

TAKE 5:

WHAT IS

AN IDFA

AND WHY DOES IT MATTER?

 **Apsalar**

What is an IDFA and Why Does it Matter?

IDFA is the abbreviation for identifier for advertisers on iPhones. An IDFA is somewhat analogous to an advertising cookie, in that it enables an advertiser to understand that a user of a particular phone has taken an action like a click or an app install.

IDFAs take the place of cookies in mobile advertising delivered to iOS devices because cookies are problematic in the mobile world. For more information on why cookies don't work in mobile, refer to the Take 5 entitled, *Why Do They Say Cookies Don't Work in Mobile?*

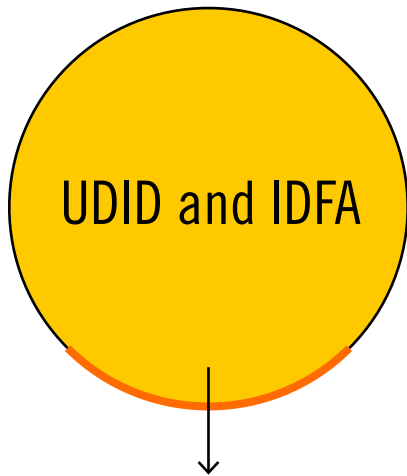
Semi-Permanent Device Identifiers

Advertisers are naturally interested in understanding the anonymized individuals that take advertising actions. IDFAs (and their Android siblings, Android Advertising IDs) help an advertiser identify the specific phone where the ad action takes place.

Third party cookies, which are commonly used on the PC web for tracking, tend to have short life spans – anything from 1 to 30 days on average. By contrast, the IDFA doesn't change unless a user decides to change it in their phone settings. Few consumers feel a need to take this action, so IDFAs can offer a better foundation for a persistent and anonymized consumer profile.

Also, a device ID is the same for all of the apps and browsers on a phone, so it can be a powerful way to aggregate customer behavior across all of these disconnected environments. Thus, device advertising IDs like IDFA are very useful as the foundation for customer profiles in data management platforms, or DMPs. They enable a brand to accurately aggregate data about a customer to a specific, anonymized profile.

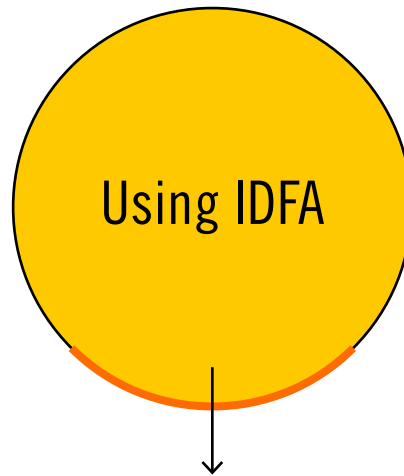
UDID and IDFA



Before IDFA, advertisers could track actions on iPhones using a device identifier called UDID or universal device ID. The big advantage that IDFA offers over UDID is consumer choice. A UDID was a permanent device number, and sharing it could not be turned off, whereas users have the option to opt out of IDFA tracking, or to change their IDFA periodically.

IDFA is the only ID that Apple allows advertisers to use to understand the advertising actions on its phones. This reflects their commitment to the ideas of privacy and choice, while also enabling a robust advertising industry in which brands target likely responders and drive revenue for app and mobile web publishers.

Using IDFA

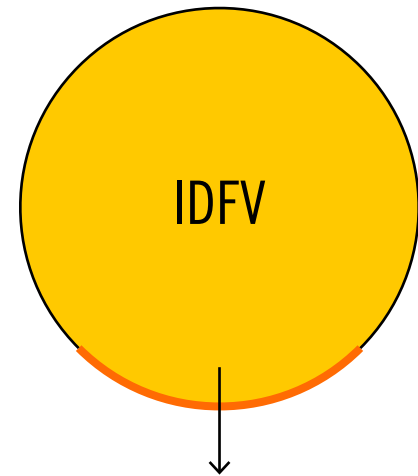


When consumers take actions as a result of ads, like clicking a banner, playing a video, or installing an app, media companies can pass the IDFA with information about the consumer action that took place as a result of the advertising. Most media companies do pass IDFAs. Some media companies, including some large social networks, do not pass device IDs to advertisers, but do allow you to target specific IDs within their properties.

Apsalar helps advertisers by associating in-app and omni-channel consumer actions to these semi-permanent identifiers. This helps them create powerful customer profiles and understand their audiences, in addition to the relative performance of different media vendors.

The IDFA enables an advertiser to individually target people that have taken actions in the past. This sort of individual targeting is becoming increasingly common as programmatic media and social media advertising grow in popularity.

IDFV



You may also occasionally hear about an ID called IDFV. This stands for Identifier for Vendors. An IDFV is assigned and shared by all apps from the same company. Sometimes companies with multiple apps base their marketing efforts and analyses on IDFV, because they only change if a user uninstalls all apps from a particular vendor.

ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

- APSALAR ATTRIBUTION**
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.