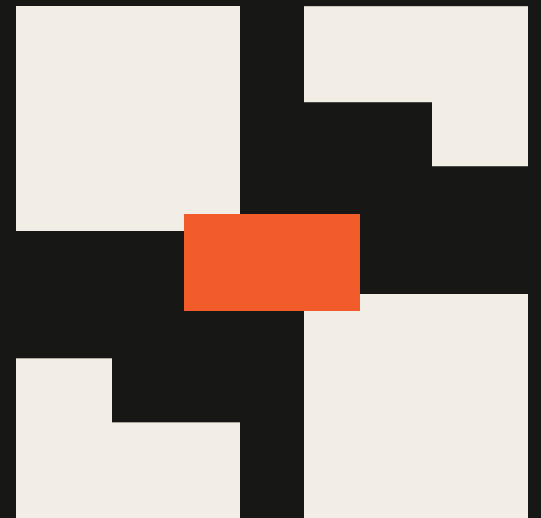


How advertising *identity works*

A visual guide to the identifiers, connections and decisions behind digital advertising. Explore how identity works across devices and channels, from a browser visit to a shared television, and what those connections make possible.

Identity begins with recognition. A name is optional.



What we'll *cover*

Five parts, from the first identifier to the decisions it supports.

01	What identity does	SLIDE 03
02	Where identity lives	SLIDE 06
03	How connections work	SLIDE 10
04	Across environments	SLIDE 15
05	Follow the journey	SLIDE 24

Recognition gives advertising *something to act on*

Fern can recognise a returning browser without knowing Maya's name. An available, permitted connection can support several decisions.

				
Recognise Connect a present visit with an earlier browser, app, account or device record.	Connect Join relevant records, such as a retailer account and a supported advertising audience.	Choose Include or exclude an eligible audience, or inform a bid and a prediction.	Control repetition Limit repeated delivery within the system's stated scope and period.	Measure Connect a recorded outcome with an eligible advertising interaction.

A useful advertising identity is a usable relationship between records.

An ad can be relevant *without recognising you*

A sofa advert might appear because Maya is reading about interiors, matches an audience or is predicted to respond. The advert alone does not reveal why.

 Context The current article, query, programme, location or time meets a rule. DELIVERY STILL HAS WORK TO DO	 Matched audience An available link connects the opportunity to an eligible audience record.	 Prediction A model estimates response using the signals it is permitted to use.
 Eligibility Campaign, inventory and policy conditions must allow delivery. Eligible candidates →	 Selection Ranking, bids, budget, pacing or a reservation determine selection. Selected ad →	 Delivery The chosen creative must actually reach the placement.

These inputs can be combined. A matched record does not guarantee an impression, and a modelled audience is not a list of resolved identities.

Context describes this opportunity. Matching connects records. Prediction estimates a response.

A customer record matches. *What follows?*

Fern submits an eligible customer list. The advertising platform reports that Maya's contact record matched.

A Maya has seen the advert.

Not quite. Matching precedes delivery. Campaign eligibility, the available placement and selection still matter. A match is not an impression.

B The platform found a supported connection to its records.

Correct. The connection may support the selected audience use. It does not establish delivery or prove that the contact point belongs exclusively to Maya.

C The platform knows Maya will buy.

Not quite. A match connects records. A prediction estimates a possible response. Neither guarantees a purchase.

Matched, eligible, delivered and effective are separate claims.

Start with *what is recognised*

Maya and Luca are two people. Their shared inbox, account, browser profiles and television create a different set of records.



PEOPLE

Two adults

Distinct individuals can use the same screen and contact point.



CONTACT

One shared inbox

An equal email match can connect records belonging to different people.



BROWSERS

Three browser profiles

Separate stores can produce separate IDs, even on the same computer.



TELEVISION

One shared device

The device may remain recognisable while the people watching change.



Record count is not person count

Each join needs a declared unit and evidence. A household, device and account answer different questions.

A synthetic household, not a population study. The number of identifiers can be higher or lower than the number of people.

Ask whether the unit is a person, contact point, account, browser, device or household.

One phone contains *several identity contexts*

Fern's browser site, shopping app and embedded social browser can produce separate records on Maya's phone. Continuity requires a connection, such as an observed login.



BROWSER

Website storage

A site can recognise an available cookie in this browser context.



NATIVE APP

App and platform scope

An app can use its own identifiers and supported platform IDs under the applicable rules.



WEBVIEW

Configured web storage

An embedded page uses the storage made available to its particular container.



ACCOUNT

An explicit connection

A login can link activity to an account when the service observes and records the relationship.

Sharing a phone does not create a shared advertising key

Cross-context recognition needs a supported connection. Browser storage, app storage and OS advertising APIs are different mechanisms.

This diagram separates scopes. It does not imply that every app can read every identifier or that each container always has an isolated store.

The hardware is a container. The software sets many of the boundaries.

The device changes *the available evidence*

A desktop, phone, console and television do not expose one universal advertising identity. Start with the environment running the experience.



Browsers

Storage and logins can recognise browser or account records. Profiles, deletion and browser protections affect continuity. A mobile webpage does not automatically receive a phone's advertising ID.



Native apps

An app can hold account or installation identifiers. Operating-system advertising IDs have separate access rules and user controls. These identifiers serve different scopes.



Shared screens

TVs and consoles may expose device and service records. Public displays have screen identities. Neither alone establishes who watched or paid attention.

An available identifier is specific to a system, a scope and a lifecycle.

Group identifiers *by the job they do*

Use these families to orient yourself. The acronyms are examples, not a vocabulary test. Browser keys, click references and contact matches connect different evidence.



A · RECOGNITION

Browser and device

Recognise a browser profile or device within an identifier’s scope.

- GA client ID · IDE · _fbp
- IDFA · Android advertising ID · CTV IFA



B · INTERACTIONS

Clicks and measurement

Connect advertising interactions to measurement. Granularity varies by product.

- GCLID · fbclid
- WBRAID · GBRAID



C · RESOLUTION

Contact and identity services

Match contact points or resolve records to profiles. Services use different methods.

- Hashed email · UID2
- RampID · ID5



D · EVIDENCE

Signals and inference

Support recognition or linkage. Some signals can identify without being combined.

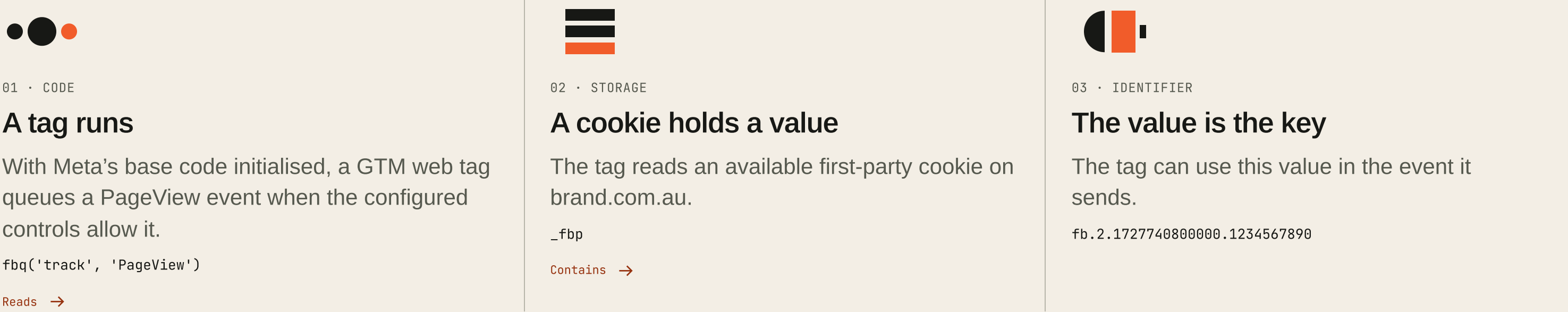
- IP · user agent
- Fingerprints · location patterns

Families overlap. Exact matching and inference are methods, not guarantees of one person. “Derived RampID” does not mean probabilistic. Creative Ad-IDs and seller IDs identify different kinds of records.

An identifier's name matters less than what it refers to and who can use it.

A cookie stores a value. *Code sends an event.*

Configured page code can read an available identifier and send it with an event. The tag, storage, value and transmitted message are different things.



THE TAG SENDS CONFIGURED EVENT DATA



The platform receives the event and supplied identifiers

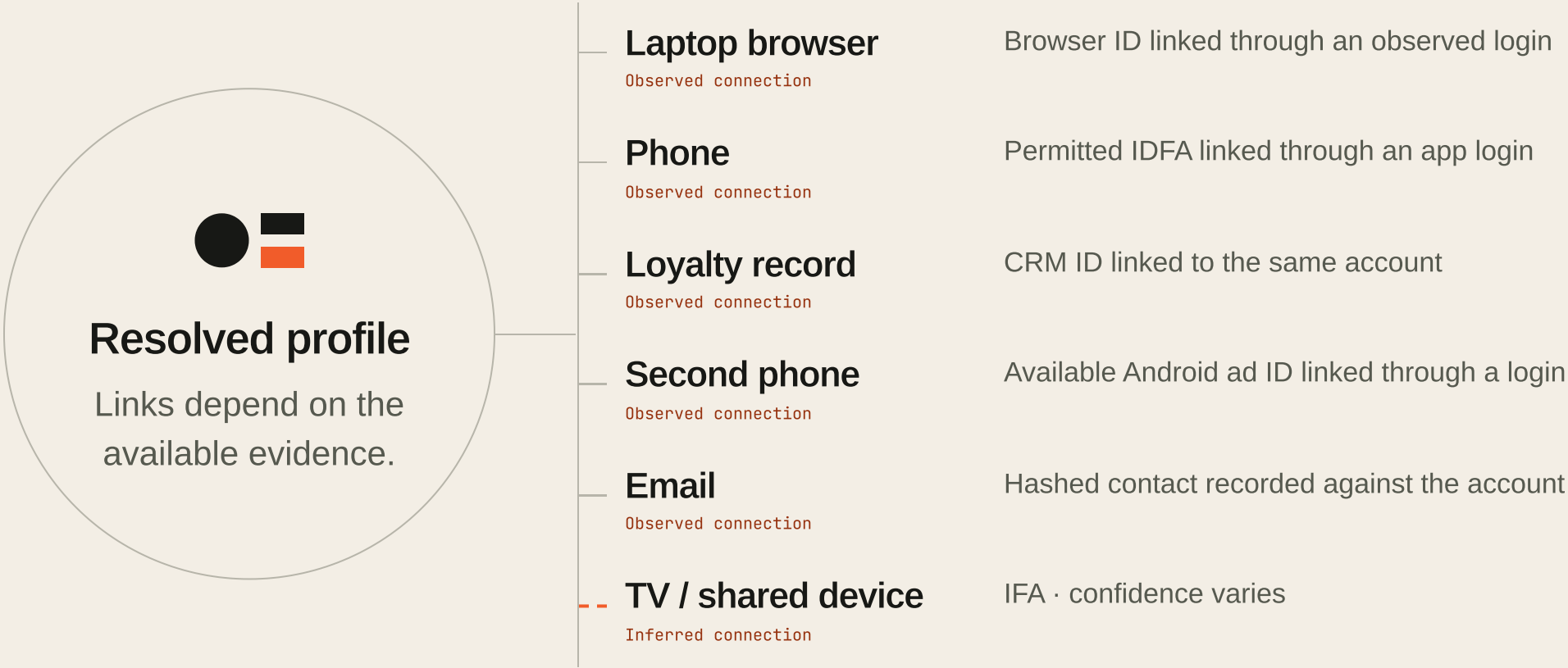
The request also exposes network context, such as the IP seen by the recipient, and supplied metadata. Configuration, permissions and intermediaries affect what arrives.

A pixel is a tag in this example. A cookie is storage; its identifier is a value.

To understand the connection, inspect what was actually sent and to whom.

A graph is a set *of claimed relationships*

A recorded login can connect Maya's browser to Fern's account. A model might associate a television with the household. These links need different evidence.



Solid links represent observed account or identifier relationships; the dashed TV link is inferred. Lines are relationships, not directed data flows. This vendor-neutral example does not establish one unique person.

Observed account links and inferred household links are not interchangeable.

An exact match can still *mean the wrong thing*

Fern and a supported partner may compare customer data to find overlapping records. The technical comparison and the human interpretation are separate steps.



The technical join

A shared key can connect records. Hashed email matching requires compatible input preparation and hashing. Equal values strongly support the same prepared contact input.



The interpretation

Maya and Luca share an address, so an exact comparison cannot distinguish them. Old accounts and mistaken source data can also make precise joins misleading.

Deterministic describes the matching method. It does not guarantee one person.

Each participant sees *its own part of the picture*

Advertisers, publishers and platforms hold different records. Supported integrations create particular connections between them.



Fern

Knows its customer accounts, orders and collected website or app events.



The publisher or service

Knows its content, available audience records and the advertising opportunity it offers.



The advertising platform

Uses the records and signals available inside its system, including supported advertiser inputs.

Sending a key does not give the recipient a way to resolve it. A supported connection is needed.

Keep matching quality *separate from delivery*

A large matched audience can contain weak relationships or unavailable records. Read each number against its definition.



Match rate

What proportion matched? Does the input denominator count rows, contact points or deduplicated customers?



Accuracy

How often is the claimed relationship correct? Accepting weaker evidence can increase both matches and mistakes.



Reach

Which units were reached, or estimated to be reached: devices, accounts, households or people?

A higher match rate is useful only when the matches support the intended decision.

Separate the service, *screen and buying route*

Channel labels can overlap. A broadcaster's programme can play on a connected television, with its advertising bought programmatically. Each label answers a different question.



SERVICE

9Now

A broadcaster video service.



VIEWING ENVIRONMENT

Connected television

The programme plays through a supported TV app.



BUYING ROUTE

Programmatic

An eligible buyer accesses the inventory through a supported route.



IDENTITY EVIDENCE

Available account / device signals

The actual implementation determines which records can be linked.

Change the screen, then reassess the identifiers

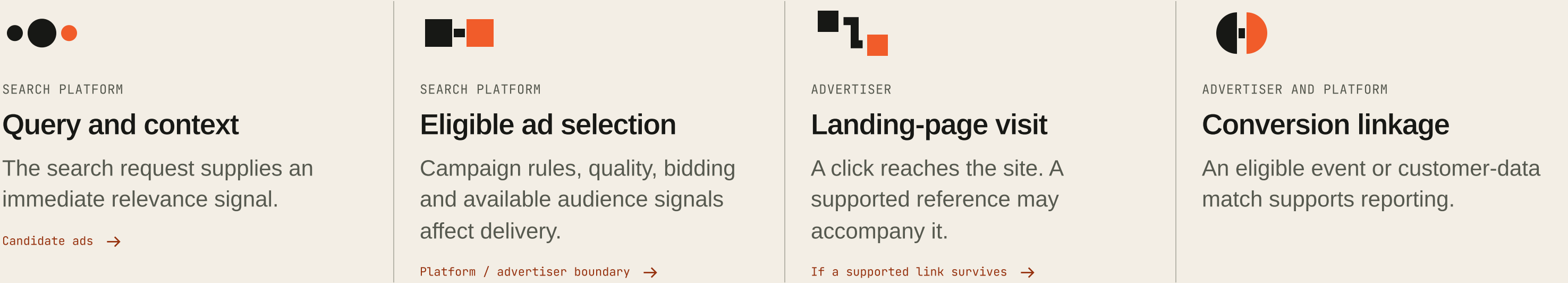
On a laptop, it is still BVOD. Browser storage and a service login replace assumptions about the television app's device context.

A synthetic example, not a claim about a particular campaign's data payload. Service availability does not establish the accuracy of a viewer match.

BVOD describes the service. CTV describes the viewing environment. Programmatic describes a buying route.

Search begins *with expressed intent*

Maya searches for a compact sofa. Her query provides immediate commercial context. Available audience signals may refine the decision, while a supported click reference can help connect a later sale.



The advertiser receives a visit, not the platform’s account identity

The advertiser may learn a customer’s identity through its own login or lead form. That is a separate collection step.

An illustrative search journey. Click-reference availability, audience controls and conversion eligibility depend on the implementation.

The advertiser receives a visit and available references, not the search platform's full identity record.

Social combines account activity *with prediction*

A social platform can combine its own activity records with supported advertiser inputs. Seeing Fern's advert does not tell Maya whether a customer match, an earlier event or a prediction was decisive.



Inside the platform

- Account and engagement records
- Content interactions
- Predicted interests and response



From the advertiser

- Permitted website or app events
- Eligible customer-list data
- Supported server conversions



Resolve what can be linked

Supported matching inputs connect eligible records. Event deduplication is a separate job.

Available signals →



Select and deliver

Audience rules, predictions, budget and delivery controls affect the chosen ad.

Observed and modelled reporting →



Report permitted outputs

The advertiser receives supported campaign metrics, not the platform's complete graph.

Conceptual platform roles. The illustration does not assert that every input is collected, every event matches or every campaign exposes the same controls.

The platform's account view is richer than the campaign report the advertiser receives.

On the open web, *the page matters too*

A publisher can offer advertising using the current page, its own reader relationship or supported partner connections. Display and native formats can use these different inputs.



Context

An interiors article gives Fern a relevant setting without needing a cross-site history for its reader.



Publisher recognition

An available login or browser record may support a publisher audience. A buyer needs a supported interpretation or mapping to use it.



Browser boundaries

Blocking, partitioning, expiry and deletion affect available storage and connections. A value usable on one site may be unavailable elsewhere.

The absence of a usable audience ID does not remove the value of the placement.

Programmatic passes an opportunity *through several systems*

A seller offers inventory. A demand-side platform, or DSP, evaluates it for buyers. Each participant may recognise different records or use the same opportunity's context.



Publisher

Offers a placement with available content and audience context.

Opportunity →



Seller / exchange

Packages an opportunity and supported, permitted signals.

Request to eligible buyers →



Buyer / DSP

Interprets what it recognises and evaluates campaign eligibility and price.

If selected and delivered →



Delivery and events

Selection, rendering, impression and later outcomes are separate records.



Buyer A recognises an ID

A permitted mapping makes an audience record usable.



Buyer B uses context

It can evaluate the placement without resolving that audience record.

Identity fields are optional. Participants need not receive identical data. Programmatic also includes guaranteed arrangements that do not follow this open-auction path.

An identity field in a bid request is useful only if the recipient can interpret and use it.

Video travels across screens. *Its evidence changes.*

Maya and Luca can use one streaming service on a laptop, phone or television. The service category stays the same while the technical context changes.



Online video

A web player may use browser and account records. An app uses its app, account and supported platform signals. Format alone tells you little about identity.



Connected TV

Device advertising IDs, service records and household inferences may support delivery. Recognising the television does not establish whether Maya, Luca or both watched.



BVOD

Broadcasters can use viewer relationships across supported screens and buying routes. Matching, viewing records and partner outputs depend on the service's implementation.

A completed ad, a recognised device and an estimated viewer are different measurement units.

Retail media connects advertising *with shopping records*

Retailers can combine product context with eligible account, loyalty and transaction relationships. The placement may be inside or outside the retailer's own digital properties.



Onsite

Retail searches and product pages supply shopping context. An account relationship can add purchase or audience evidence.



Offsite

A supported partner activates a retailer audience elsewhere. Matching and destination availability determine what is usable.



In-store

Screens or audio reach a physical audience. A play is not automatically linked to each shopper who buys.

A sale recorded against a customer makes a join useful. It does not prove the advert caused the purchase.

Audio and games create *different event records*

The useful question is what the service actually observed. A stream, a file download and a rewarded video are different kinds of evidence.



Audio and podcasts

Streaming can use service and app records. Open podcast delivery often measures filtered file requests. A download does not establish that an identified person heard the advert.



Gaming and apps

Player accounts, app installations and advertising IDs have separate scopes. Rewarded adverts can produce playback and reward events without proving a unique human or an incremental sale.

Describe the observed event before interpreting the audience behind it.

Some channels address a contact. *Others address a place.*

Direct customer relationships and public screens belong in the picture too. Their starting units sit at different ends of the spectrum.



Email and direct relationships

Fern holds a customer record with an email contact. Maya and Luca share that inbox, so addressing it does not identify the reader. Ad-platform activation requires a separate supported match.



Digital out-of-home

Buyers select a screen, venue, time or context. The system records a play; a separate method estimates the audience. A screen identity does not identify each passer-by.

Always name the unit being addressed, then the evidence used to measure its response.

Follow Maya's *sofa search*

Bring the pieces together in one illustrative journey. Every connection below depends on the required records being available and the implementation supporting their use.



A relevant opportunity

Maya searches for a compact sofa. Fern's advert is eligible and selected. The query supplies intent before Fern recognises a customer.



A visit with a reference

The click reaches Fern. Its configured site captures an available interaction reference and records the browser visit.



A customer connection

Maya requests a quote. Fern records a lead and the reference. A later login may connect activity to the account.

The query, browser record, interaction reference and customer record each contribute something different.

A purchase creates *another set of records*

Maya buys the sofa. Fern's order system is the business record. Advertising systems may receive separate reports of that outcome.



Define the outcome

Does the event mean an order placed, payment completed or fulfilled sale?
Matching cannot repair an incorrectly defined conversion.



Connect eligible evidence

A conversion feed supplies an interaction reference or permitted customer inputs, subject to platform rules and windows.



Count the order once

Browser and server messages may describe the same purchase. Supported event identifiers and deduplication rules prevent extra counting.

A customer key connects customer records. An event key distinguishes occurrences.

Connected, credited and caused *answer different questions*

Fern may connect the sale to the search interaction and see the campaign receive credit. Maya might also have bought the sofa without that advert.



RECORD LINKAGE

What can be connected?

An eligible reference connects an advertising record to a conversion record.



ATTRIBUTION

Who receives credit?

A window and attribution rule allocate credit to supported interactions.



INCREMENTALITY

What changed because of the ad?

A counterfactual method estimates the outcome without the advertising.

The first answer does not establish the third

A correctly joined sofa purchase can still be a purchase the customer would have made anyway.

Randomised experiments and observational marketing-mix models rely on different evidence and assumptions. Predictive accuracy alone is not causal validation.

Attribution allocates credit. Incrementality estimates the difference advertising made.

When a connection disappears, *change the claim*

Maya clears browser storage, changes phones or uses another account. The person continues. A particular system's ability to recognise the record may not.



Continuity can break

Resets, expiry, permissions and separate storage contexts change available links. A fresh identifier does not prove a new person.



Inference remains uncertain

A shared or changing IP address does not guarantee a household link. Combining signals can support an inference without establishing one enduring identity.



Other decisions remain possible

Context can still guide placement. Aggregate reporting and eligible models can estimate results. Modelled totals do not reveal each missing individual's journey.

Keep observed events, inferred relationships and estimated outcomes visibly distinct.

The campaign receives credit. *What can Fern conclude?*

Fern's conversion report credits the search campaign with Maya's sofa purchase. The order has been reconciled with the retailer's sales records.

A The advert created an additional sofa sale.

Not quite. That is the causal question. A credited purchase could still have happened without the campaign. An appropriate incrementality method is needed to estimate the difference.

B The system credited a real sale under its attribution rules.

Correct. The purchase was checked and credit was assigned. Keep the join's scope, window and attribution rule attached to the conclusion.

C Every earlier advert in Maya's journey is now known.

Not quite. This report uses available evidence inside a particular system. Unobserved or unlinked interactions can remain outside its view.

A reliable join improves the evidence. It does not answer every commercial question.

Understand the identity *before trusting the claim*

Use these questions with a platform, agency, publisher or internal team to turn an abstract identity claim into a specific explanation.



What is recognised?

Name the unit: browser, app, contact, account, device, household or person.



Who can see and resolve it?

Identify the issuer, recipient and boundaries of the usable key.



How are records connected?

State the observed evidence or inference, its age and uncertainty.



What decision does it enable?

Explain selection, exclusion, repetition control or measurement in this environment.



What remains unknown?

Separate the recorded event from assumptions about people, attention and causality.

The value of identity is the decision it supports. Its limit is the evidence behind the connection.

▼ Explanations and sources

01 / How advertising identity works

Maya and Luca share a home and television. Maya is shopping for a sofa at fictional retailer Fern. Our illustrative journey follows the records they could create.

Google Analytics: browser and app identifiers (<https://support.google.com/analytics/answer/11593727?hl=en>)

02 / What we’ll cover

Illustrative summary of the mechanisms explained in this guide.

03 / Recognition gives advertising something to act on

Google Ads: Customer Match (<https://support.google.com/google-ads/answer/6379332?hl=en>) Display & Video 360: frequency controls (<https://support.google.com/displayvideo/answer/2696786?hl=en>)

04 / An ad can be relevant without recognising you

These inputs can combine. Check whether an audience restricts eligibility or informs reporting or prediction.

Google Ads: targeting and observation (<https://support.google.com/google-ads/answer/7365594?hl=en>) Google Ads: Ad Rank (<https://support.google.com/google-ads/answer/1722122?hl=en>)

05 / A customer record matches. What follows?

Answer

Alternative: Maya has seen the advert. Matching precedes delivery. Campaign eligibility, the available placement and selection still matter. A match is not an impression.

Correct: The platform found a supported connection to its records. The connection may support the selected audience use. It does not establish delivery or prove that the contact point belongs exclusively to Maya.

Alternative: The platform knows Maya will buy. A match connects records. A prediction estimates a possible response. Neither guarantees a purchase.

Google Ads: Customer Match (<https://support.google.com/google-ads/answer/6379332?hl=en>)

06 / Start with what is recognised

Customer 428 at Fern is unrelated to customer 428 at another retailer unless a connection is established. Issuer and scope are part of the identifier.

Google Analytics: browser and app identifiers (<https://support.google.com/analytics/answer/11593727?hl=en>)

07 / One phone contains several identity contexts

WHATWG: web storage boundaries (<https://html.spec.whatwg.org/multipage/webstorage.html>) Apple: tracking and webviews (<https://developer.apple.com/app-store/user-privacy-and-data-use/>)

08 / The device changes the available evidence

Apple: identifier access and tracking (<https://developer.apple.com/app-store/user-privacy-and-data-use/>) Android: choosing identifiers (<https://developer.android.com/identity/user-data-ids>)

IAB Tech Lab: connected TV (<https://iabtechlab.com/standards/advanced-tv/ctv-programmatic-guide/>)

09 / Group identifiers by the job they do

An order ID can prevent duplicate purchase counting. A creative ID identifies an advert. Neither is automatically a reusable customer identity.

[Google Analytics: identifiers](https://support.google.com/analytics/answer/11593727?hl=en) [Google Ads: interaction references](https://support.google.com/google-ads/answer/9744275?hl=en)

[IAB Tech Lab: OpenRTB objects](https://github.com/InteractiveAdvertisingBureau/openrtb2.x/blob/main/2.6.md)

10 / A cookie stores a value. Code sends an event.

A server can process and forward events too. Changing the route does not create missing identity evidence. Each integration needs its own controls.

[Meta: event integration code](https://github.com/facebookincubator/ConversionsAPI-Tag-for-GoogleTagManager/blob/main/template.tpl) [Google: server-side tagging](https://developers.google.com/tag-platform/tag-manager/server-side/intro)

11 / A graph is a set of claimed relationships

Ask why each connection exists, when it was observed and what would invalidate it. An account can still be shared.

[ID5: observed and probabilistic signals](https://wiki.id5.io/docs/passing-partner-data-to-id5) [LiveRamp: identifier scopes](https://docs.liveramp.com/connect/en/interpreting-rapid,-liveramp-s-people-based-identifier.html)

12 / An exact match can still mean the wrong thing

Hashing calculates a digest. It is not encryption. Each product specifies its input preparation.

[UID2: input normalisation and hashing](https://unifiedid.com/docs/getting-started/gs-normalization-encoding) [Google Ads: Customer Match](https://support.google.com/google-ads/answer/6379332?hl=en)

13 / Each participant sees its own part of the picture

Clean rooms allow controlled data collaboration. Inputs, queries and outputs determine what participants learn. The label does not guarantee aggregated results.

Google Ad Manager: publisher-provided identifiers (https://support.google.com/admanager/answer/2880055?hl=en)

AWS Clean Rooms: analysis rules (https://docs.aws.amazon.com/clean-rooms/latest/userguide/analysis-rules.html)

14 / Keep matching quality separate from delivery

LiveRamp: match-rate definitions (https://docs.liveramp.com/connect/en/interpreting-rapid,-liveramp-s-people-based-identifier.html)

Google DV360: co-viewing estimates (https://support.google.com/displayvideo/answer/12073701?hl=en)

15 / Separate the service, screen and buying route

Nine: programmatic streaming trading (https://www.nineforbrands.com.au/media-release/nine-to-provide-single-unified-solution-to-trade-across-9now-stan-sport-and-hbo-max/)

9Now: supported televisions (https://help.9now.com.au/hc/en-au/articles/34314052722841-Is-my-Smart-TV-compatible-with-9Now)

16 / Search begins with expressed intent

Google Ads: Ad Rank (https://support.google.com/google-ads/answer/1722122?hl=en)

Google: Conversion Linker (https://support.google.com/tagmanager/answer/7549390?hl=en)

17 / Social combines account activity with prediction

Meta: ad retrieval and ranking (https://engineering.fb.com/2024/12/02/production-engineering/meta-andromeda-advantage-automation-next-gen-personalized-ads-retrieval-engine/)

Meta: advertiser event inputs (https://github.com/facebookincubator/ConversionsAPI-Tag-for-GoogleTagManager/blob/main/template.tpl)

18 / On the open web, the page matters too

Google Ad Manager: publisher identifiers (https://support.google.com/admanager/answer/2880055?hl=en)

WebKit: storage and tracking prevention (https://webkit.org/tracking-prevention/)

19 / Programmatic passes an opportunity through several systems

This illustrates an auction. Programmatic arrangements differ, so establish the identity inputs and selection rules for the actual integration.

IAB Tech Lab: OpenRTB (https://github.com/InteractiveAdvertisingBureau/openrtb2.x/blob/main/2.6.md)

Google Authorized Buyers: identifier matching (https://developers.google.com/authorized-buyers/rtb/cookie-guide)

20 / Video travels across screens. Its evidence changes.

IAB Tech Lab: connected TV (https://iabtechlab.com/standards/advanced-tv/ctv-programmatic-guide/)

Google DV360: co-viewing (https://support.google.com/displayvideo/answer/12073701?hl=en)

Nine: audience products (https://www.nineforbrands.com.au/dataatnine/)

21 / Retail media connects advertising with shopping records

IAB: retail media buying guide (https://www.iab.com/wp-content/uploads/2023/07/IAB_Retail_Media_Buyers_Guide_July_2023.pdf)

IAB: in-store media definitions (https://www.iab.com/guidelines/in-store-retail-media/)

22 / Audio and games create different event records

IAB Tech Lab: podcast measurement (https://github.com/IABTechLab/Podcast-Technical-Measurement/blob/main/PTM-Guidelines_v2.3.md)

Spotify: targeting (https://ads.spotify.com/en-AU/help-center/targeting-options/)

Google AdMob: reward verification (https://developers.google.com/admob/android/ssv)

23 / Some channels address a contact. Others address a place.

[Google Ads: customer-data matching](https://support.google.com/google-ads/answer/6379332?hl=en) [IAB: digital out-of-home](https://www.iab.com/guidelines/digital-out-of-home-in-store-retail-media-playbook/)

24 / Follow Maya's sofa search

[Google: Conversion Linker](https://support.google.com/tagmanager/answer/7549390?hl=en) [Google Data Manager: offline conversions](https://developers.google.com/data-manager/api/devguides/events/google-ads/offline)

25 / A purchase creates another set of records

[Google Data Manager: conversion events](https://developers.google.com/data-manager/api/devguides/events/google-ads/offline)
[Google Data Manager: event deduplication](https://developers.google.com/data-manager/api/devguides/events/google-ads/online/send-events)

26 / Connected, credited and caused answer different questions

Platforms can each credit the same order. A holdout experiment estimates effects across groups; it does not identify which individual orders were caused.

[Google Ads: conversion windows](https://support.google.com/google-ads/answer/3123169?hl=en) [Google Ads: conversion lift experiments](https://support.google.com/google-ads/answer/12003020?hl=en-AU)

27 / When a connection disappears, change the claim

[WebKit: tracking prevention](https://webkit.org/tracking-prevention/) [W3C: fingerprinting limitations](https://www.w3.org/TR/fingerprinting-guidance/)
[Google Ads: conversion modelling](https://support.google.com/google-ads/answer/10548233?hl=en)

28 / The campaign receives credit. What can Fern conclude?

Answer

Alternative: The advert created an additional sofa sale. That is the causal question. A credited purchase could still have happened without the campaign. An appropriate incrementality method is needed to estimate the difference.

Correct: The system credited a real sale under its attribution rules. The purchase was checked and credit was assigned. Keep the join's scope, window and attribution rule attached to the conclusion.

Alternative: Every earlier advert in Maya's journey is now known. This report uses available evidence inside a particular system. Unobserved or unlinked interactions can remain outside its view.

Google Ads: conversion windows <https://support.google.com/google-ads/answer/3123169?hl=en>

Google Ads: conversion lift <https://support.google.com/google-ads/answer/12003020?hl=en-AU>

29 / Understand the identity before trusting the claim

IAB Tech Lab: identifier provenance <https://iabtechlab.com/id-provenance-added-to-openrtb/>

Google Ads: conversion lift <https://support.google.com/google-ads/answer/12003020?hl=en-AU>