



Apple Ad Tracking Transparency

Pre-Popup Interstitial UX Design

Executive Summary

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Background

Apple is requiring users to opt in to ad tracking in our games (ATT). While this may have a major impact on our abilities to track ad monetization, target players for customer service, and so on, the impetus is on us to mitigate the negative effects of this change.

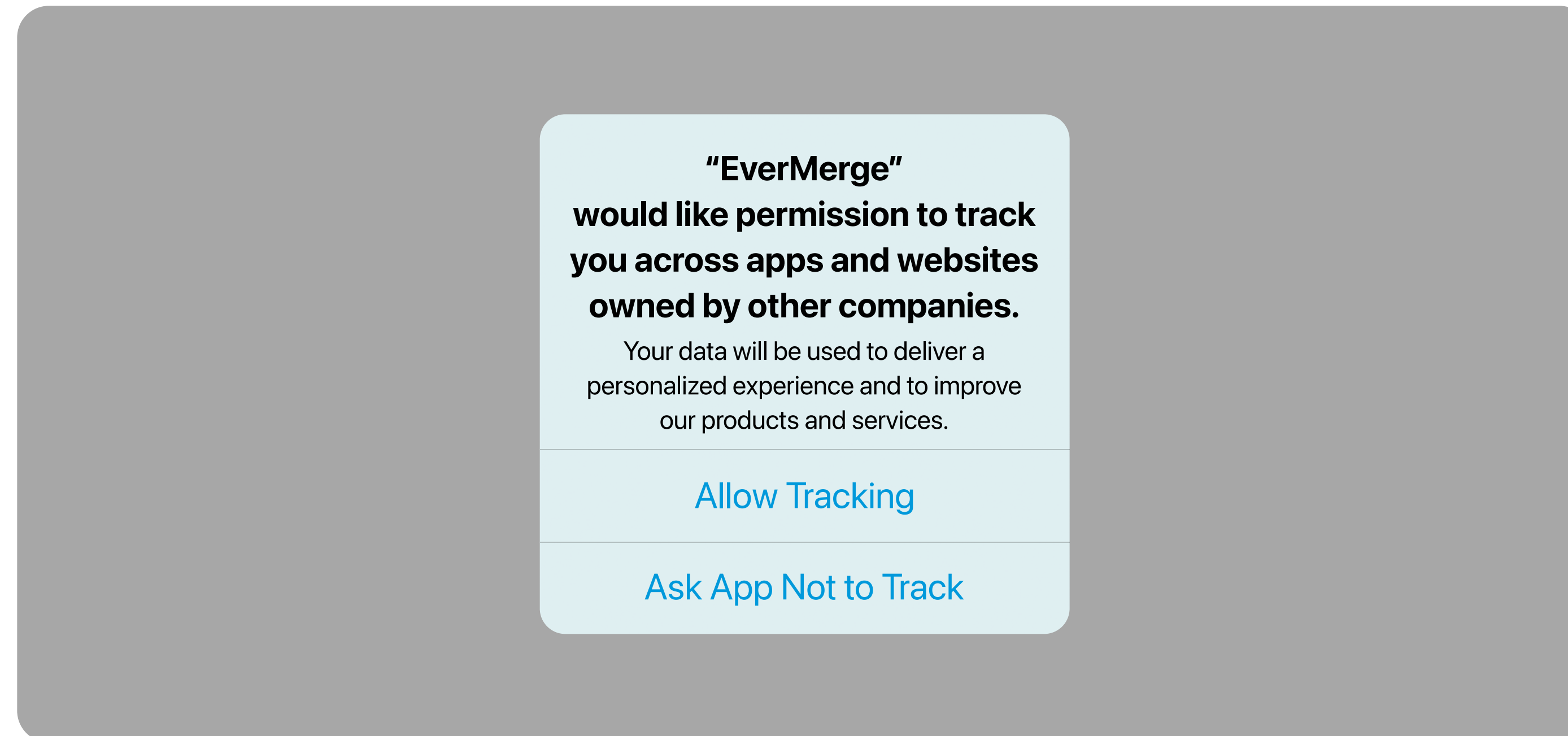
In this document, you will learn how we created a popup design that increased the opt-in rate over showing the ATT dialog alone by 11%.

The results of this project was gathered through a controlled study of EverMerge players.

Your mileage may vary, as each cohort of players has its own goals, motivations, and biases. We encourage you to create and test your designs with your own players!

We are confident the design philosophy that informed these screens, when translated into creative assets for your audience, will help you and your game remain as resilient as possible during this transition.

Here's an example of the Apple ATT popup:



It's cold, clinical, and intended to warn the player of the potential consequences of allowing tracking.

Hypothesis

How might we increase the opt-in rate over baseline?

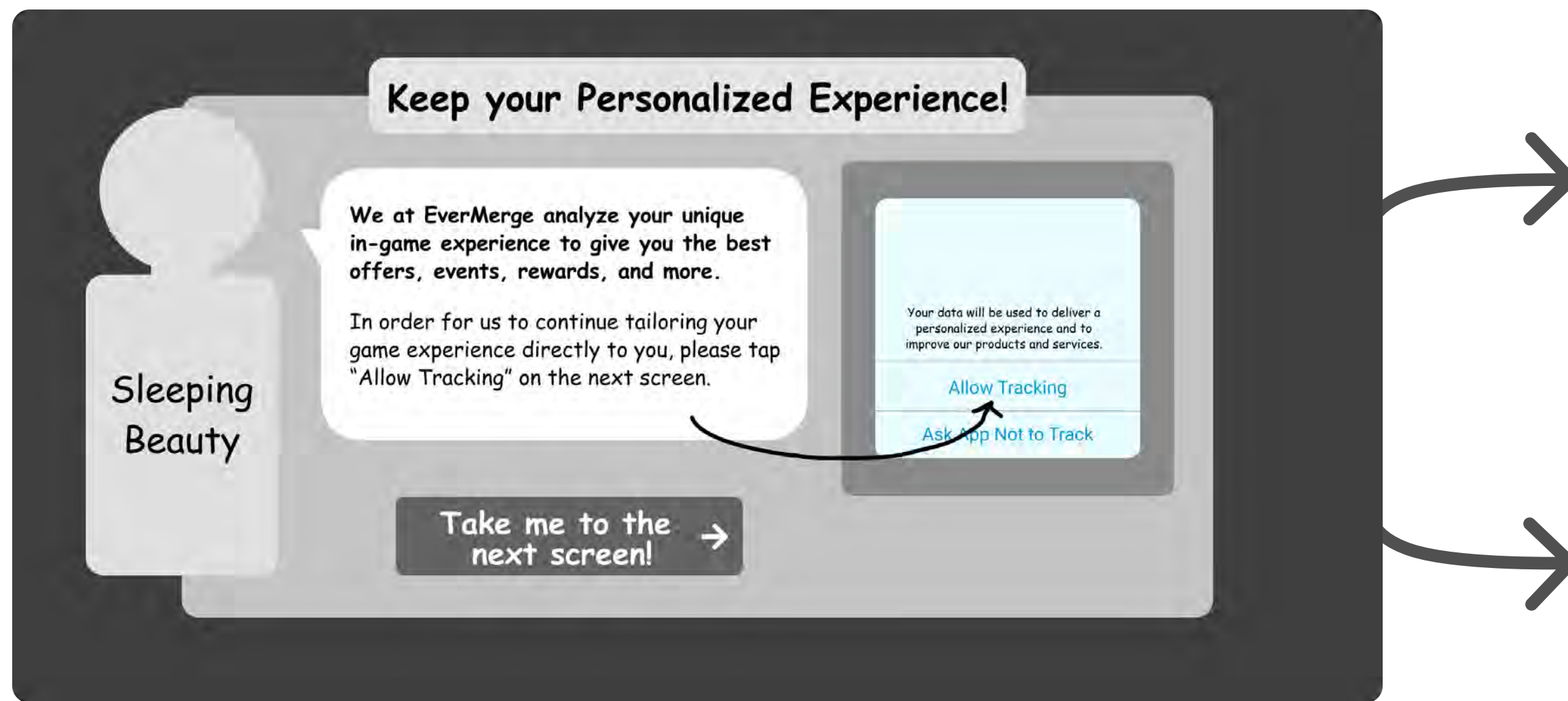
What if we showed a pre-popup interstitial that...

- Includes something significant from the player's experience in the game
- Clearly points to the button we want the player to tap
- Obscures any element that unnecessarily increases cognitive load
- Is deeply themed and feels a part of the game?

Goal

Increase explicit ATT opt-ins by **1% over baseline** by utilizing an interstitial that translates well into other languages

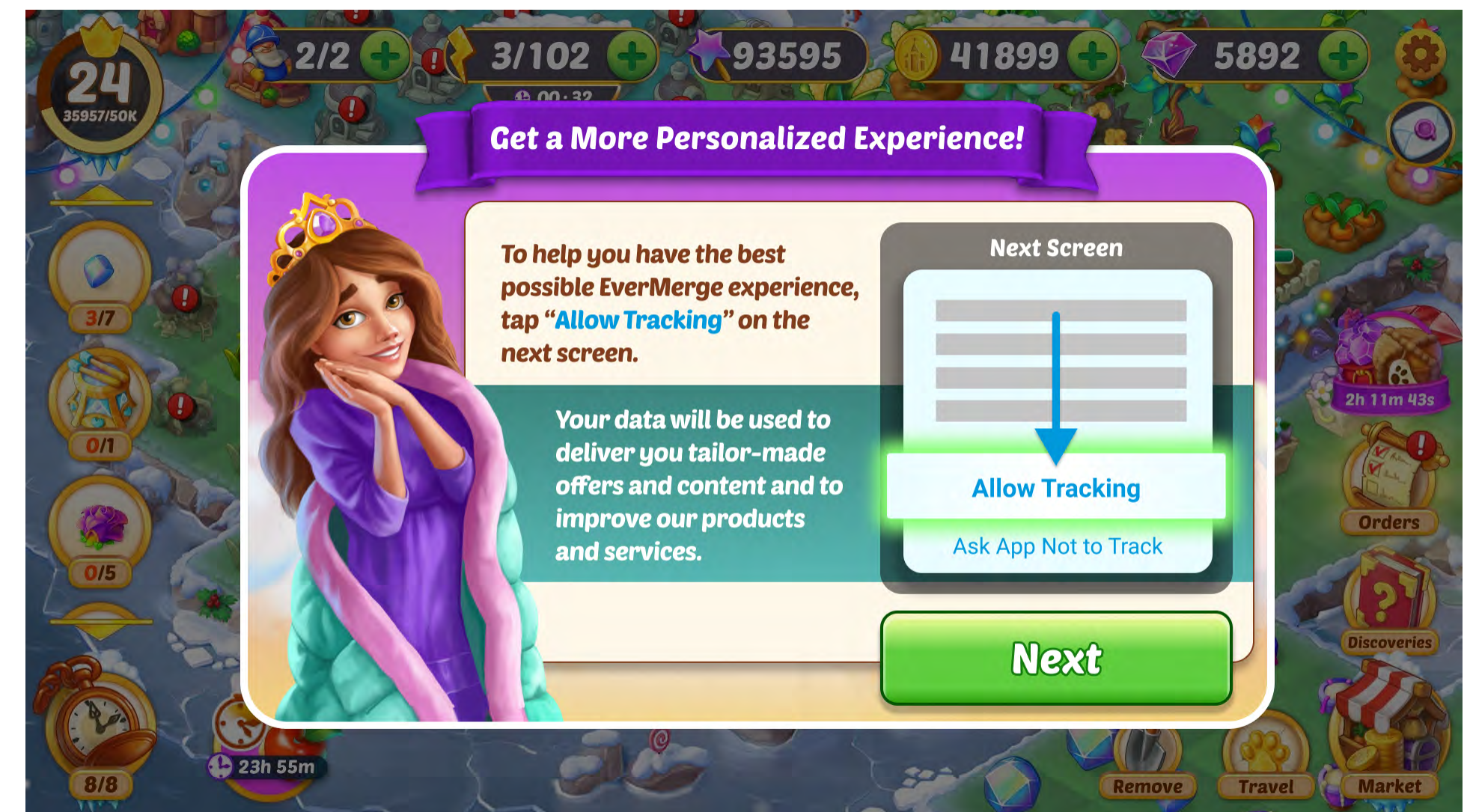
Design Procedure



Wireframe



Gnome Concept



Sleeping Beauty Concept

Design Philosophy

- 1 Use familiar characters or game traits to deliver a message about ATT
- 2 Let that message be fair, true, and legal, while injecting any narrative flavor or charm applicable
- 3 Clearly demonstrate to the player the very next action you want them to perform by:
 - a positioning a pointer above and into the "Allow" button,
 - b maintaining the general look-and-feel (and scale) of the ATT dialog,
 - c drawing attention to the "Allow" button using style and scale, and
 - d placing the "Next" button below

Study

Objective

Understand the impact including a message prior to the IDFA tracking prompt has on player's willingness to allow tracking

Total Sample

n = 1,168 EverMerge players

Gnome: *n* = 394

Beauty: *n* = 377

No Message: *n* = 397

Methodology

Chalkmark (first-click) study consisting of 3 experience flows:

Gnome Pre-Message: Players see a message prior to IDFA prompt that includes the Gnomes

Beauty Pre-Message: Players see a message prior to IDFA prompt that includes Sleeping Beauty

No Message (Control): Players do not see a message prior to the IDFA prompt

Study Flow

As part of this study, the IDFA process was simulated in EverMerge. Players then provided clarity on their behavior via survey questions.

1. Game Open

Players were first shown an image of the EverMerge board to contextualize the experience.

2. Pre-Message (A&B Only)

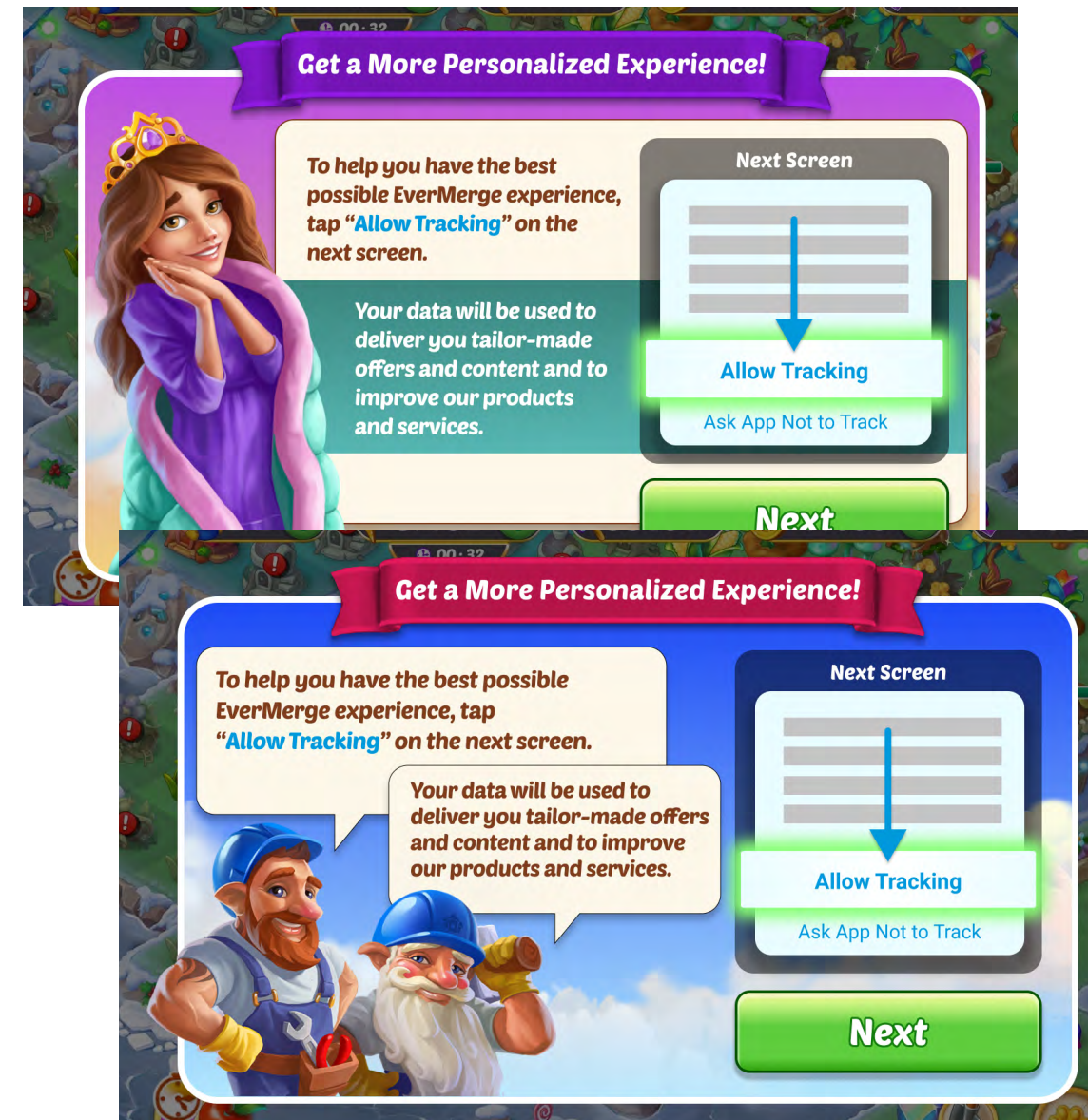
Players in group A & B were shown an IDFA Pre-Message utilizing EverMerge characters and providing information on the impact of allowing tracking.

3. IDFA Message

Players are shown the standard ATT message as it would appear within EverMerge. Players were asked to tap where they would if playing the game.

4. IDFA Intent & Follow-Up

Players were asked to confirm where they would tap and provide an explanation for why they made that decision.



"EverMerge" would like permission to track you across apps and websites owned by other companies.
Your data will be used to deliver a personalized experience and to improve our products and services.

Allow Tracking
Ask App Not to Track

Based on what you saw, which button would you tap?

- I would tap the "Allow Tracking" button
- I would tap the "Ask App Not to Track" button

How did you make your decision in the previous question?

Impact

Study design by Axel Loesken, Consumer Insights, Aristocrat
Q1. Based on what you saw, which button would you tap?

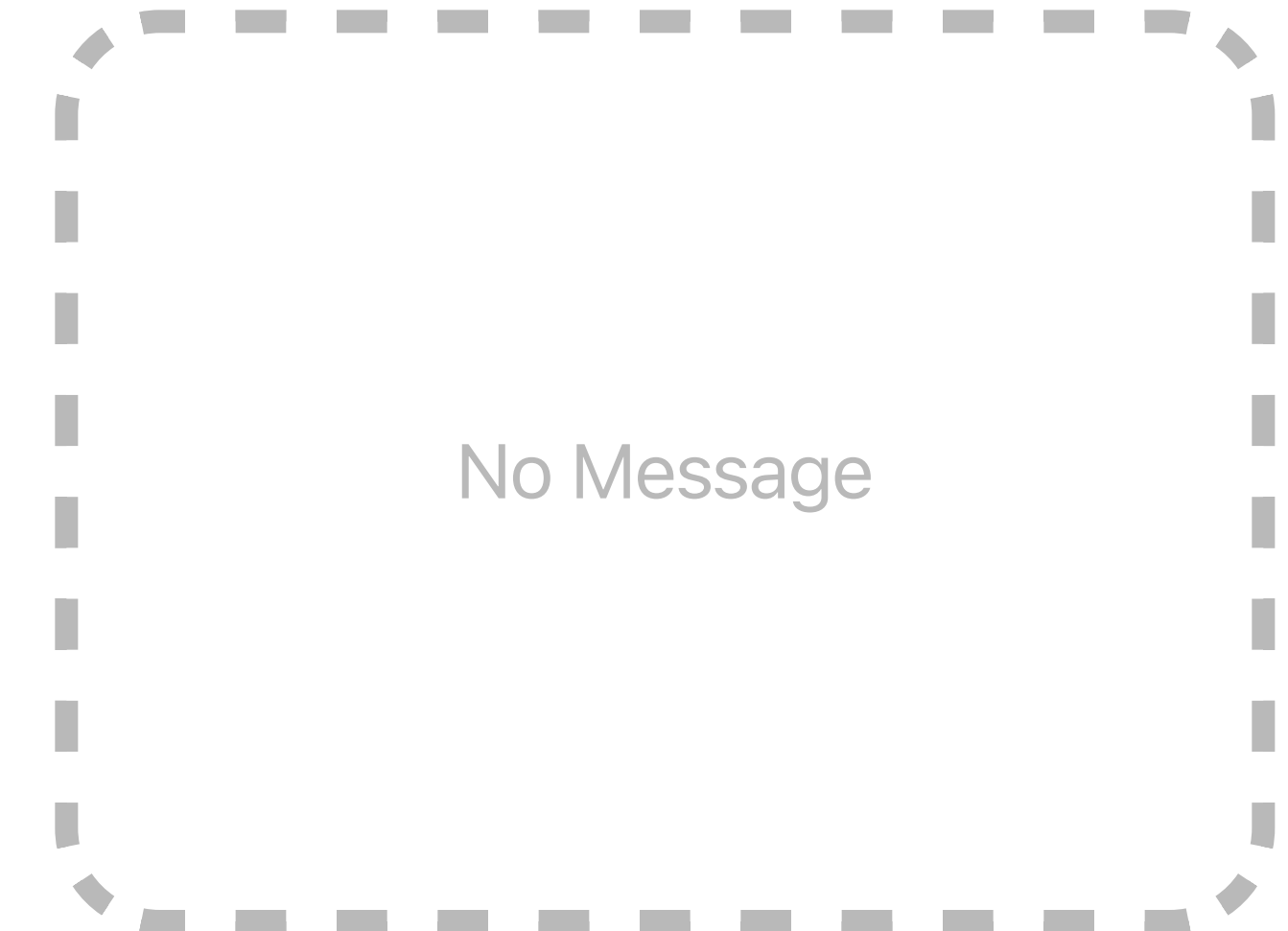
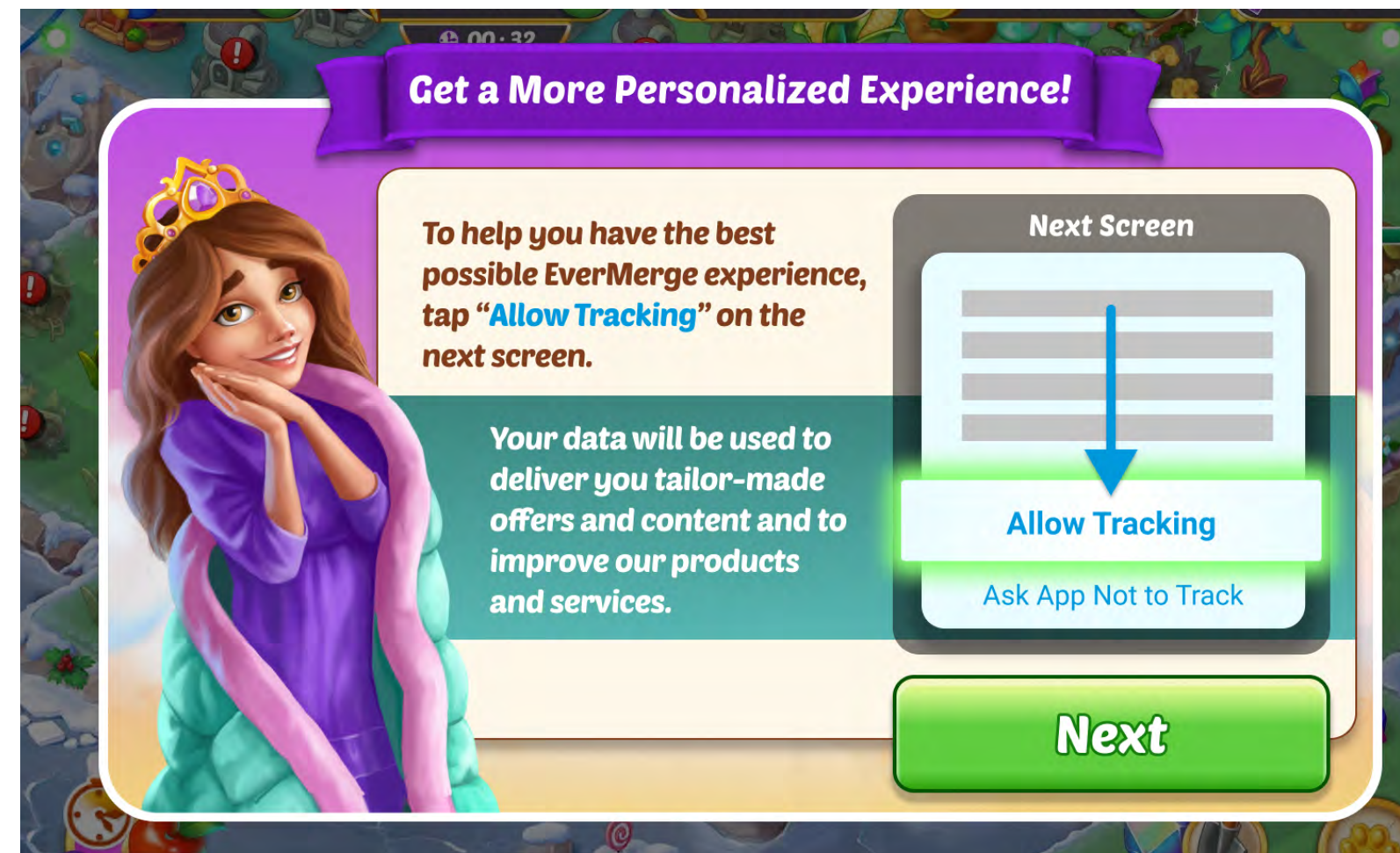
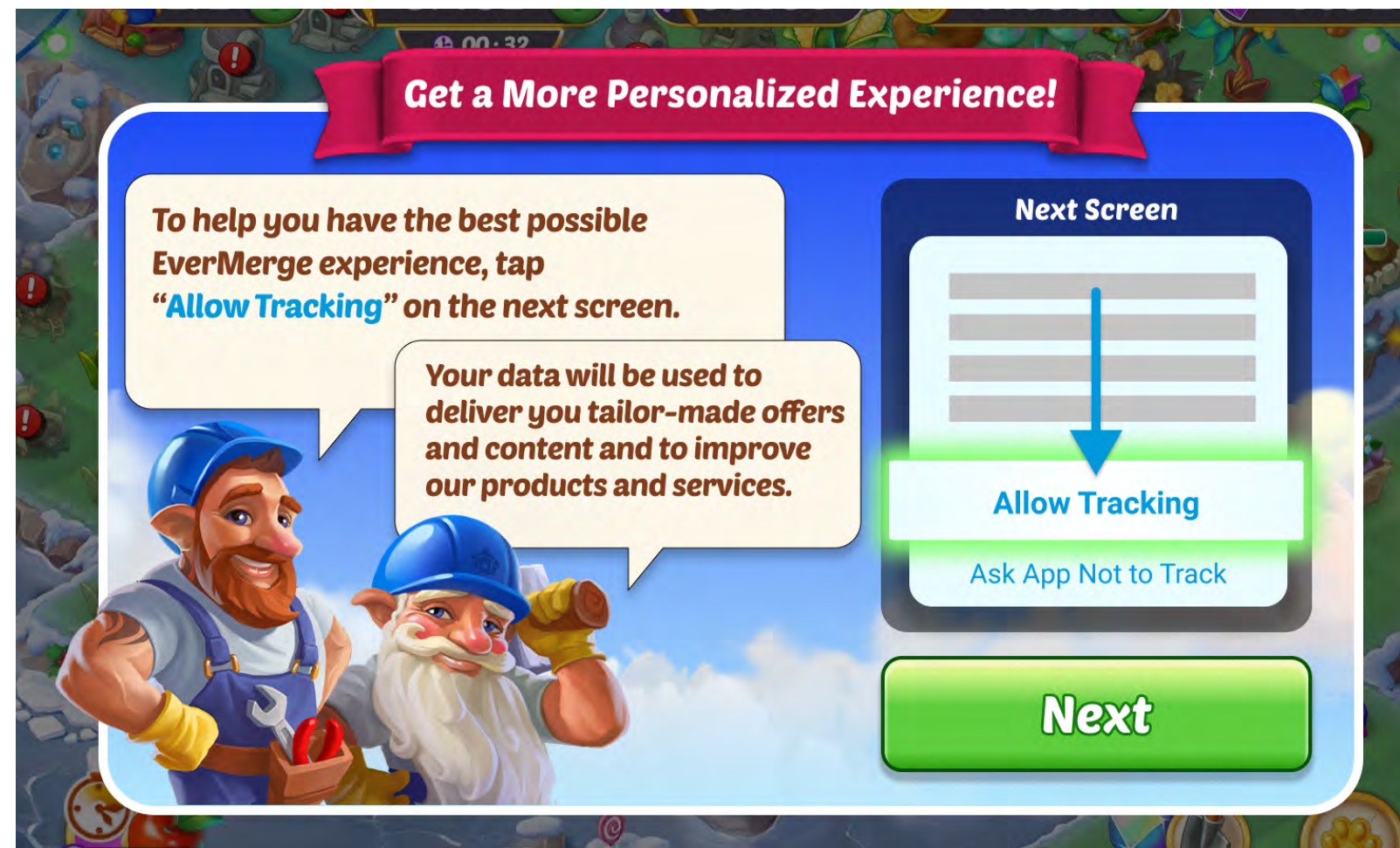
Impact of Popup Interstitial on Intent

Players who saw the IDFA Pre-Message were significantly more likely to say they would Allow Tracking than players who saw no pre-message.

A: Gnome

B: Beauty

C: No Message



Allow Tracking %

30%

11% over Baseline

Goal: 1% over Baseline

Allow Tracking %

27%

8% over Baseline

Allow Tracking %

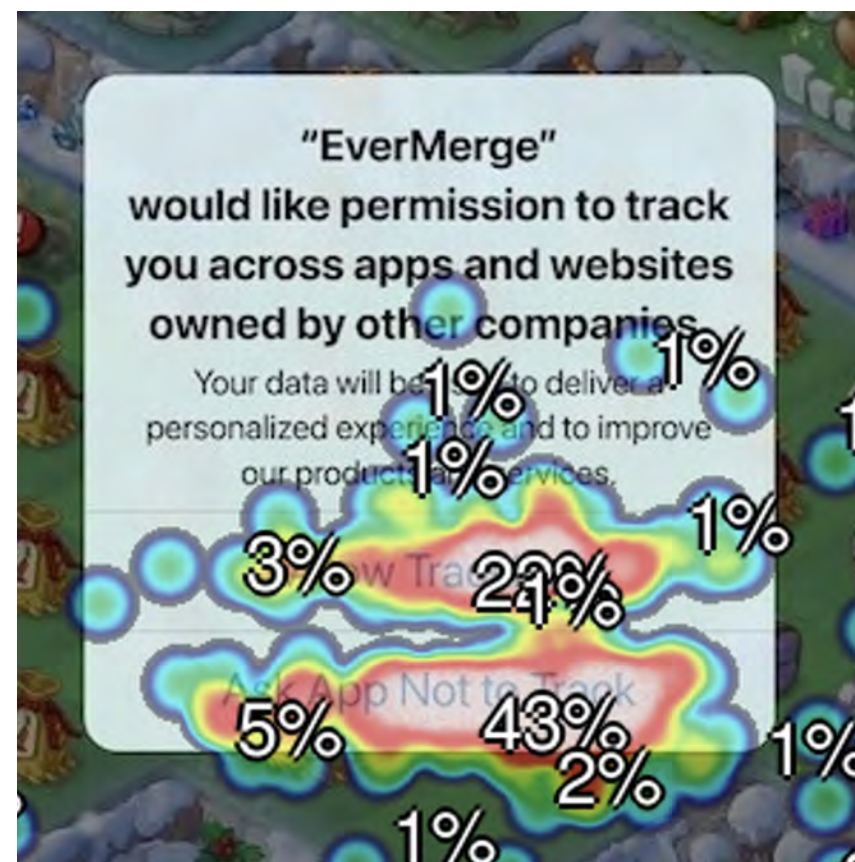
19%

Baseline

Impact of Popup Interstitial on Behavior

Players with an IDFA Pre-Message tapped on Allow Tacking more and were able to perform the task faster.

A: Gnome



Allow Tracking Tapped %

25%

Time on Task

10.9 avg (secs)

B: Beauty



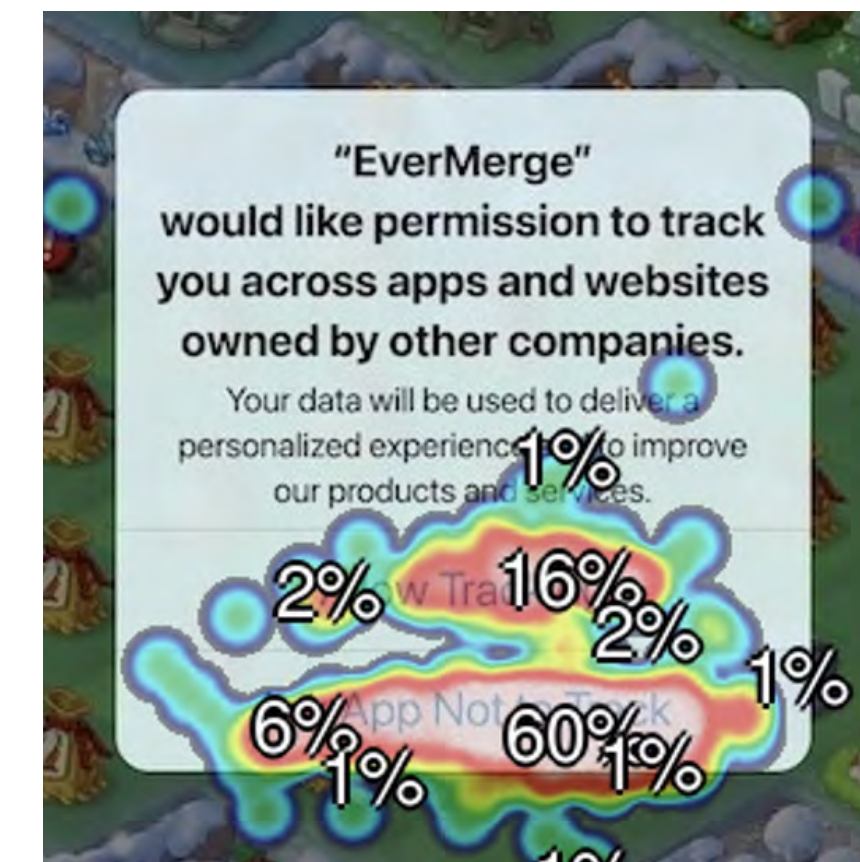
Allow Tracking Tapped %

25%

Time on Task

11.7 avg (secs)

C: No Message



Allow Tracking Tapped %





18%

Time on Task

15.5 avg (secs)





Reasons for Yes Tracking

Trust in EverMerge / Big Fish, wanting an improved experience, and personalized ads were key drivers for players allowing tracking

-  "It would help make the game a better experience for me by doing that. Since I play this game a lot, I think it would benefit me"
-  "I would like to help the creators of the game in any way I can. If that includes tracking, then that's okay with me."
-  "If I'm going to have to watch commercials or see ads, I'd rather they be something I might actually be interested in, rather than waste my time with something that has nothing to do with my life."
-  "I trust EverMerge already ;) If I didn't though, I would because it nice when things are tailored a little more towards each game as we're all different and of course do not want to lose any progress."

Reasons for No Tracking

The "across apps and websites owned by other companies" in the IDFA message was the most common reason players wanted no tracking.

-  "It was the owned by other companies phrase that would make me choose App not to track. If it was for Big Fish alone to track and personalize my experience I would consider this more closely"
-  "The phrase 'other companies' doesn't really install trust. Very unknown in this time of 'algorithm' everything."
-  "I don't want my game tracked. I like the current offers and special events for this game. I don't want tracking of my apps and websites. To me this is personal and confidential."
-  "I never allow tracking if I'm aware of it. I will delete a game if I find out it's tracking my online activities. I do not feel comfortable knowing that a game is essentially spying on my activities to try to sell me things I do not want"

Recommendation

If you're considering making your own design, follow the **UX Design Philosophy**:

- 1 Use familiar characters or game traits to deliver a message about ATT
- 2 Let that message be fair, true, and legal, while injecting any narrative flavor or charm applicable
- 3 Clearly demonstrate to the player the very next action you want them to perform by:
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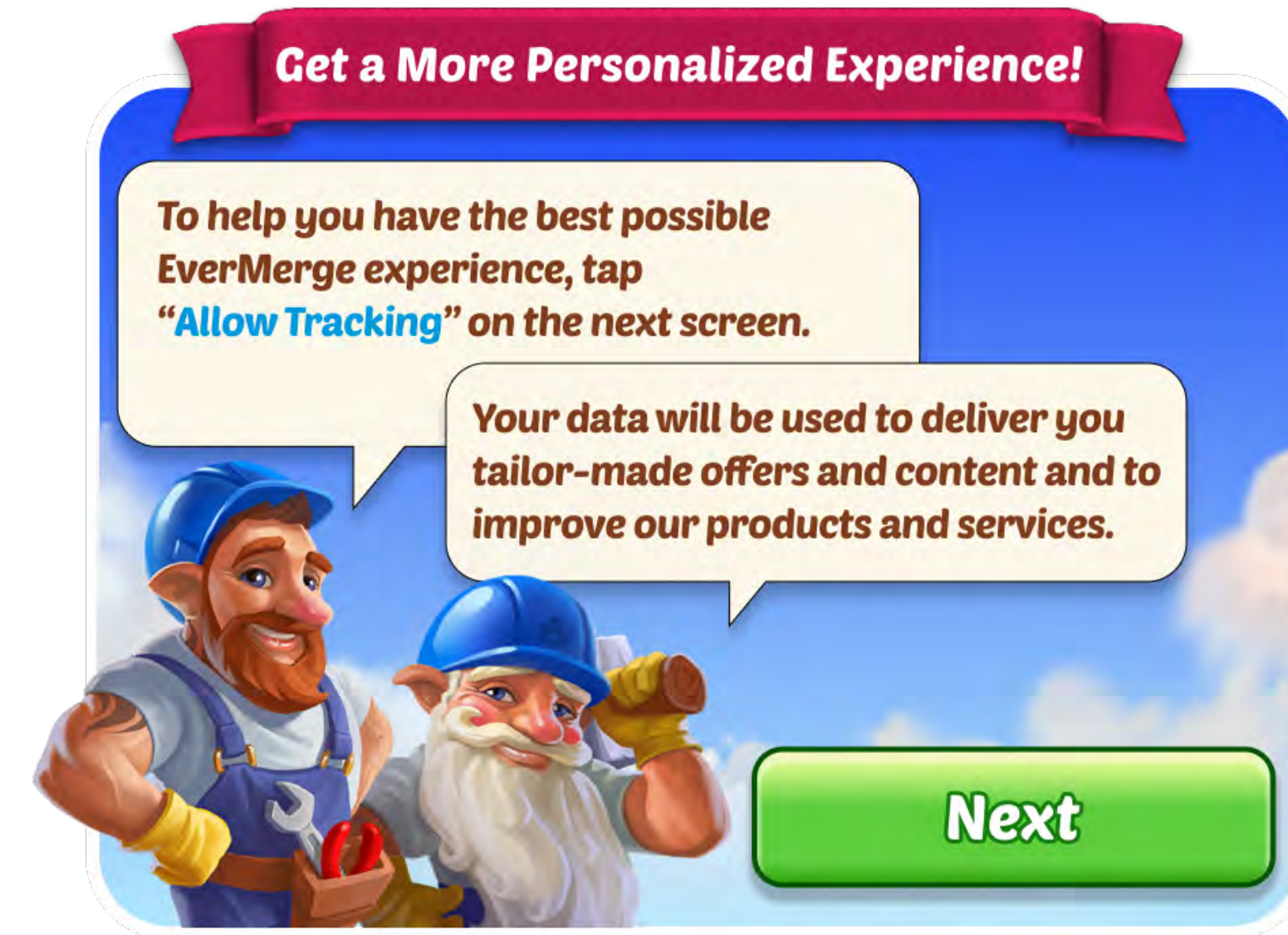
In Case of App Store Rejection

As we know, Apple's reviewers can be inconsistent in choosing whether a submission is approved.

Some submissions have been accepted, and some have been rejected based on the recommendations in this document. Here are the elements Apple has signaled as grounds for rejection the most often:

- 1 The usage of an iOS native-looking popup
- 2 The usage of "Tap Allow" in the text

If you find your game has been rejected by Apple for these, or any related reason, try submitting with these modifications:



Attempted, failed

iOS native-looking popup removed



Ultimately accepted by Apple

"Tap Allow" text removed

Thank you

Axel Loesken, Consumer Insights

Jean Ferruzola, Narrative Design

Jason Piel, Art

Nicholas Tchemitcheff, Localization

Karin Hansen, Legal

Gene Bahng, Production

Sean Clark, Production

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