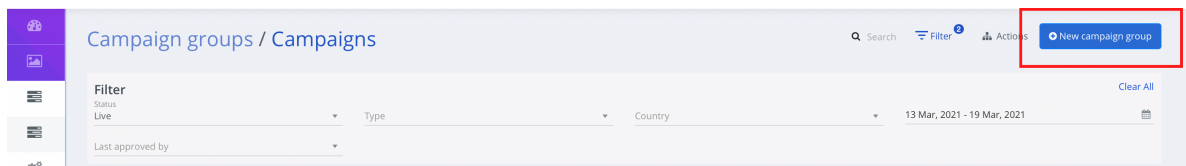


Different Device Targeting Opportunities

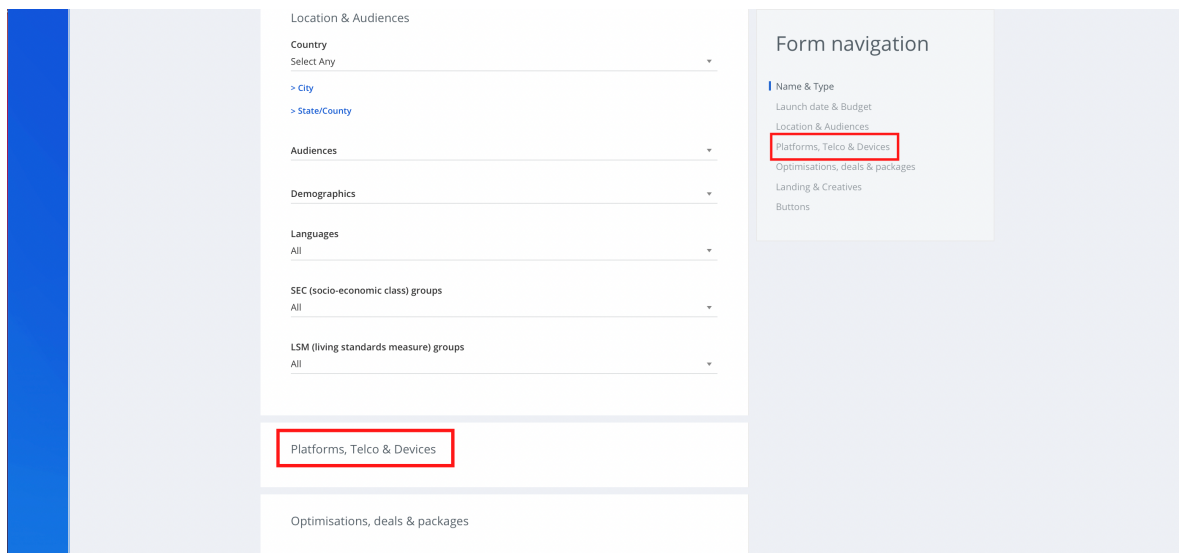
With the rapid growth of 'digital media time' spent on mobile, it is now extremely important to make sure that the ads reach the right people at the right time. The majority of ad budgets are now spent on carefully targeted rather than wide-reaching campaigns intended for anyone. Device detection is an essential ingredient to make this possible. Eskimi offers advertisers rich device type targeting capabilities. This article will go through all of the device types.

Set-up

To use device type targeting advertisers should navigate themselves to **Campaign Setup**.



Move to **Platform, Telco & Device** section.



Device type targeting will be as a third selection. By selecting the device type advertisers will target only the particular device type. By deselecting a device type advertisers will exclude the device type from the targeting.

Device type

🔍 Search

Check All

Uncheck All

- ☒ Connected Device
- ☒ Connected TV
- ☒ Feature Phone
- ☒ Personal Computer
- ☒ Set-top box
- ☒ Smartphone
- ☒ Tablet

SELECT 7

CANCEL

Different Device Types

External TV Device (Connected Device)

External TV device refers to devices that can be connected to your TV to stream movies and shows directly to your TV. One of the most popular External TV Devices would be Chromecast with Google TV, Amazon FireTV, Nvidia Shield TV, Xiaomi Mi Box S, Xiaomi Mi TV Stick, Emtic Jetstream 4K and many more.

Creatives: External TV Device supports only HD Quality VAST video. Dimensions of 1280x720.

Targeting: External TV device it is not compatible with DMP targeting, but some DSP targeting (Device brand & Mobile operator (ISP and WIFI)) can be used with External TV Device targeting. Keep in mind that additional targeting may decrease the available device traffic.

Limitations: It is not possible to use DMP targeting. While when it comes to measurement viewability and clicks won't be tracked. Additionally, traffic for this device type may be limited, so it is essential to run some tests before heading to advertising.

Smart TV (Connected TV)

Reach users on their Connected TV (CTV) devices and increase your brand impact by synchronizing campaigns across devices in the household. Connected TV specifically refers to televisions that

have access to an internet connection and can load or stream digital content. At Eskimi Connected TV targeting refers to Smart TVs (where internet connection is built-in) and can also include standard TVs that are connected to the internet via smart devices. Smart devices include dongles like Roku or Chromecast and internet-capable DVD players.

Creatives: Connected TV supports only VAST video ads. Dimensions of 320x480, 1280x720, 720x1280.

Targeting: DMP targeting cannot be used with CTV, but some DSP targeting (Device brand & Mobile operator (ISP and WIFI)) can be used with Connected TV targeting. Keep in mind that additional targeting may decrease the available device traffic.

Limitations: It is not possible to use DMP targeting. While when it comes to measurement viewability and clicks won't be tracked. Additionally, traffic for this device type may be limited, so it is essential to run some tests before heading to advertising.

Feature Phones

A **feature phone** is a type or class of mobile phone that retains the form factor of earlier generations of mobile telephones, with press-button based inputs and a small non-touch display. phone ads remain a popular marketing channel for businesses to tap due to the sheer size of the user base in emerging markets despite the current popularity of higher-end smartphone devices, market observers say.

Creatives: At Eskimi Features phones are compatible with banner ads.

Targeting: DSP targeting can be used for when targeting feature phones. Keep in mind that additional targeting may decrease the available device traffic.

Limitations: DMP targeting cannot be used for Feature phones. Additionally, traffic for this device type may be limited, so it is essential to run some tests before heading to advertising.

Personal Computers

The definition of a personal computer is a small computer with a microprocessor, designed for use by an individual. An example of personal computers are desktop computers used in homes, schools and small businesses. Today, the terms **PC, desktop, laptop** and just plain "computer" are synonymous with personal computer.

Creatives: Advertisers can use different creative formats such as banner, IBV, HTML, VAST video, native, native video.

Targeting: DSP and DMP targeting can be applied to some extent. It is not possible to use app related targeting with PC device targeting (ex.: geofence). Keep in mind that additional targeting may decrease the available device traffic.

Limitations: PC targeting doesn't support targeting related with apps and app traffic.

Game Console (Set-top box)

Game Console - Indicates if the device is primarily a game console, such as an Xbox or Playstation.

Creatives: Both Display and Video ads can be served on console devices.

Targeting: DMP targeting cannot be used with game console targeting, but some DSP targeting (Device brand & Mobile operator (ISP and WIFI)) can be used with game console targeting. Keep in mind that additional targeting may decrease the available device traffic.

Limitations: DMP targeting cannot be used for game console targeting. While viewability and clicks will not be measured. Additionally, traffic for this device type may be limited, so it is essential to run some tests before heading to advertising.

Smartphone Targeting

Smartphone targeting Indicates all mobile devices, smartphones with the modern operating system (Android, iOS, Windows Phone, BlackBerry, etc.). Smartphone targeting involves addressing certain target groups on mobile devices. The ads are based on user-oriented criteria and are adapted to the technical requirements of smartphones and tablets. Smartphone targeting will include both **mobile web** and **mobile app** platforms.

Creatives: Smartphone targeting is compatible with different creative types - banner, IBV, HTML, VAST video, native, native video.

Targeting: DSP and DMP targeting can be used to narrow down smartphone audience.

Tablet

A **tablet** is a wireless, portable personal computer with a touchscreen interface. The tablet form factor is typically smaller than a notebook computer, but larger than a smartphone.

Creatives: Banner, video, IBV, HTML, native ads can be served on a table device.

Targeting: Tablet device targeting is compatible with various DSP and DMP targeting. Keep in mind that additional targeting may decrease the available device traffic.

Limitations: Traffic for this device type may be limited, so it is essential to run some tests before heading to advertising.

To Sum Up

Understanding the device preference of your target customers is hence important. However, we actually keep coming back to the realisation that understanding your user groups is extremely crucial. Therefore, always think where your core audience can be reached.

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