



Campaign targeting ■ App targeting ■ Introduction to App targeting

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English

# Introduction to App targeting

Use source app IDs to allow or block apps to bid on. To locate source app IDs, use Unity's [Report Builder](#) to analyze the geo-level of each source your campaigns have reached. Pinpoint the best performing sources to [allowlist](#), and the poorest performing sources to [blocklist](#).



**Note:** Sources may only be identified by their abstracted IDs; Unity cannot give out source IDs for specific apps.



**Important:** Source app IDs are case-sensitive.

## Allowlist

Adding Source App IDs to your allowlist restricts bidding to those specified apps. Note that limiting sources limits the scale of your campaign, so restricting your allowlist too much can negatively impact the campaign's performance.

## Blocklist

Adding Source App IDs to your blocklist excludes those specified apps from receiving bids.

**Next steps:** Configure [device targeting](#) settings for your campaign.

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## Documentation

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