



IOS 360: HOW PROBABILISTIC TARGETING WORKS

Reach and target your iOS users- even without their IDFA

THE CHALLENGE:

On average, only **30–40% of iOS users opt in**.
The rest are unreachable through traditional methods.

OUR SOLUTION

We use **Adapteev ID™**, our compliant identification system, to identify users without an IDFA. Our ML model* identifies and retargets opted-out users using a combination of behavioural, contextual and device signals.

HOW IT WORKS

	In App Events (Via MMPs)	AD Inventory (Via SSPs)
What is it	Your users' in-app activity data shared via MMP	Bid requests generated every time a user opens an app across ad exchanges
Signals Used	Time, Device Model, Session ID, IP address, IDFA, IDFA	Time, Device Model, IP address, Publisher, IDFA
Scale	4 billion daily events	~400 billion daily iOS requests
Output	User profiles built by the ML model, with and without IDFA	Most likely user profile matched per bid request

**The model cross-references both sources to identify your users, even when IDFA is absent.*

+96%**IOS USER REACH
POST ATT****+79%****ACCURACY ON IOS
OPT-OUT USERS**

NEXT STEPS

To activate, we need from you:

**Organic data stream enabled
via your MMP**

**IP address
shared in postbacks**

**Device model in standard
MMP format**

**IDFV shared
in postbacks**

***Note:** Adikteev's job is to target the right users. Your MMP's job is to attribute the results. This division of responsibility ensures full transparency and an unbiased view of campaign performance.*



Ad shown to a user
Impression & click events
sent to your MMP



**User engages
with the app**
In-app event sent
to your MMP



Attribution
Engagement & app
touchpoint paired.
Retargeting is attributed

Natively integrated with:

ADJUST**KOCHAVA**★