



Campaign targeting ■ Device targeting ■ Configure Device targeting ■  
Target Android devices and manufacturers

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English

# Target Android devices and manufacturers

To target or block Android devices and manufacturers in your campaign from the Unity Ads User Acquisition dashboard:

1. From the **Apps** page, select the app that has the campaign that you want to modify. The **Campaigns** page for this app appears.
2. Select the campaign you want to modify, or create a new campaign.
3. Scroll to the **Device targeting** section.
4. Select the edit icon next to **Device and manufacturer**.
5. Select whether you wish to target or block ads for specific device models or manufacturers.
6. To target ads for a model or manufacturer, choose **Allowlist devices**.
7. To block ads for a model or manufacturer, choose **Blocklist devices**.
8. In **Device models**, add Android device models, separating each entry by a comma.
9. In **Manufacturers**, add Android device manufacturers, separating each entry by a comma.

For more information, refer to the Google Play documentation on [supported devices](#).

## Android device targeting best practices #

### Use Report Builder to review device targeting performance

Use Report Builder to observe high or low-performing device models or manufacturers, and alter targeting based on performance. The available dimensions in Report Builder are Device Model and Device Manufacturer.

# Use manufacturer and device model targeting together

For instance, by selecting Samsung as the allowlisted manufacturer and adding a few specific Huawei device models, you target all of Samsung and your desired Huawei devices.

As you type the Android device models you wish to target, basic input device validation and auto-suggestions will help prevent errors. If you receive an error, review the model numbers to ensure your campaign is targeting the desired devices before going live with the campaign.

**Note:** You can allow or block any manufacturer, even if it is not auto-suggested.

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