

Device ID Onboarding & Targeting

In today's mobile-driven world, precision in engaging with mobile audiences is essential. Device ID targeting empowers marketers to leverage their first-party data more effectively, delivering a more reliable and robust audience than cookie-based targeting.

WHAT'S DEVICE ID ONBOARDING?

The Device ID Onboarding tool, powered by LiveRamp, allows you to bring in mobile audiences and create highly-targeted custom audiences.

WHAT'S DEVICE ID TARGETING?

Device ID targeting allows you to activate onboarded data within a campaign to reach a highly-targeted first-party audience with greater precision.

HOW DEVICE ID TARGETING WORKS

Device ID onboarding and targeting is a form of first-party data targeting that enables marketers to target individuals based on their mobile device ID. Similar to CRM Onboarding, users can upload a list of device IDs to use within their target audiences almost immediately.

Unlike laptop and desktop devices, mobile devices are rarely shared by multiple users. The majority of the time, only the owner is using the mobile device. This means that the tracked device usage for a device ID usually correlates to a single person. The resulting usage profile is likely to be more accurate than it is for a desktop computer that may have two or more different people using it regularly.

Choozle only accepts software-based advertising device IDs as these can be disabled and/or reset by the consumer. The type of device IDs accepted are as followed:

Description		What They Look Like
IDFA	Apple's Identifier for Advertising on the iOS operating system	EA7583CD-A667-48BC-B806-42ECB2B48606
AAID	Google's Android Advertising ID	cd8a802e-fb9c-47ad-9866-0794d394c912



Notes & Best Practices

- **Mobile Audience:** Device ID targeting is ideal for reaching mobile-first audiences such as e-gaming, political advertising, or app downloads.
- **Format Requirement:** Uploaded device IDs must be in the IDFA or AAID format (e.g., IDFA: EA7583CD-A667-48BC-B806-42ECB2B48606, AAID: cdda802e-fb9c-47ad-9866-0794d394c912). Encrypted or hashed device ID files cannot be accepted.
- **Privacy Compliance:** List sizes must be greater than 2,000 device IDs due to privacy restrictions.
- **Expiration Notice:** Lists with uploaded device IDs expire after 30 days. Re-upload with the same file name to update the custom audience automatically.
- **US Availability:** Device ID onboarding and targeting are only available in the United States.
- **Data Rights:** By uploading data, you acknowledge you have the right to use it and explicit opt-in privileges. Ensure all opt-out options are included in your website's privacy policy.

