User agent targeting

Brand targeting enables you to target your audience by, for example:

- Internet service provider, such as Telenet, Proximus, VodafoneZiggo or KPN;
- Browser, like Chrome, Safari, or Firefox;
- Brands like Apple or Samsung;
- Device, for example, a tablet, smartphone, or desktop;
- Operating system, for instance, iOS, Android, Windows, or Mac OS X.

As this is a custom feature, please contact Support if you are interested in implementing one or more brand-targeting variables.

You can exclude a brand target variable from targeting. For example, if you wish to exclude smartphone devices from targeting, tick the *Device - Desktop* and *Device - Tablet* boxes, but do **not** tick the *Device - Phone* box. See the screenshot below.

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