## ADVERTISING

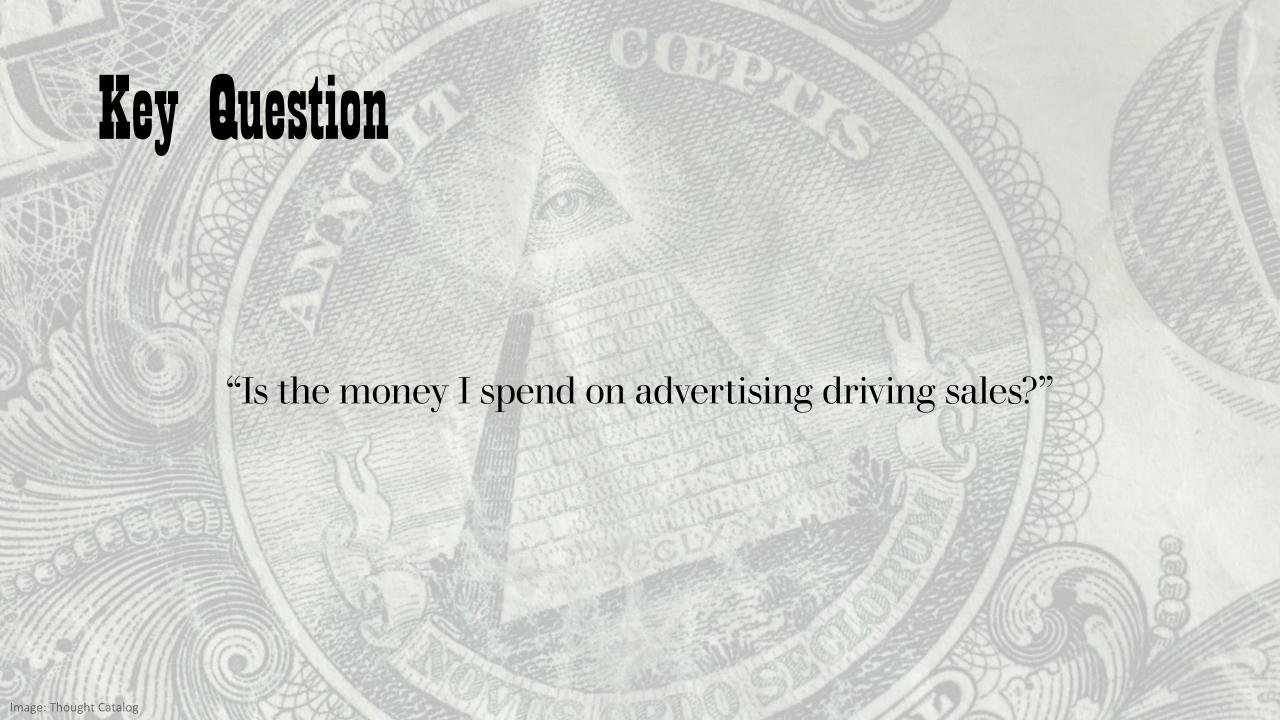
Martin Thomson priv BOF, IETF 112, not-Madrid, November 2021

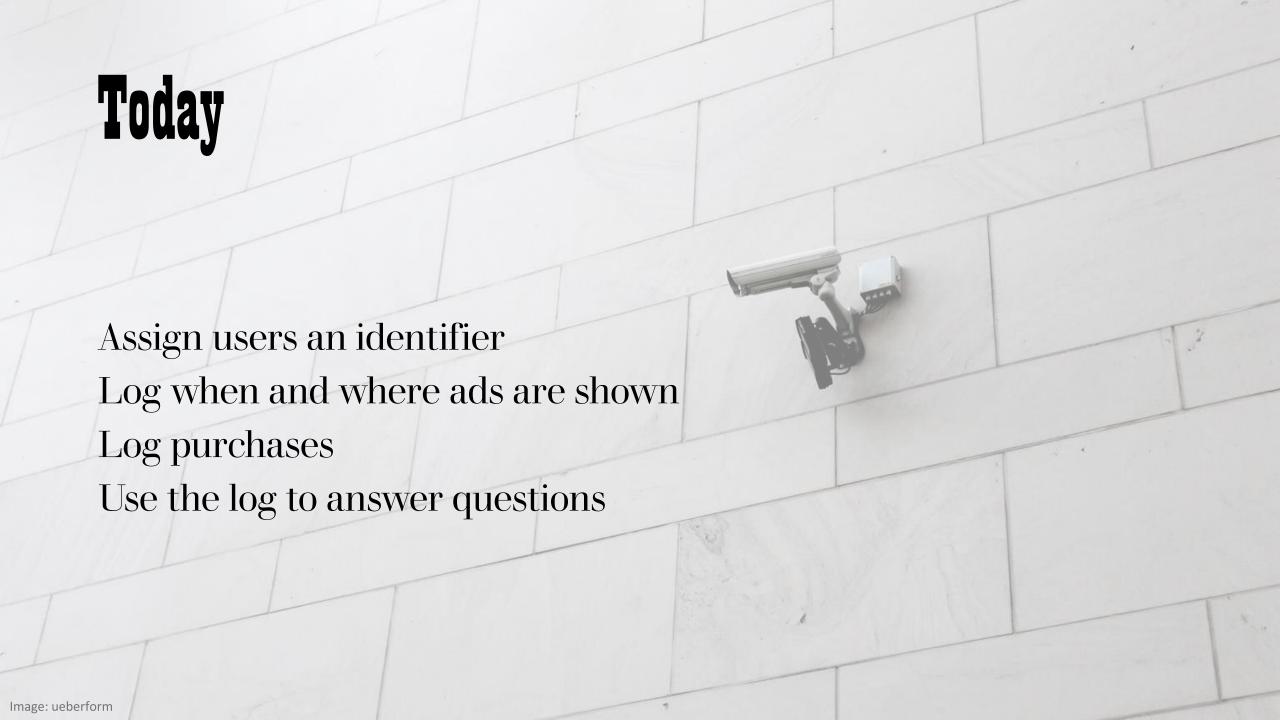
## Conversion Measurement

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







## 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?

