

Device ID Onboarding & Targeting

In a mobile-driven world, marketers need to engage with mobile audiences with greater precision. Device ID targeting gives marketers a better way to leverage their first-party data and deliver an increasingly reliable and robust audience than when using 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:

Type	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	cdda802e-fb9c-47ad-9866-0794d394c912



Notes & Best Practices

- Device ID onboarding and targeting is a part of Choozle's Supported Solutions and can be enabled with the help of our Client Experience team. Reach out to us to learn more.
- Device ID targeting is an ideal tactic for brands looking to reach mobile-first audiences such as e-gaming, political advertising, or app downloads.
- Uploaded device IDs must be in the IDFA or AAID format which follow a pattern (ie - IDFA = EA7583CD-A667-48BC-B806-42ECB2B48606, AAID = cdda802e-fb9c-47ad-9866-0794d394c912). Encrypted or hashed device ID files cannot be accepted.
- List sizes must be greater than 2,000 device IDs due to privacy restrictions.
- Lists with uploaded device ID expire after 30 days. To use these IDs in a campaign or ad group, you will need to re-upload the list of device IDs with the same file name as the original file. The custom audience will update automatically.
- Device ID onboarding and targeting are only available in the United States.
- By uploading data, you acknowledge you have the right to utilize the data, and for this express purpose. You're also authorizing that you have explicit opt-in privileges to use these audiences and include any and all opt-out options within your website's privacy policy.