



Campaign targeting ■ Device targeting ■ Introduction to Device targeting

English

Introduction to Device targeting

You can bid for or block users according to the following criteria in the Unity Ads User Acquisition dashboard:

Device criteria	Details	Supported campaign market
Internet connection	Wifi or cellular	iOS Android
Operating system	Minimum and maximum OS version	iOS Android
Device	Apple mobile device	iOS only
Device and manufacturer	Device manufacturer and device model	Android only
Limited Ad Tracking (LAT) setting	Users with LAT activated or deactivated	iOS Android
Screen size	Small, normal, large, and extra-large screen sizes	Android only
Screen density	Range of screen density options: <ul style="list-style-type: none">Ldpi (120dpi)mdpi (160dpi)hdpi (240dpi)xhdpi (320dpi)	Android only

Device criteria	Details	Supported campaign market
	<ul style="list-style-type: none">• xxhdpi (480dpi)• xxxhdpi (640dpi)	

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Documentation

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