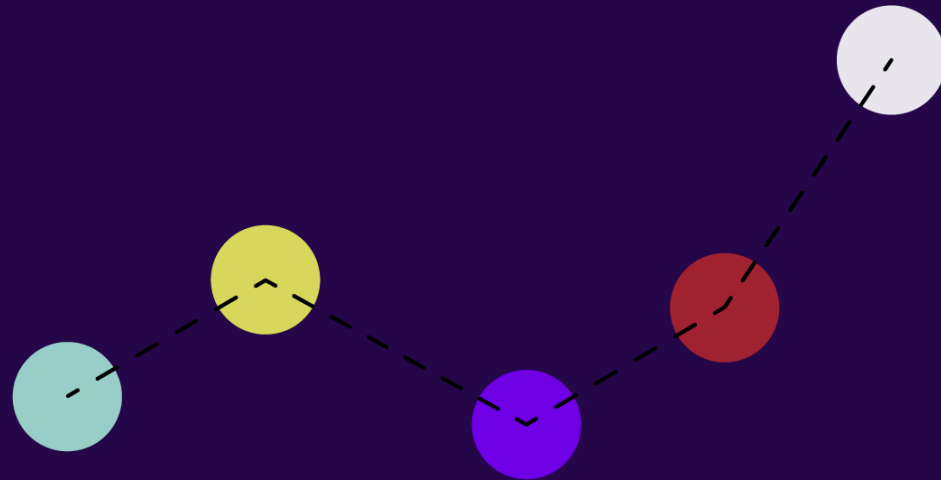
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