

IAB Standardized CAPI Decision Tree

INTRODUCTION

The IAB Standardized CAPI Decision Tree serves as a structured framework for organizations to evaluate their readiness and approach to implementing server-side data integrations in a privacy-conscious and efficient way. Its purpose is to simplify complex decisions across data quality, technical integration, organizational alignment, and campaign optimization by offering clear pathways and remediation steps. One of its biggest benefits is that the IAB Tech Lab Technical Specification reduces the complexity of event taxonomy and cross-platform data mapping. This allows teams to focus more on campaign performance and insights rather than infrastructure troubleshooting. However, one must factor the initial need for robust data collection, consent mechanisms, and cross-functional buy-in, as well as potential upfront investments in tech partners or upgraded pipelines for organizations lacking technical maturity.

5 KEY POINTS

- 1 Data Quality** remains the foundation.
- 2 Technical Capabilities** are simplified due to standardized mapping and schema.
- 3 Organizational Readiness** becomes the primary bottleneck for adoption and optimization.
- 4 Standardization** is largely solved via IAB Tech Lab Technical Specification, reducing cross-partner discrepancies and definition overhead.
- 5 Outcome alignment** shifts focus to insights and KPI optimization rather than troubleshooting platform-specific issues.

