

ADVERTISING

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Conversion Measurement

Conversion

an action by a user that is attributed to an advertisement

Goal is to learn about conversions

how effective advertising is in driving business goals
for both advertisers and sites that serve advertising

Key Question



“Is the money I spend on advertising driving sales?”

Today

Assign users an identifier

Log when and where ads are shown

Log purchases

Use the log to answer questions



Goal

Produce aggregate statistics about conversions
Without creating user-specific logs

Status

Lots of requirements

Lots of ideas

Most promising ideas include a PRIV-like component

Simplified Example

How many users who saw the ad bought the product?

