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The Role of Conversion API in Closing the Outcome Gap for CTV

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Overall Executive Summary

As digital advertising adapts to the twin challenges of privacy regulation and signal loss, Conversion APIs (CAPI) are emerging as the bridge that helps close the outcome gap between Connected TV (CTV) and more established outcome-driven channels like search and social. Traditional client-side tracking methods are increasingly limited, especially in CTV environments where deterministic signals are scarce. By enabling the direct, secure, and accurate transmission of conversion data between advertisers and platforms, CAPI creates a more level playing field for measuring and optimizing across channels.

With third-party cookies deprecating and client-side tracking limited in CTV, advertisers struggle to link exposure to outcomes. Without server-to-server data flows, advertisers cannot measure ROI with the same rigor as search and social. Without CAPI, CTV risks losing performance budgets to more measurable channels. And advertisers can't reliably connect ad exposure to outcomes, making optimization slow, fragmented, and expensive. The lack of a standardized CAPI means creative testing, audience targeting, and outcome based buying are disconnected. Advertisers must demand CAPI now — or risk wasting spend, losing trust, and falling behind in a media environment that's moving fast toward accountability and results.

As advertisers shift toward outcome-based buying, platforms that can't prove results will be deprioritized. CAPI gives CTV the ability to tie ad exposure to real business outcomes. Without a standardized CAPI framework, they can't prove outcomes, making it impossible to compete with channels like search and social that offer clear, measurable ROI. The result could be slower monetization and reduced demand from advertisers who are shifting spend toward platforms that deliver results and accountability.

But why is leveraging CAPI for CTV more challenging than other channels (like social) that have utilized CAPI with ease?

- **Fragmented Ecosystem:** CTV involves many platforms, devices, publishers, and ad servers - each with different standards and limited interoperability, often requiring custom setups. In contrast, social media operates within a much more consolidated ecosystem, with only a few major platforms, making integration and measurement frameworks like CAPI significantly easier to implement and manage.

- **Limited User Identifiers:** Social platforms have rich user profiles (email, phone, login data), making it easier to hash and match conversion events while CTV still faces challenges, similar to linear, in terms of capturing co-viewing.

- **Lacking Clicks or Direct Engagement:** CTV ads are mostly viewed, with little direct interaction (apart from custom formats such as QR Codes, shoppable ads). Even with interactive ads, user engagement in a CTV environment lacks behind that of social, which often involve actions such as clicks which are easier to tie to conversion events.

This guide offers a clear, credible roadmap for advancing standardized CAPI adoption in CTV. In order to build the learnings you will see, we surfaced collective voice of the market through proprietary and comprehensive industry survey spanning input from brands, agencies, publishers, and tech platform leaders across companies of all sizes. These insights reflect real perspectives from top decision makers, making this not just expert synthesis but a data backed call to action. The first part of this guide examines how advertisers or their agencies, which are used interchangeably unless specifically indicated, are deploying CAPI, the obstacles they encounter, and the outcomes they are realizing, driven by CTV.

KEY BUY-SIDE FINDINGS (ADVERTISERS & AGENCIES):

- **Performance Impact:** Two-thirds of advertisers report improved ROAS after implementing CAPI, driven by better attribution, cleaner data, and more efficient optimization.
- **Budget Fluidity:** Three-quarters are willing to reallocate spend based on conversion insights, signaling that CAPI is already influencing planning and investment.
- **Optimization Power:** CAPI enriches signals across audience targeting (92%), personalization (67%), and creative testing (8%) elevating CTV into a performance channel.
- **Concerns:** Over 70% of advertisers express hesitation about data sharing, underscoring the need for robust privacy safeguards and transparent governance.

The second section examines what effects CAPI will have on CTV publishers and adtech platforms.

KEY SELL-SIDE FINDINGS (PUBLISHERS & PLATFORMS):

- **Signal Coverage:** Publishers are being sent the following data from advertisers: purchases (75%), sign-ups (61%), and subscriptions (50%) widely implemented, but mid-funnel events like cart abandonment (25%) and logins (31%) remain underutilized.
- **Optimization Benefits:** 61% report using CAPI to power bidding optimization, while 50% apply it to segmentation, proof that signals translate directly into campaign efficiency.
- **Transparency Gaps:** Only 21% always provide advertisers with access to logs or dashboards, limiting trust and adoption.
- **Implementation Barriers:** 72% cite technical complexity and 61% cite compliance as major obstacles, especially in fragmented CTV environments.

SHARED IMPERATIVES ACROSS THE ECOSYSTEM:

- **Standardization:** Consistent schemas and taxonomies are needed to reduce friction and ensure comparability across platforms.
- **Privacy & Trust:** Strong safeguards, encrypted data flows, and auditable governance frameworks are essential for adoption at scale.
- **Balanced Flexibility:** Advertisers want standardized signals for comparability, while publishers emphasize custom signals that reflect unique value. Both must coexist in a common framework.
- **Transparency:** Clearer reporting and dashboards are critical to building confidence and proving outcome accountability.

There is a useful checklist on page 24 of this document:
Ready to Get Started? Here are 5 Key Steps to Start CAPI Implementation.

Buy-Side Perspective

BUY-SIDE EXECUTIVE SUMMARY

The buy-side perspective provides a clear view into how advertisers and agencies are approaching CAPI in the CTV ecosystem, where measurement gaps and fragmented signals have long hindered accountability. Advertisers are taking ownership of CAPI from the start. Two-thirds prefer to manage implementation in-house to maintain tighter control of data flows, with smaller shares relying on tech partners (25%) or agencies (8%). Most adopt CAPI as part of a hybrid measurement strategy, combining it with pixels (67%), SDK integrations (42%), and even third-party attribution tools (17%) to ensure resilience and redundancy. How CAPI is configured also varies: nearly half of advertisers focus on standardized signals like purchases and sign-ups to enable cross-partner comparability, while slightly more implement custom signals tailored to business goals such as cart recovery or loyalty engagement. Ultimately, the strength of any CAPI setup depends heavily on the quality of the data it ingests. Advertisers lean on CRM systems (75%) and CDPs (58%) to unify inputs, blending deterministic identifiers (68%) for accuracy with probabilistic fallbacks (64%) for reach. The implication is that adoption success hinges on data maturity and thoughtful setup, brands with robust infrastructures can realize immediate value, while those with weaker systems must prioritize building or partnering to close gaps.

Once implemented, CAPI delivers clear performance gains. Two-thirds of advertisers report improved ROAS, citing more complete conversion data, stronger attribution, and more efficient optimization. These improvements help CTV compete with search and social as an outcome-driven channel. CAPI also enriches optimization across every layer of campaign management, from targeting and suppression to personalization, creative testing, and cross-channel attribution, enabling faster learning cycles and tighter feedback loops. Beyond optimization, CAPI is reshaping budget allocation. Seventy-five percent of advertisers say they are willing to reallocate spend based on CAPI performance insights, signaling that CTV is moving toward true outcome-based planning. Looking forward, advertisers see CAPI not just as a fix for lost signals but as infrastructure for the future of marketing. They expect it to power AI-driven optimization, enable planning across the full funnel, and sustain measurement in a post-cookie world. Together, these benefits position CAPI as a cornerstone of performance accountability and a strategic enabler of long-term growth.

Despite its promise, CAPI adoption faces significant barriers. Three-quarters of advertisers cite integration complexity as their biggest hurdle, followed by compliance requirements, lack of standardization, and limited engineering resources. These technical and organizational obstacles disproportionately affect smaller advertisers, deepening inequities across the industry. Trust and privacy concerns compound the challenge: more than 70% of advertisers express reservations about sharing conversion data, with many citing competitive sensitivities and fear of misuse. Without stronger privacy safeguards, transparent governance, and shared industry standards, adoption will remain fragmented. The implication is that for CAPI to scale, the ecosystem must collectively address both the technical and trust gaps—streamlining implementation while embedding privacy-first frameworks that instill confidence in data sharing.

For advertisers, CAPI represents far more than a technical adjustment to counter signal loss. It is becoming a foundation for outcome-driven media planning and investment in CTV. With measurable ROAS improvements, growing budget fluidity, and the potential to power AI-driven optimization, CAPI positions CTV as a channel capable of delivering performance accountability. Yet adoption will depend on industry collaboration to overcome integration hurdles, embed privacy safeguards, and balance standardization with flexibility. By acting now, advertisers can help shape a standardized, scalable, and future-proof framework for CTV outcomes.

Based on survey input from brands and agencies across industries and company sizes, this section surfaces how CAPI is reshaping performance, where adoption challenges persist, and what implications these shifts hold for the future of outcome-driven advertising.

1 WHY CAPI MATTERS NOW

It seems like the advertising industry has faced several inflection points over the past few years. Traditional browser-based tracking methods like third-party cookies and client-side pixels are increasingly constrained by regulatory policies, browser restrictions, and platform privacy measures. This disruption has created a significant gap between Search & Social and CTV in regards to the accuracy and completeness of event-level data, which directly impacts the way advertisers have to think about measuring ROI and optimizing campaigns.

CAPI addresses this challenge by enabling server-to-server data transmission, which is less reliant on fragile client-side tracking and provides a more resilient data pipeline. This allows advertisers to maintain accurate performance signals, improve CTV attribution, and optimize media investments in real time, all while maintaining compliance with privacy standards.

2 IMPLEMENTATION CHALLENGES AND BARRIERS

While the promise of CAPI is clear, implementation for use with CTV presents significant hurdles:

- Integration Complexity: Three-quarters of advertisers cite the technical lift of server setup, deduplication, and data flow management as a top barrier.
- Privacy & Compliance Pressures: Advertisers must ensure every signal exchange aligns with consent and regional regulations, requiring ongoing legal oversight.
- Standardization Gaps: Without consistent signal definitions across CTV or universal schemas, comparing results across partners can be difficult.
- Resource Constraints: Many organizations lack dedicated engineering or data science support, limiting speed of adoption.
- Platform Evolution: Frequent updates to platform requirements add an ongoing maintenance burden.

These barriers underscore why a coordinated, standardized approach to CAPI for CTV is essential for scale and efficiency. Even though it is recognized as a critical investment for future-proofing marketing performance, advertisers face significant hurdles in bringing it to life. The technical requirements are steep, often involving custom server integrations, deduplication logic, and cross-platform data flows that demand engineering resources not always available to marketing teams. In parallel, compliance requirements around GDPR, CPRA, and other global frameworks introduce ongoing complexity, requiring advertisers to continuously audit how data is collected, stored, and transmitted.

Equally challenging is the lack of industry-wide standardization. Without a shared CTV taxonomy of signals, formats, or quality benchmarks, advertisers struggle to compare performance across platforms. The resulting inefficiencies not only slow adoption but risk undermining trust in the output. A standard CAPI across walled gardens and the open web would give advertisers and agencies a single, trusted infrastructure for passing conversion data. The result is lower operational cost, higher-quality signals, better optimization, cross-channel comparability, and stronger compliance, all of which accelerate performance while reducing complexity. Also, evolving platform rules mean that implementation is not a "set it and forget it" exercise, it is an ongoing investment in maintenance and governance.

Implications

Without simplified or standardized implementation pathways, smaller advertisers may lag behind, deepening inequities between resource-rich and resource-poor marketers.

The real opportunity is a joint framework where platforms align on event taxonomies and consent metadata, lowering the operational burden for advertisers and making deployment scalable such as IAB Tech Lab's CAPI Standardization Project. The CAPI specification will contain more than just conversion events and aims to capture all events advertisers find valuable and used to optimize or measure ROI.

Technology partners can help lower the complexity of integration and bridge gaps positioning them as critical enablers of adoption. Adoption will depend less on the ad platforms themselves (Meta, TikTok, Google already provide CAPIs) and more on the intermediary tech partners that can: automate server-side event collection, enrich signals with identity and consent metadata, ensure compliance with privacy regulation, and scale integrations across multiple publishers. The most critical enablers will be Consumer Data Platforms (CDPs), tag managers, clean room providers, and large integrators who can reduce the complexity for advertisers. These plus a standardized CAPI will smooth data flows across the ecosystem.

Adoption will rely heavily on a network of technology partners that bridge integration gaps between advertiser systems, publishers, and ad platforms. Some examples are provided in the appendix for your convenience.

3 SIGNAL STRATEGY: STANDARD VS. CUSTOM APPROACHES

Advertisers approach CAPI integrations with two primary strategies:

- Standardized Signals (46%): Core actions such as purchases, add-to-cart events, and lead form submissions ensure comparability across platforms and campaigns.
- Custom Signals (54%): Many advertisers also implement business-specific events such as cart abandonment recovery or loyalty engagement to capture unique performance insights.

Advertisers recognize that the strength of their setup depends on the quality and breadth of signals they activate. Standard signals such as "purchase," "add-to-cart," and "sign-up" are consistently prioritized because they enable comparability across publishers and serve as the backbone for performance optimization. At the same time, many brands are experimenting with custom signals tied to unique business goals, such as loyalty program sign-ups, showroom visits, or product trial requests.

Currently, signals are weighted toward mid- and lower-funnel activities, reflecting advertisers' need to tie spend directly to revenue-driving actions. However, this leaves an underdeveloped opportunity in the mid - upper funnel. By incorporating signals tied to brand engagement, content consumption, or product exploration, advertisers can extend optimization and measurement further up the customer journey, creating a more holistic view of campaign impact.

Implications

Standard signals allow for benchmarking benefits of consistent performance evaluation across partners, enabling fairer comparisons.

Advertisers that integrate unique, customized signals can differentiate by aligning optimization tightly with business objectives.

CAPI's future value will depend on moving beyond direct conversions, expanding the upper-funnel to encompass brand and consideration metrics, enabling better planning across the full funnel. CAPI isn't just about restoring lost signals, it can evolve into a multi-funnel data backbone capturing brand awareness proxies (reach, attention, exposure quality), engagement and mid-funnel behaviors (site/app actions, content consumption), consideration metrics (add-to-cart, wishlists, store visits, lead forms), and sentiment and lift inputs (via surveys and social signals). Together, these signals let advertisers plan, optimize, and budget across the funnel with greater confidence, not just at the bottom of it.

4 DATA SOURCES AND IDENTITY RESOLUTION

CAPI effectiveness depends heavily on the quality of the data fed into it. Advertisers most often rely on:

- CRM systems (75%) for known customer data and offline signals.
- Customer Data Platforms (CDPs, 58%) to unify and normalize inputs from multiple channels.
- Other first-party sources (17%) tailored to business-specific needs.

On the identity side, advertisers balance deterministic methods such as hashed email and device IDs (68%) with probabilistic fallbacks like IP address (64%). This blend reflects a pragmatic approach: deterministic identifiers provide accuracy, while probabilistic methods extend reach when direct identifiers are unavailable.

The effectiveness of CAPI is inseparable from the quality of data inputs. Most advertisers rely heavily on CRM systems as the primary source of signals, given their ability to store known customer actions. Increasingly, CDPs are playing a central role in orchestrating these signals by unifying disparate data sources, normalizing inputs, and enabling privacy controls across channels.

Identity resolution sits at the heart of this process. Deterministic identifiers such as hashed emails and device IDs offer the highest fidelity for matching, but their availability is limited in environments where user consent is constrained. Probabilistic methods, such as IP-based matching, fill these gaps but come with lower confidence. Advertisers are therefore building hybrid identity strategies, balancing accuracy with scale, to maximize the reach and reliability of their implementations.

Advertisers approach CAPI adoption from very different starting points, depending on how much control they have over first-party data and identity resolution. Their readiness can be understood along a three-tier data maturity spectrum: from high to low maturity.

- High Maturity (DTC, e-commerce, subscriptions, financial services, travel & hospitality, telecom). These advertisers have rich, continuous first-party data from frequent customer interactions. They can integrate quickly, see immediate performance gains, and use advanced event signals (e.g., LTV, brand loyalty, subscription upgrades) to fuel optimization.
- Moderate Maturity (automotive, healthcare, education, insurance, luxury goods, real estate). These are advertisers that capture strong identity signals at key points (quotes, test drives, appointments), but data is fragmented across CRM, dealer, or franchise systems. CDPs, and clean orchestration layers are essential to unify data, deduplicate events, and deliver consistent server-to-server signals.

- Low Maturity (CPG, OTC pharma, alcohol & beverage, FMCG, theatrical entertainment). These advertisers have limited direct access to consumer data and rely heavily on retailers, media networks, or syndicated sources. Adoption depends on partnerships, clean rooms, retail media integrations (Walmart Connect, Kroger Precision Marketing, Amazon Marketing Cloud), and third-party identity providers, to close the loop on conversions.

Implications

Advertisers with strong CRM and CDP infrastructures with robust first-party data will see outsized benefits. Those without must prioritize data maturity. Organizations with low data maturity often underutilize their data, lacking processes, tools, or cultural emphasis on its value. Conversely, high data maturity indicates that data is central to decision-making, with robust systems, governance, and a data-driven culture in place.

Deterministic identifiers will remain the gold standard, but hybrid approaches will define industry best practice. Deterministic identifiers are identifiers that are uniquely associated with a user or device, typically derived from first-party data that the publisher or platform owns. These identifiers are used to track user activity across various platforms.

Managing multiple identity strategies increases complexity, reinforcing the need for automation and standardization. The coexistence of deterministic, probabilistic, platform-owned, universal, and privacy-forward identity strategies creates massive fragmentation. Without automation and standardized schemas where every integration becomes custom, expensive, and error-prone. Brands risk inconsistent match rates, compliance gaps, and incomplete funnel visibility. This reinforces that CAPI can't just be a "pipe" and it needs standardized schemas plus automated orchestration layers (via CDPs, tag managers, clean rooms) to normalize identity signals across the ecosystem.

5 MULTI-METHOD MEASUREMENT: CAPI COMPLEMENTS, NOT REPLACES

Despite its benefits, CAPI is rarely implemented in isolation.

- CAPI + Pixels (67%) remains the most common configuration, ensuring redundancy and broader signal coverage.
- SDK Integrations (42%) support in-app and mobile environments.
- A minority use third-party attribution tools (17%), and very few (8%) rely on CAPI alone.

This hybrid approach reflects a strategic priority: maintain signal resilience through multiple pathways while migrating toward a future where first-party data becomes the backbone of measurement.

As advertisers implement, data privacy continues to evolve as both a technical requirement and a trust issue. Regulations such as GDPR and CCPA/CPRA set the baseline for compliance, but the more pressing challenge lies in reconciling global requirements with localized enforcement and consumer expectations. Advertisers must ensure consent is captured, honored, and auditable across every system feeding CAPI.

Beyond regulation, concerns about competitive sensitivity and control remain top-of-mind. Many advertisers hesitate to share detailed sales or data with external platforms, even when anonymized, fearing potential misuse or dependency risks. This tension creates a paradox: the richer the data shared, the more effective the optimization, yet the higher the risk perceived. Successful governance frameworks will therefore balance utility with confidentiality, ensuring that value can be extracted without compromising consumer trust or business control.

Implications

Without strong privacy safeguards, adoption risks regulatory and reputational fallout. If CAPI builds in safeguards like standardized consent signaling, minimized and encrypted data flows, scoped partner access, and clean-room style collaboration, it can deliver accurate measurement without exposing advertisers to regulatory penalties or reputational harm. These protections make CAPI not just a technical fix, but a privacy-forward foundation for the next era of digital advertising.

Platforms and publishers must address advertisers' fears about data usage to unlock broader adoption. Advertisers' fears about data misuse can be addressed when platforms and publishers combine clear commitments (policies), robust safeguards (technology), and verifiable assurances (standards and audits). By embedding transparency and control into workflows, they shift the conversation from risk to trust, and make participation easier for brands.

For CAPI to achieve broad adoption, the industry must align on shared standards that reduce complexity and build trust.

6 OWNERSHIP AND CONTROL OF IMPLEMENTATION

Implementation responsibility predominantly sits within advertisers' internal teams with two-thirds demonstrating a strong preference for direct control over data flows. A smaller group leverages tech partners (25%), while agencies play only a limited role (8.3%). This trend signals a broader industry shift toward in-housing critical data functions to safeguard privacy, maintain flexibility, and enable faster optimization cycles.

The central value proposition lies in its ability to inform real-time campaign optimization. Advertisers are already using signals to refine audience targeting and suppression, ensuring that ads reach the right people while minimizing wasted impressions. Bid strategies are increasingly automated through machine learning models that ingest signals to determine optimal spend allocation, balancing reach with efficiency.

Yet adoption of CAPI for creative optimization remains nascent. Only a small minority of advertisers rotate or test creative based on server-side signals, revealing an untapped area of innovation. By extending signal-driven optimization beyond audiences and bidding into creative decisioning, advertisers can unlock a more holistic feedback loop, ensuring that not only who sees an ad but also what they see is informed by real performance data.

Identifying top creative performers based on events vs engagement metrics can help better tie video to driving outcomes. Examples of the benefits of leveraging CAPI for creative optimization include:

- **A/B Testing:** CAPI provides conversion data, allowing advertisers to track which creative variant leads to actual outcomes (e.g., purchases, leads), not just views or clicks. This enables performance-based A/B testing in CTV, which traditionally lacked granular conversion tracking, allowing advertisers to run multiple creative versions and identify top performing creative based on conversion lift, not just engagement metrics.

- **DCO:** CAPI feeds real time conversion signals, enabling automated creative decisioning. This allows platforms to dynamically serve the best performing creative based on conversion data. With conversion data flowing in, advertisers can:

    - Serve product specific creatives to consumers who browsed specific products.

    - Upsell products based on past purchase behavior and likelihood to convert again.

    - Adjust messaging based on funnel stage, via sequential messaging, starting with awareness creatives and moving to consideration or action focused creatives as viewers continue to respond.

- **Creative Rotation:** Instead of rotating creatives based on static rules like equal weighting or frequency, CAPI uses real time performance signals to determine which creatives should be shown, to whom, and when. This enables creatives to be rotated based on metrics such as conversion rate per creative, conversion rate per audience segment, and creative fatigue indicators.

Implications

Audience refinement and bid optimization demonstrate tangible, short-term gains and it shows tangible gains quickly. By improving the fidelity of audience definitions and giving algorithms richer feedback, advertisers typically see reduced wasted spend, stronger targeting, and measurable ROAS lift within the first few weeks of deployment.

Creative-level optimization is a next growth area, particularly for advertisers seeking incremental efficiency. Traditionally, advertisers optimized at the placement, audience, or campaign level. With CAPI, richer server-side event data (purchases, subscriptions, LTV, brand loyalty, product affinity) can be tied back to specific creatives rather than just channels. This allows advertisers to know which ad message, format, or creative variation is driving incremental outcomes, not just impressions or clicks. Data can also fuel dynamic creative optimization (DCO) engines, informing which message or asset is most likely to drive incremental conversions for a given context.

But for optimization to scale, signals must flow seamlessly across DSPs, SSPs, and analytics platforms. When signals flow seamlessly from advertisers to DSPs, SSPs, and analytics platforms, conversions scale efficiently. Platforms can optimize bids and audiences in real time, measurement is more accurate, and advertisers gain a single source of truth across channels, all while maintaining privacy compliance.

7 OPTIMIZATION USE CASES: WHERE CAPI DELIVERS VALUE

Advertisers report significant improvements in real-time campaign optimization through CAPI:

- Audience Targeting and Suppression (92%) – Using data to refine reach and eliminate wasted impressions.
- Bid Strategy Adjustments (67%) – Informing automated bidding algorithms with richer, real-time performance data.
- Creative Rotation (8%) – An emerging opportunity for personalization based on engagement signals, though still underutilized today.

These use cases highlight how accurate, timely signals directly power more efficient and effective media buying.

Standardized, unified measurement is the ultimate test of CAPI's value. By capturing conversion events directly from server-to-server connections, advertisers gain a more complete, deduplicated, and accurate picture of performance. Two-thirds of advertisers report seeing improved ROAS as a direct result of implementing CAPI, validating its role as a driver of efficiency.

However, measurement challenges remain. Differences in platform-level fidelity and inconsistent definitions of success can distort comparability. For example, one publisher's lift may reflect stronger technical integration rather than actual performance advantage. Advertisers must therefore contextualize conversion data within broader KPIs, such as lifetime value, retention, and brand lift, rather than relying solely on Conversion ROAS. When standardized, CAPI can serve as a foundational measurement layer, but it must be standardized and integrated into a broader framework to drive sustainable outcomes.

Implications

Improved ROAS is one of the clearest proofs of business impact. By sending richer, server-side conversion data back to platforms, advertisers close the feedback loop between creative exposure and actual business outcomes like purchases, subscriptions, or repeat sales. This higher-quality signal enables platforms' algorithms to more accurately allocate spend toward impressions and creatives that drive real value. The result is more efficient media delivery, reduced wasted spend, and higher return on ad spend (ROAS). When advertisers see measurable ROAS gains, it demonstrates that it isn't just a technical upgrade, it's a driver of incremental revenue and long-term growth. Without standardized definitions, budget shifts between publishers may reflect technical gaps, not true effectiveness. The long-term role of CAPI will be as a complement to cross-funnel and brand-level measurement, not a standalone scorecard.

8 TRUST, PRIVACY, AND DATA SENSITIVITY

Despite its advantages, trust remains a sticking point.

- 42% are somewhat concerned about sharing conversion data with partners.
- A third are very concerned, citing competitive sensitivity and compliance risks. Only 17% report no concern at all.

These findings underscore the need for robust privacy controls, transparent governance, and clear contractual safeguards to build confidence in data-sharing practices. Despite its advantages, adoption is tempered by persistent concerns around trust and data sensitivity. Nearly three-quarters of advertisers express at least some hesitation about sharing data with external partners. A third are very concerned, citing competitive risks, compliance uncertainty, and fear of data misuse. Only a small minority feel fully comfortable with current practices.

This hesitation underscores the need for a robust trust framework. Without clear privacy protections, transparent governance, and contractual safeguards, the willingness to share conversion data, and therefore the effectiveness, will remain limited. Trust is not a secondary issue; it is central to unlocking the full potential of server-side integrations.

Implications

Advertisers' concerns could slow adoption without stronger protections. Implementations that combine strong privacy, encryption/security, and contractual guardrails give advertisers confidence to share sensitive data signals, unlocking measurable efficiency without increasing risk.

9 BUDGET FLUIDITY AND DECISIONING

CAPI insights influence budget allocation: 75% of advertisers would move spend between publishers based on conversion performance data. However, we must caution against using conversion signals as the sole determinant of spend shifts. Variances may reflect differences in tracking fidelity, not true effectiveness. Best practices include:

- Ensure standardized implementations across partners.
- Validate consistency of key metrics before reallocating.
- Consider broader KPIs beyond ROAS, including engagement, retention, and brand impact.

CAPI's impact extends beyond optimization into strategic budget allocation. Three-quarters of advertisers report a willingness to move spend between publishers based on CAPI performance data. This represents a significant shift toward data-driven budget fluidity, where dollars flow to perceived effectiveness.

Implications

Advertisers are ready to reallocate spend dynamically but must be aware that technical inconsistencies can distort perceived performance. Advertisers can evolve measurement from simple click-throughs to multi-dimensional frameworks that connect campaigns to business impact. Beyond improved ROAS and reduced customer acquisition cost (CAC), CAPI enables tracking of incremental conversions, lifetime value (LTV), and repeat purchase rate, revealing both short-term efficiency and long-term growth drivers. By tying server-side events back to specific creatives, advertisers gain clarity on which messages generate true business lift, while enhanced attribution ensures cross-channel deduplication and more accurate incrementality testing. Together, these dimensions create a measurement model that is both privacy-safe and outcome-driven, demonstrating its ability to translate better data into measurable, sustainable performance.

10 THE FUTURE OF CAPI

As digital ecosystems continue to evolve, CAPI will play an even greater role in enabling:

- AI-driven optimization powered by real-time first-party signals.
- Expanded upper-funnel measurement, bridging brand and performance objectives.
- Interoperability with post-cookie identity frameworks and cross-channel attribution models.

CAPI is a strategic foundation for resilient, privacy-conscious marketing in an increasingly signal-limited world.

As digital ecosystems evolve, it is poised to become an even more strategic enabler of performance and resilience. Its role will extend beyond transactional optimization into powering AI-driven decisioning, where real-time first-party signals inform predictive models. At the same time, it will expand into upper-funnel measurement, bridging the gap between brand outcomes and performance metrics.

Perhaps most importantly, it will interoperate with post-cookie identity frameworks and cross-channel attribution systems, serving as a trusted conduit for durable, privacy-conscious signal sharing. In a signal-limited world, CAPI is not just a technical fix, it is the foundation for sustainable, future-proof marketing strategies.

Implications

CAPI is emerging as a cornerstone for the next phase of digital marketing by enabling smarter, more resilient measurement. Through AI enablement, real-time server-side signals fuel automated optimization, for example, algorithms can instantly shift spend toward creative variations proven to drive higher subscription conversions or upsells. By supporting brand and performance integration, it allows advertisers to measure the full funnel, linking upper-funnel video exposure to mid-funnel site engagement and ultimately to lower-funnel sales or repeat purchases. And in a post-cookie environment, server-to-server integrations ensure identity and attribution remain intact, enabling privacy-safe deduplication of conversions across devices and channels. Together, these capabilities position it as both a safeguard against signal loss and a growth engine that unites brand building with measurable performance.

BUY-SIDE CONCLUSION

Advertisers who embrace CAPI now position themselves for long-term success in a privacy-first, data-driven marketplace. However, achieving the full potential requires industry-wide collaboration on standards, interoperability, and best practices.

With collective effort, it can unlock the next generation of performance measurement and optimization, future-proofing digital advertising for years to come. CAPIs represent a turning point in digital advertising. They address the industry's most pressing challenges including data loss, fragmentation, and the need for measurable outcomes by creating a secure, flexible, and future-proof infrastructure for conversion data.

For advertisers, the implications are profound. With more reliable data, campaigns can be optimized for true outcomes, not just proxies. With stronger privacy safeguards, trust in data-sharing can be rebuilt. With interoperable frameworks, it can serve as the connective tissue across platforms, channels, and identity solutions.

The path forward will not happen through collaboration alone, it will require leadership from the buy side. Advertisers must align internally, make clear decisions about what they want, and then push their publishing and technology partners to adopt those standards. Without that demand, progress will stall. Publishers are already signaling willingness to implement a standardized CAPI framework; it is brands and their agencies that need to set the bar and drive adoption. Only by taking this ownership can advertisers ensure CAPI data is implemented responsibly, governed consistently, and made comparable across the ecosystem.

Sell-Side Perspective

SELL-SIDE EXECUTIVE SUMMARY

The digital advertising ecosystem is being reshaped by the loss of third-party cookies, tightening privacy regulation, and evolving platform policies that constrain traditional tracking. These dynamics are felt most acutely in channels like Connected TV (CTV), where deterministic identifiers and outcome data have historically lagged behind search and social. CAPIs are emerging as a cornerstone of future-proofed advertising infrastructure, helping to restore accuracy, completeness, and privacy in conversion measurement, and critically, to elevate CTV into a more outcome-accountable channel.

Publishers see CAPI as essential to competing for advertiser budgets in an outcome-driven marketplace. Advertisers prioritize partners who can prove outcomes; those without CAPI risk being deprioritized. Publishers must adopt CAPI or risk losing performance-focused spend to better-equipped competitors.

Most publishers support bottom-funnel signals but lack coverage for mid-funnel events that drive consideration, interest or intent. Purchases, sign-ups, and subscriptions are widely supported however mid-funnel events such as cart abandonment, logins, and searches remain underutilized. Without these mid-funnel signals, publishers miss opportunities to show incremental value and richer consumer journey insights.

Publishers use CAPI signals to improve delivery and efficiency beyond measurement. 61% use CAPI for bidding optimization; 50% for audience segmentation. Expanding optimization use cases strengthens publishers' role as performance partners rather than passive inventory providers.

CAPI is challenging for CTV publishers because of the following issues:

- **Uneven playing field** as larger publishers tend to manage CAPI in-house, while smaller players rely on external vendors. Uneven resource levels create a fragmented capability landscape. Shared infrastructure and collaborative standards are needed to level the playing field and keep smaller publishers competitive.

- **Lack of transparency** is eroding advertiser trust in publisher CAPI implementations. Only 21% of publishers consistently provide advertisers with logs or dashboards. Transparency will become a competitive differentiator, publishers who provide clearer reporting will win more advertiser confidence and spend.

- **Lack of standardization** as publishers are split between advocating for standardized signals and preserving custom value. No consensus exists, some prioritize comparability, others emphasize differentiation. Hybrid frameworks are needed, offering core standardized signals plus optional custom fields for innovation.

- **Privacy regulation and data governance** remain top concerns for publishers. Compliance concerns were cited by 61% as a barrier to adoption. Publishers must embed CAPI in encrypted, auditable, privacy-first frameworks to maintain advertiser trust and regulatory compliance.

CAPI opens opportunities for publishers to price inventory against outcomes, not just impressions. Outcome-based proof enables publishers to command higher CPMs, though mid-funnel gaps limit full monetization. Expanding signal coverage and tying outcomes to pricing models will unlock new revenue opportunities.

The sell-side perspective is clear: CAPI is essential for closing the outcome gap between CTV and other media types. The challenge now is to align the ecosystem around standards, trust, and transparency so that CAPI can deliver its full promise, making outcome-based investment a reality across every channel.

This section captures sell-side perspectives on the role of CAPI, based on industry survey data, highlighting both its promise and the challenges to adoption.

1 SIGNALS SHARED VIA CAPI

Sell-side respondents confirm that the most commonly implemented signals map to core business outcomes: purchases (75%), views (64%), add-to-cart actions (61%), sign-ups (60.7%), and lead generation (53.6%). Subscriptions (50%) are also widely supported, particularly among publishers and streaming platforms seeking to monetize recurring engagement.

Lower adoption is seen for search actions (36%), logins (32%), and cart abandonment (25%), even though these are highly valuable for remarketing. About 21% report sending custom signals tailored to their business models, such as content engagement or product-level events.

While core funnel signals are widely covered, there are gaps in mid- and upper-funnel tracking that could unlock stronger optimization strategies.

2 SIGNAL GAPS AND FUTURE NEEDS

While the sell-side reports strong alignment with advertisers on the most important CAPI events, there are still clear gaps that limit optimization potential. Purchases, views, add-to-cart, and sign-ups are all widely exchanged, which explains why nearly half of respondents (46%) say they are satisfied with current coverage. Yet when we look deeper, inconsistencies emerge. Cart abandonment is a prime example. Although 25% of sell-side stakeholders already receive it, another 25% explicitly want it but do not, underscoring unmet demand for one of the most actionable signals in digital advertising. Similarly, while purchase and add-to-cart events are broadly implemented, some advertisers still do not send them consistently, creating friction in optimization and attribution workflows.

Other signals, such as subscriptions, logins, and sign-ups, remain less frequently requested. They may not be as universally valuable as purchase or lead generation events, but they represent untapped opportunities to enrich identity resolution and lifecycle tracking. Finally, around 18% of respondents say they are interested in “other” custom signals, highlighting the importance of business-specific event strategies.

The implication is clear: while conversion adoption covers the fundamentals, mid-funnel and behavioral signals remain underleveraged. Closing these gaps would enable more advanced optimization, deeper consumer journey insights, and richer cross-partner collaboration. But in the bigger picture, ROAS should not be treated as the universal measure of success. Advertisers often overlook the need to customize KPIs to the audience, measuring a new-to-brand customer against ROAS, for example, misses the real objective. This is where CAPI has significant implications: it enables optimization against the right KPIs for each audience segment, not just blunt campaign-level metrics. Both buy- and sell-side stakeholders need to lean into this shift, recognizing that value comes from aligning measurement with audience context.

3 CAPI USE CASES ACROSS THE FUNNEL

One of the most compelling findings from the survey is how CAPI extends beyond bottom-funnel measurement into the entire purchase journey. At the upper funnel, 64% of respondents report using it for audience targeting, leveraging privacy-safe conversion and engagement signals to strengthen precision marketing. At the mid-funnel stage, the role of CAPI is even more pronounced: 79% use it to optimize live campaigns, making adjustments that improve efficiency and impact. And at the bottom of the funnel, CAPI's value is firmly established, with 68% using it for conversion tracking, 75% for performance measurement, and another 75% for attribution modeling. These applications ensure that outcomes are captured with accuracy, campaigns are evaluated against business results, and credit is properly assigned to the channels and partners driving success.

Beyond these core use cases, 14% of respondents cite unique or custom applications of CAPI tied to proprietary models or vertical-specific needs, further reinforcing its flexibility. The implication is that it is not just a transactional tool, it is evolving into a comprehensive mechanism that can inform strategy across the entire funnel. For publishers and advertisers alike, this creates opportunities to reframe it not just as a measurement solution, but as a foundational element of audience planning, optimization, and proof of effectiveness.

4 OPTIMIZATION LEVERS ENABLED BY CAPI

The true strength of CAPI lies in how it transforms signals into real-time decision-making levers. Bidding optimization is the most common application, cited by 61% of respondents, who feed conversion and audience data directly into bidding algorithms. This improves efficiency and drives higher return on ad spend by ensuring media investments are directed toward the most valuable impressions. Half of respondents also report using it for audience segmentation, a practice that enables more precise targeting and retargeting. By building segments such as purchasers, subscribers, or cart abandoners, advertisers and publishers can focus spend where it matters most and reduce wasted impressions.

A smaller but meaningful share, 36%, use it to manage reach and frequency, preventing oversaturation while ensuring campaigns achieve their intended scale. This application not only boosts efficiency but also improves the consumer experience by avoiding repetitive or irrelevant messaging.

Both buy- and sell-side are using CAPI to refine targeting, improve bid efficiency, strengthen measurement, and power identity resolution. Where they converge most strongly is around audience precision, bidding efficiency, and the need for clean, standardized signals. The divergence comes in *which signals* they prioritize (advertisers emphasize comparability, publishers highlight lifecycle/custom signals) and how much transparency each side is willing to provide or demand. But both agree that, these optimization levers illustrate why CAPI is becoming essential infrastructure for digital advertising because advertisers and publishers who embrace these tools will gain a measurable edge in efficiency and performance, while those who lag behind risk leaving value on the table.

5 STANDARD VS. CUSTOM SIGNALS WITHIN A STANDARD CAPI

The survey results reveal a nearly even split between standardized and custom signal strategies. About 46% of sell-side respondents rely primarily on standardized signals such as purchases, views, add-to-cart actions, and sign-ups. These signals enable consistent measurement, attribution, and comparability across partners, providing the building blocks for interoperability.

Slightly more respondents, 54 %, say they lean into custom signals, such as cart abandonment recovery triggers, product-specific interactions, or deeper engagement with content. This approach reflects the flexibility that many advertisers and publishers require custom fields within the Standard CAPI to tailor CAPI to their unique business models.

The implication is that both approaches are essential. Too much customization risks creating fragmentation, making it difficult to benchmark or integrate across partners. Too much standardization, on the other hand, risks oversimplifying data and limiting innovation. The sell-side consensus underscores the need for a balanced approach within the Standard CAPI: one that preserves flexibility while still enabling comparability.

6 IDENTITY RESOLUTION IN A PRIVACY-FIRST WORLD

CAPI also plays a central role in identity resolution, which is increasingly vital as the industry moves beyond third-party cookies. Most respondents report using a mix of deterministic and probabilistic identifiers to support identity across environments. Deterministic signals, such as hashed emails and device IDs, are used by 68 % of respondents and offer strong accuracy when available. At the same time, probabilistic signals such as IP addresses and device attributes, used by 64 %, serve as fallbacks when direct identifiers are not present.

This balance highlights the dual nature of CAPI: on one hand, it strengthens the use of first-party data, giving advertisers and publishers more reliable tools to connect interactions to known customers. On the other hand, it underscores the tension between precision and privacy. As regulators and platforms continue to evolve their policies, identity strategies anchored in CAPI must adapt to stay compliant, ethical, and consumer-friendly. While implementation does involve navigating complexity, initiatives like the IAB Tech Lab's Global Privacy Platform and Transparency & Consent Framework (TCF) provide clear pathways for aligning with evolving requirements. By building on these standards, CAPI remains not only viable but essential infrastructure for future-proofing measurement and optimization.

7 TRANSPARENCY & REPORTING GAPS

One of the most pressing challenges uncovered by the survey is the lack of consistent transparency into conversion signal flows. Only 21 % of respondents say they always provide advertisers with access to logs or dashboards, while 18 % sometimes provide access, 36 % never do, and another quarter are unsure. This fragmentation creates friction for advertisers who need to troubleshoot integrations, validate performance, and build trust in the signals they are receiving.

The implication is that transparency must become a higher industry priority. Without clear reporting standards and consistent access to audit-friendly dashboards, advertisers will struggle to fully trust the signals being shared. Addressing this gap would not only reduce friction but also strengthen collaboration between advertisers and publishers. This can be achieved through standardized reporting frameworks, consistent access to transparent dashboards, and agreed-upon taxonomies for signal quality. By giving both sides a clearer, verifiable view into performance data, these practices resolve integration hurdles and reinforce trust, ensuring that the measurable benefits of CAPI outweigh any implementation challenges.

8 IMPLEMENTATION BARRIERS

While the value of CAPI is widely recognized, adoption is not without hurdles. The most significant barrier, cited by more than 70 % of respondents, is the complexity of integration. Server setup, deduplication, and managing data flows across disparate systems present technical challenges even for experienced teams.

Beyond technical integration, nearly two-thirds of respondents identify compliance with legal and regulatory requirements as a major concern, while half say they lack sufficient in-house technical expertise or support to manage implementations effectively. Other obstacles include the absence of consistent signal definitions, difficulties with privacy and consent management, and interoperability issues across channels and platforms. For some, limited budgets and internal resources compound the problem, though this ranks lower than the technical and compliance hurdles.

These findings make it clear that it is not a “plug-and-play” solution. Successful implementation requires both technical readiness and organizational alignment. IAB Tech Lab efforts to simplify setup, standardize definitions, and build interoperability will be essential to reducing friction and accelerating adoption.

9 ADVERTISER CONCERNS ABOUT DATA SHARING

Even with technical solutions in place, data sharing itself remains a sensitive issue. Two-thirds of respondents express at least some level of concern about sharing sales or CAPI data with partners. Thirty-two percent say they are very concerned, and another 35% say they are somewhat concerned. Only a small minority, about 14%, say they are not concerned at all.

These concerns stem from multiple sources: privacy obligations, competitive sensitivities, and the risk of misinterpretation or misuse of shared data. The implication is that CAPI adoption will only scale if these underlying anxieties are addressed directly.

10 WOULD STANDARDIZATION HELP?

When asked whether standardized approaches to CAPI would reduce concerns, the industry showed cautious optimism. Fourteen percent of respondents believe standardization would greatly ease concerns, while about 33% think it would moderately help, and another 29% believe it would help somewhat. Yet 25% of respondents say standardization would not remove all of their concerns.

This divergence suggests that while standardization is necessary, it is not sufficient. Standardized frameworks can reduce friction, improve comparability, and simplify compliance. But they cannot fully address deeper concerns rooted in privacy regulations, competitive sensitivities, or legal risks. The implication is that standardization must be paired with broader trust-building measures, including secure data governance, contractual clarity, and ongoing industry education.

Overall Conclusion / Implications

Based on these findings, three imperatives emerge:

- For Advertisers: Push for stronger adoption of underutilized signals like cart abandonment and search to enhance optimization.
- For Publishers: Educate buyers on the value of mid-funnel and lifecycle events to prove incremental outcomes.
- For Ad Tech Providers: Prioritize standardization, transparent reporting, and privacy-safe identity solutions while still enabling customization.

Taken together, the totality of buy-side and sell-side findings point to several imperatives for advertisers, publishers, and ad tech providers. For advertisers, the opportunity lies in broadening the scope of signals shared, particularly around underutilized events such as cart abandonment and search, which can strengthen optimization and recovery strategies. For publishers, the challenge is to educate advertisers on the value of mid-funnel and lifecycle events, positioning these signals as essential proof points for incremental outcomes. And for ad tech providers, the task is to balance standardization and customization, ensuring that frameworks are privacy-safe, interoperable, and transparent, while still flexible enough to support unique business models.

CAPIs are emerging as a cornerstone of outcome-based marketing in CTV and beyond. Both advertisers (buy-side) and publishers/platforms (sell-side) see CAPI not as a patch for signal loss but as critical infrastructure for restoring accuracy, powering optimization, and enabling privacy-compliant measurement. For the ecosystem as a whole, CAPI represents a shift away from impression-based proxies toward outcome-backed accountability, bringing CTV closer to the standards of search and social. Privacy, trust, and interoperability are universal priorities. Both sides recognize that adoption depends on governance frameworks, standardized taxonomies, and transparent reporting. The greatest opportunity lies in collaboration: advertisers, publishers, and adtech providers must align on standards, expand signals across the funnel, and improve transparency to unlock CAPI's full potential. If executed correctly, CAPI won't just close the outcome gap, it will redefine how digital advertising allocates budgets, measures performance, and balances efficiency with consumer trust.

Both advertisers and publishers agree that CAPI are central to enabling outcome-based measurement, optimization, and targeting across channels, particularly in CTV where proof of effectiveness has historically lagged behind search and social. Each side sees bottom-funnel signals, purchases, sign-ups, and leads, as the immediate proof points that drive ROI, and both acknowledge that technical complexity, regulatory compliance, and the lack of standardization remain persistent barriers. Similarly, identity resolution strategies are converging: both rely on a mix of deterministic and probabilistic methods supported by CDPs and CRMs, and both harbor concerns about data sharing and trust. Privacy, governance, and interoperability are universally understood as the preconditions for adoption at scale.

Yet their vantage points differ in meaningful ways. Advertisers on the buy-side prioritize comparability and return on ad spend, seeking standardized signals that allow them to measure consistently across platforms and fluidly reallocate budgets based on performance insights. By contrast, the sell-side is focused on demonstrating accountability and competitiveness, often leaning on custom or lifecycle signals, such as subscriptions or content engagement, that showcase the unique value of their environments. Transparency is another dividing line: advertisers demand clearer reporting and validation to guide budget decisions, while publishers admit that dashboards and logs are unevenly provided, a gap that undermines confidence. Finally, while integration complexity is a common hurdle, the buy-side frames it largely as a resource and technical challenge, whereas the sell-side elevates privacy compliance and transparency as the chief obstacles to broader trust and adoption.

Ultimately, CAPI's strength lies in its ability to bridge these priorities. Standardized outcome signals give advertisers the comparability they need, while flexible frameworks for custom metrics allow publishers to showcase differentiated value. Transparent reporting and privacy safeguards create the common ground where both sides can trust the data and transact with confidence. Rather than a compromise, CAPI can serve as shared infrastructure that balances efficiency with differentiation, aligning buyer demand for consistency with seller demand for uniqueness, and in doing so, advancing outcome-driven advertising for the entire ecosystem.

Ready to Get Started?

HERE ARE 5 KEY STEPS TO START CAPI IMPLEMENTATION

1. **Identify Key Signals**
   - Define which events matter (e.g., purchases, sign ups, app installs).
   - Align with marketing, analytics, and product teams to ensure signal relevance and availability.

2. **Set Up Server Infrastructure**
   - Capture conversion events
   - Hash user identifiers (e.g., email, phone)

3. **Integrate with CTV Platforms**
   - Ensure proper mapping of events, creative IDs, etc

4. **Coordinate with legal and privacy teams**
   - Implement privacy and consent controls
   - Comply with GDPR, CCPA, and other regulations

5. **Align Creative IDs with Conversion Tracking**
   - Make sure each CTV creative has a unique ID. See ACIF guide here. This step is crucial for creative rotation, A/B testing, DCO, and performance analysis once the campaign is live.

ACKNOWLEDGEMENTS

The data for this survey was provided by two anonymous surveys of IAB member companies fielded by the IAB from July 22nd through August 19, 2025. The sell-side survey consisted of publishers and ad tech platforms from which 28 companies responded. The buy-side survey consisting of advertisers and their agencies was responded to by 17 companies across a spectrum of sizes. The companies sizes ranged from small and mid-size companies through large companies, with over 10,000 employees.

Appendix

Buy-Side CAPI Enabling Partners

- **Customer Data Platforms (CDPs):** Segment (Twilio), mParticle, Tealium, Adobe Real-Time CDP, Salesforce Data Cloud, BlueConic – normalize and activate first-party data for CAPI pipelines.
- **Tag Management & Event Orchestration:** Google Tag Manager (server-side), Adobe Launch, Ensighten, Blue Triangle – unify client- and server-side signals into a privacy-compliant stream.
- **Infrastructure & Middleware:** AWS, Google Cloud, Azure, Zapier, Workato, Tray.io, Snowplow – provide scalable server-to-server pipelines for integrations.
- **Identity & Data Connectivity:** LiveRamp, Neustar, TransUnion, Experian, Epsilon, UID2 partners (The Trade Desk) – enrich CAPI payloads with privacy-safe identifiers.
- **Clean Rooms & Privacy Tech:** Google Ads Data Hub, Amazon Marketing Cloud, Snowflake, Habu, InfoSum, Disney's Audience Graph Clean Room – enable secure collaboration and attribution.
- **System Integrators & Implementation Partners:** WPP Media, Publicis Sapient, Merkle, Accenture, Deloitte, Capgemini, Media.Monks – deliver hands-on expertise to operationalize CAPI across platforms.

These standards lower operational friction, strengthen compliance, and provide the confidence advertisers need to scale CAPI across platforms.

- **Privacy & Consent Frameworks:** IAB Tech Lab Global Privacy Platform, Transparency and Consent Framework – standardize management of user permissions across regions.
- **Standards:** ISO standards – ensure consistent recording and auditing of consent.
- **Security Best Practices:** Modern encryption, token protections, OAuth-based access – safeguard sensitive data during transmission.
- **Governance Frameworks:** ISO privacy and security certifications – establish partner accountability.