



mobilewalla

Capturing Mobile Advertising IDs (MAIDs) for Driving User Growth

The mobile advertiser ID, also known as the MAID, is a unique string of digits that identifies a specific mobile device. The MAID can be used to connect digital, mobile, and in-store behaviour across channels, creating a complete customer view that offers deeper, more valuable insight. Since consumers have their devices with them at all times, the MAID is the most precise and persistent link to location-based activities. MAIDs can also be connected with IP addresses to create a link to the online world and can be used to understand app usage.

As MAIDs are set at an operating system level, and not at a browser level, they remain consistent across various application publishers. In other words, MAIDs are significantly more static than cookies and have an average lifespan in months (sometimes in years, but not in hours or days). Thus, MAIDs are extremely useful for persistent recognition across different channels.

A MAID consists of 32 hyphen-separated characters.

MAID Type	Description	Example
IDFA	Identifier for Advertising (iOS)	PCIE4234-01DT-98TC-D3F4-P87363876102
AAID	Google Advertising ID for Android	98752bqp-sx34-xd1h24bl-je4d47ab5d39

THERE ARE FOUR MAJOR BENEFITS OF CAPTURING MAIDS:

Improve Your Reach

Acquiring new customers is a challenge for most businesses. It is a real possibility that a potential customer interacts with your mobile application before making any real transaction, or before providing any real contact details (like a phone number or an Email address). Just as cookies help you retarget unknown users, so do MAIDs, but in a more persistent way given that the lifespan of MAIDs is significantly higher than that of cookies. You can amplify your reach by using MAIDs to reach users in channels such as the apps they frequent and the websites they visit.

Build A Unified Customer Profile

It is likely that your customers interact with your brand across channels, device types, and platforms. As a result, there could exist an information gap, the likelihood of your users exhibiting different behaviour across platforms is real. MAIDs can help you bridge this information gap and build unified customer profiles.

More Accurate Targeting

MAIDs tie back to a device, and not a browser (which is the case with cookies), and thus are considerably more accurate in tying back to a real person. MAIDs allow you to segment your customers and run super targeted personalised campaigns across channels, giving you an amplified reach and helping you optimise your digital spend by reducing leakage.

Differentiate Trends from Anomalies

Marketers and data scientists must have access to enough data history to identify long-term trends in behaviour as opposed to anomalies. Without sufficient data, it's impossible to gain accurate insights into your audience because you're forced to make assumptions.

For example, you would want to avoid labelling someone's interest as "health and fitness" if they visited a gym twice in one week, but never went back. Access to breadth (a wide variety) and depth (data collected over time) of data, such as data collected from the mobile advertiser ID, is critical to building a complete picture of your customer and accurately modelling customer behaviour.

How to capture MAIDs using your app

Following are example codes to illustrate how you can start capturing MAIDs for users of your mobile application

- <https://developers.google.com/android/reference/com/google/android/gms/ads/identifier/AdvertisingIdClient?hl=vi>
- <https://stackoverflow.com/q/25846108/1177472>