

Attribution Reporting API

Enable effective ad measurement with privacy-preserving technologies

What's the privacy challenge?

Today, third-party cookies are widely used to track people across websites and attribute conversions to specific ads or campaigns for measurement. However, this practice can passively expose people's data and cross-site behavior to a large number of companies.

Do things differently with Attribution Reporting API

Measure which marketing efforts are most effective by matching ad interactions with conversions, without identifying people at an individual level

Effective insights: Advertisers and publishers gain insights into campaign effectiveness without relying on individual-level information. Ad tech companies use the insights to power bidding models and drive key outcomes.

Privacy techniques: Attribution Reporting leverages privacy techniques like aggregation, noise addition, and on-device processing to deliver accurate attribution data while protecting user privacy.

How it works

Step 1: Someone sees and interacts with an online ad

Someone browses the web, visits a site with ads, and views or clicks on an ad. Ad tech on the website use the Attribution Reporting API to record that interaction in the browser.

Step 2: The person takes an action on the website

The person then takes a desired action on the advertiser's website, like making a purchase, and this conversion is recorded in the browser.

Step 3: Reporting is generated

Two types of reports can be generated to help advertisers and ad tech providers understand performance. Privacy-preserving techniques like aggregation, noise, and encryption are used to protect individual identity.

Event-level Reports

For ad specific insights



Provide visibility into individual ad events that drive conversions, including: ad type (e.g., banner ad), engagement type (e.g., click, view), and conversion type (e.g., purchase, registration)



Limited ad and conversion metadata sent on a schedule of report windows; flexible down to one hour or up to 30 days

Summary Reports

For aggregate level insights



Provide detailed and flexible aggregated performance reporting, including ROI analysis, campaign performance, and total purchase values by product category



Detailed conversion insights sent instantly or with random delay between zero and 10 minutes