

My Audiences

Getting Started with Custom Segments

Overview

My Audiences is a powerful retargeting solution available through iAd Workbench enabling iOS developers to increase engagement and build loyalty with existing customers. Through integration with iOS 8 and iAd Workbench, you can easily create custom audience segments defined by behaviors associated with user experience. Once implemented, your custom segments will auto-populate directly into iAd Workbench, where you can add or edit users, and create customized ad campaigns that drive conversion and build loyalty.

Requirements

- Available to iOS Developer program members only. Agency and other user accounts will have access by end of the year.
- An iAd Workbench account is required to access My Audiences, to create segments and execute retargeting campaigns.

Terminology

- **Segments:** Segments are collections users of your app users with similar characteristics. For example, a Purchaser segment could consist of customers who have made in-app purchases. A Loyalty segment could include customers who frequently use your app. You define your own segments based on the characteristics that are most important for analysis and retargeting—such as levels of use or time spent.
- **Segment IDs:** Segment IDs are unique alphanumeric identifiers for segments created using iAd Workbench.

Implementation

To take advantage of iAd's retargeting capabilities, implement the new Segmentation API available in iOS 8. Once the Segmentation API is implemented, the defined audience segments will auto-populate in near real time, and can be used for retargeting campaigns in iAd Workbench.

To implement segments follow these steps:

1. **Get Segment IDs:** Sign in to iAd Workbench, go to the My Audiences page, and select Get Segments to create Segment IDs.
2. **Define Segments:** Map segment IDs to user behavior in your app (for example levels of use or time spent).
3. **Implement code in your app:** Add a code snippet to your app that associate the appropriate segment ID with a given behavior via the iOS 8 Client Addition API.

See below for details about developing your custom audience segments using iOS 8 Segmentation API.

Step 1 - Get Segment IDs

You can create segment IDs from iAd Workbench, following these steps:

1. Sign in to iAd Workbench at <https://iadworkbench.apple.com>. If you don't have an iAd Workbench account, follow the onscreen instructions to set one up.
2. Click on your name in the top right and choose "My Audiences" from the drop down menu. Note: Only iOS developer program members have access to the My Audiences section.
3. Select "Get Segments" in order to create segment IDs for your custom segments, following on-screen instructions.
4. Download the segment IDs created in order to define your segments for implementation in your app.

Step 2 - Define Segments

Once you obtain segment IDs from iAd Workbench, you can map your segment IDs to the unique functionality or behavior in your app. The grid below provides an example association of segment IDs to specific app functions or user behavior.

Segment ID	App Function/Customer Behavior
XXXXXXXXXX0	Launched app
XXXXXXXXXX1	Added product to cart
XXXXXXXXXX2	Played product video
XXXXXXXXXX3	Checked out cart
XXXXXXXXXX4	Registered for app news
XXXXXXXXXX5	Reached certain level in the game

Step 3 - Implement Segmentation API in your App

Once segments are defined, you can implement the Segmentation API code in your app. Refer to the `addClientToSegments` API included in the `ADClient.h` or add the code sample below.

```
// Ensure the segmentation call is available
if ([[ADClient sharedClient] respondsToSelector:@selector(addClientToSegments:replaceExisting:)]) {

    NSLog(@"add client to segment");

    // Add the client to the array of segments. In this case one.
    [[ADClient sharedClient] addClientToSegments:@"ABC123" replaceExisting:NO];
}
```

Coming this Spring

In the spring of 2015, iAd plans to provide developers with unique audience insights about the users in your segments, viewable in iAd Workbench—including their distribution by gender, age, geography, and iTunes Preferences. With audience insights, app developers can find new users with similar characteristics to their existing customers, and tailor messages for retargeting campaign.

Conclusion

Once your app is enabled with the segmentation API and published, whenever a customer engages with your app and executes the defined actions, the API will add the user to your corresponding custom segments. Once a segment contains a minimum of 5000 unique users, you'll be able to deliver customized retargeting campaigns that drive engagement and loyalty.