

User Agent targeting

UA Targeting is a custom feature. Please [contact](#) support if you are interested in implementing one or more user agent targeting variables.

UA Targeting in older accounts will still be called *Brand* targeting.

User agent targeting enables you to target your audience by technical aspects, for example:

- Internet service providers, such as Telenet, Proximus, VodafoneZiggo or KPN;
- Browser, like Chrome, Safari, or Firefox;
- Brands like Apple or Samsung;
- Device, for example, a tablet, smartphone, or desktop;
- Operating systems, for instance, iOS, Android, Windows, Linux or macOS.

You can use UA Targeting to focus ad delivery on specific device types, but only when this information is available. For example, if you only want to deliver to computers and tablets, but not smartphones, tick the *Device - Desktop* and *Device - Tablet* boxes, but do **not** tick the *Device - Phone* box. See the screenshot below.

Brand

Cancel

SAVE

☐ Browser - Internet Explorer 11

☐ Browser - Internet Explorer 7

☐ Browser - Internet Explorer 8

☐ Browser - Internet Explorer 9

☐ Browser - Opera

☐ Browser - Other

☐ Browser - Safari

☒ Device - Desktop

☐ Device - Phone

☒ Device - Tablet

☐ ISP - AT&T Global Network Services Nederland B.V.

☐ ISP - AXA-TECH

☐ ISP - Belgacom Mobile SA/NV

☐ ISP - Belgacom Skynet

☐ ISP - BELNET

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