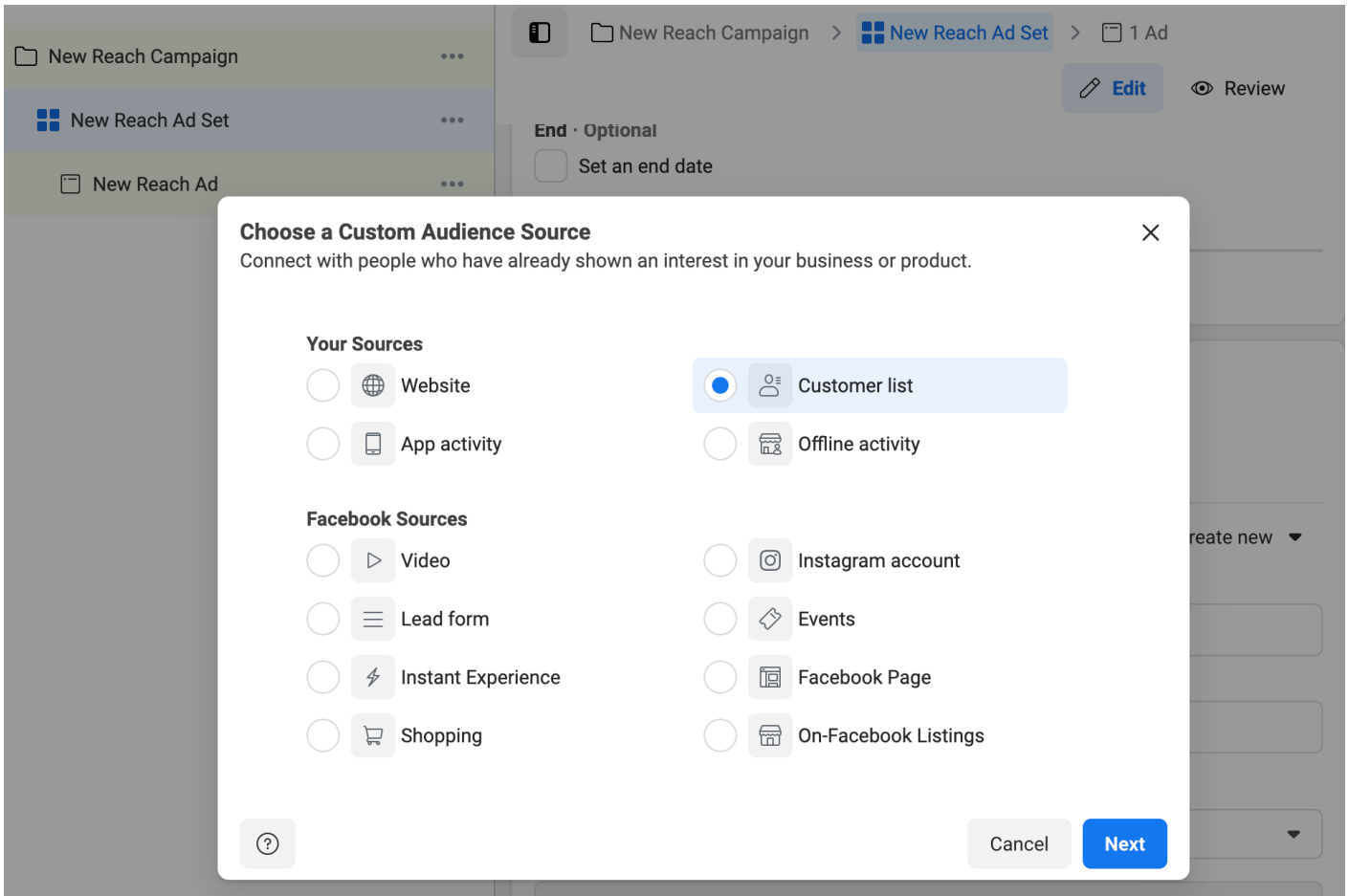


Eskimi Device ID for Multi-channel campaigns- Opportunities and Limitations

At Eskimi we can retarget the DSP campaign audiences in other platforms such as Facebook, Google Ads through Device ID. However, we collect device ID from Apps and cookie ID from Sites so for retargeting maximum users **the campaign needs to run on only Apps.**

Facebook:

We can upload the device IDs in Facebook as Custom Audience. Facebook will identify the device IDs as Mobile Advertiser IDs however changes to Identifier for Advertisers (IDFA) on iOS 14 may affect the match rate when using Mobile Advertiser ID.



Create Audience From a List

- Prepare List
- Select List Type
- Add Customer List
- Map Identifiers**
- Upload
- Confirmation

Map Identifiers

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

1 column is mapped and will be uploaded. Please correct the errors before continuing.

Mobile Advertiser ID

⚠ Additional identifiers needed

Changes to Identifier for Advertisers (IDFA) on iOS 14 may affect your match rate when using Mobile Advertiser ID. Adding one or more of the following identifiers may improve your match rate: Email, Phone Number, Facebook App User ID, Facebook Page User ID, First Name, Last Name.

[Learn more](#)

Mapped (1) Action needed (0)

Map Column to Identifier [?]	Formatting Guidelines [?]	Example [?]
Device ID 00029f56-b12e-4e18-b849-099d... 0005727e-730e-40d5-8310-e1ae... 0007d5d8-591d-419a-98c1-057e... 000a0521-bd9c-44b1-ae18-f53b...	<input checked="" type="checkbox"/> Mobile Advert...	We accept 2 types of mobile advertiser IDs: Android's Advertising ID (AAID), which Google provides as part of Androi... Android's Advertising ID (. Apple's Advertising Ident...

Google Ads:

We cannot upload the device IDs directly in Google Ads as Mobile Device IDs because it requires providing more information about the app where the customer data comes from. This is done because the solution allows clients to retarget their app users on Search, Shopping and Youtube.

Google Ads | New audience segment: customer list

1 Create a segment — 2 What's next

Segment name Audience segment name

Data to upload Select the type of customer data you'd like to upload

Upload Mobile Device IDs

Provide more information about the app where your customer data comes from

Select your mobile app's platform

Android

iOS

Look up your app

Enter the app name, package name, or publisher

The only option for Google Ads is to upload the Device IDs through API integration since it doesn't require selecting a specific app from where we got Mobile Device IDs as it would require by uploading audience through the mobile device section.

For the API integration, there are requirements on the minimum budget, duration, etc. and the integration can be done with the help of our Product and Tech team. Also, it will take time to establish the integration therefore before planning any campaign, the essential details will need to share with all the responsible teams to start the process.

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