Marketers Aren’t Waiting Around for Meta to Solve Its Apple Conversion Problem

After a torrent of bad news—most notably a disappointing earnings report that sent shares tumbling—Meta finally had something good to share with the advertising community last week: It had improved its underreporting of iOS web conversions to 8%, down from 15% in September.

Recommended articles
https://www.adweek.com/media/marketers-arent-waiting-around-for-meta-to-solve-its-apple-conversion-problem/