FLURRY ID RETARGETING: LOCATE AND RE-TARGET SPECIFIC DEVICE IDs

With Flurry ID Retargeting, you can target a specific group of your users and drive them back into your mobile app or mobile website.

Here are a few examples of how ID Retargeting can enhance your mobile marketing efforts:

- **Quality**: Target high-value users (e.g. Purchasers) and bring them back to the app.
- **Conversion**: Locate users who have started an important action in your app (e.g. payment, registration) and entice them back to complete it.
- **Engagement**: Identify users who have made a purchase on your mobile website but not in your app, and serve them an offer to do so. Get them engaged across platforms.

**Here’s how it works**: You provide a list of the device IDs of the users you’d like to reach and the URL you’d like to deep link them to. Flurry finds them and displays your custom ad that, when clicked, takes the user straight into your application or to your mobile website. It’s that simple.

Here’s an example campaign:

![Example Campaign](image)

**Basic Requirements**

- **Ad Units**: Display ads
- **Ad Sizes**: Banner and Full-Screen
- **Pricing**: Cost-Per-Click (CPC). No extra data fees or service charges apply.
- **Platforms/Devices**: iOS and Android, both smartphones and tablets
- **Accepted ID Formats**: IDFA, IDFV, Android ID, Cleartext Pasteboard or the SHA1 of any of the following identifiers: IDFA, Android ID, MACModel, MAC, IMEA
- **Minimum Volume**: Recommended minimum is 1M Device IDs
How To Get Started
Reach out to your Account Manager or Sales Representative, or email us at sales@flurry.com.

Frequently Asked Questions

1. **Can I send my users to a specific page or section within my app?**
   
   Yes. You provide the specific URL of the location where you want us to send your users. That could be simply the launch page of the app or something deeper.

2. **Can I use this feature with less than the recommended 1M Device IDs?**
   
   Technically, yes. However, we recommend providing 1M Device IDs to improve the probability of locating your users.

3. **Do I have to use the Flurry SDK in order to use ID Retargeting?**
   
   No, it is not required for you to use ID Retargeting.

4. **What happens if a Device ID I provide you belongs to a user that has deleted my application?**
   
   You can provide us with a fallback location (URL) to send the user to. For example, this could be to the App Store to re-download your application or to your mobile website.

5. **Does Flurry guarantee that it can reach all of the Device IDs I provide?**
   
   No, we do not guarantee that we can reach all of the Device IDs you provide. However, assuming you provide the recommended 1M+ IDs, we are confident we can reach a significant portion of your users via our network and exchange connections.

6. **What reporting is offered for ID Retargeting?**
   
   We provided standard CPC reporting on these campaigns – e.g. impressions, clicks, and CTR.

7. **Can I run a CPI campaign with ID Retargeting?**
   
   This is possible but only advisable in very specific use cases. For example, if you have a cohort of lapsed players of Game1 and are launching a new, related Game2 that those users have not yet installed, you could set up a CPI campaign targeted against that cohort.

Still have questions? Reach out to your Account Manager or Sales Representative, or email us at sales@flurry.com