mobilewalla

Capturing MAIDs for Driving Better Risk Decisioning for New-to-Credit Applicants

Challenges in assessing the creditworthiness of thin-file and new-to-credit (NTC) applicants are not unique to India. Many other nations, especially in South-East Asia, are characterised by a similarly high proportion of under-banked and unbanked population. Another similarity between these countries is that they are all aiming to push financial inclusion deeper through a new wave of digitization and smartphone adoption.

One proven alternative way of profiling and knowing prospective NTC borrowers is to derive intelligence from alternative data points. With many daily life use cases, such as shopping, commuting, and payments becoming largely mobile native, mobile device data is an effective way of gaining valuable insights predictive of consumer behaviour. Especially for NTC customers, mobile device-based data points are increasingly being used by digital lenders to feed their risk assessment models and make better lending decisions. Capturing digital device keys such as mobile advertiser IDs (MAIDs), thus becomes important to drive this process.

Risk teams at various leading Fintechs in South-East Asia are using MAIDs to obtain rich data points that are making their machine learning models more robust and effective in assessing creditworthiness of NTC applicants.

What is a MAID

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 always have their devices with them, 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.

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

What MAIDs help you unlock

A MAID ties back to a real device, and not a browser, making this customer key a static and reliable tool to derive insights. LendBetter provides a rich set of predictive consumer attributes that can be queried using MAIDs. Backed by the most comprehensive collection of device data, LendBetter features are driving lending decisions for leading Fintechs in South-East Asia. These features span a gamut of customer attributes, ranging from app engagement (behavioural) to mobility. By consuming these features in their risk assessment engines, these lenders are driving better outcomes when appraising NTC and thin-file applicants.

There are added benefits of using MAIDs in running more effective advertising campaigns, resulting from their use in building unified customer profiles and value in identifying long term behavioural trends.

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/adroid/gms/ads/identifier/AdvertisingIdClient?hl=vi
- https://stackoverflow.com/q/25846108/1177472