2/4/2024 | https://help.adjust.com

Export audiences to partners

> ⚠️ **Important:**
>
> Our classic dashboard was sunset on **March 29, 2024**. All Adjust customers should switch to <u>Audiences</u> to start building your custom user
>
> lists. For existing customers using Audience Builder, you can continue to access it until **May 31, 2024**. To access Audience Builder from Adjust
>
> Audiences, select **Go to classic Audience Builder** next to the **+ New Audience** button and follow the instructions.

Adjust's Audience Builder allows you to link user lists and audience segments directly to eligible partners. This page outlines the easiest way to use

your audiences data with any of the mentioned partners.

> 📈 **Growth solution:**
>
> Audience Builder is available as an Adjust Growth Solution. To get Audience Builder on your account, contact <u>sales@adjust.com</u>.

Connect ad account

Before an audience can be exported to a partner, the ad account must first be linked to your Adjust account.

1. Under **DataWorks**, select **Connections**.

2. Select **New Connection**.

3. Select the partner of your choice.

4. Select the services that you want to connect.

5. Provide credentials for the network.

6. Select **Connect**.

Each partner requires their own set of credentials to ensure the link between them and Adjust is registered successfully. You can find each partner's

requirements below:

Adikteev

After selecting **Add Account**:

1. Enter your Adikteev username.

2. Enter your Adikteev password.

To check linked audiences in Adikteev, use the Adikteev Custom Audiences API ↗ .

Criteo

After selecting **New connection**:

1. Select **Criteo** from the account list.

2. Select **Audience Builder** from the list of services.

3. Select **Connect**. You will be redirected to Criteo to authenticate.

4. Log in using your Criteo credentials and follow any on-screen instructions.

To learn more about linked audiences in Criteo, check the Criteo audiences documentation ↗ .

Meta

After selecting **Add Account**:

- Sign in to your Meta ad account. You should have:

  - Associated the account with a Business Manager account.

  - Already accepted Meta Custom Audience terms of service ↗ . This must be completed by a Meta Ad account admin ↗ in Meta.

To check linked audiences in Meta, follow these steps ↗ .

Google Ads

> ⚠️ **Important:**
>
> We can only export audiences with one appID included to Google Customer Match. Audiences that include more than one appID can not be exported to Google as they only accept one app per audience. Before exporting audiences to Google Ads, read Google's Customer Match Policy.

After selecting **Add Account**:

1. Sign in and confirm the account you want to give access to.

2. Select **ALLOW** to give Adjust permissions for Customer Match Upload.

To check linked audience in Google Ads, use the Google Audience Manager [↗] .

ironSource

After selecting **Add Account**:

1. Enter your account name.

2. Enter your secret key.

3. Enter your refresh token.

To check linked audiences in ironSource, use the ironSource Audience API [↗] .

Liftoff

1. Enter your **Api Key**.

2. Enter your **Api Secret**.

Snapchat

After selecting **Add Account**:

1. Sign in to your Snapchat ad account. You will be redirected to Snapchat automatically. Once signed in successfully, you will be brought back to the Adjust dashboard.

2. Select which Snapchat account you would like to link.

To check linked audiences in Snapchat, use Snapchat Audience Insights [↗] .

TikTok

After selecting **Add Account**:

1. Sign in to your TikTok for Business account. You will be redirected to TikTok automatically. One signed in successfully, your will be brought back to the Adjust dashboard.

2. Select the TikTok account you would like to link.

To check linked audiences in TikTok, use the TikTok Marketing API [↗] .

Link your audience group

To link your audience group to a partner, follow the steps below. Be aware that an audience group can only be linked to one partner at a time. This means that if your audience group is already linked to a different partner, you will need to unlink it first.

1. Select **MENU**.

2. Select **Audience Builder**.

3. Find your audience and select the caret to see your options.

4. Select **Details**.

5. Find your group and select **Settings** (gear icon).

6. Select the partner of your choice.

7. Select your partner account.

8. Select the checkmark to save your changes.

Well done! Now your audience group is linked to the partner.

> ✏️ **Note:**
>
> If your audience stops updating for any partner, Adjust will display the full error from the affected partner in Audience Builder. Go to the affected partner to fix the error and then update your audience in Adjust.

Unlink your audience group

You can unlink an audience group from a partner to relink it to another partner account or stop partners from targeting it altogether.

When you unlink an audience group from a partner, you have two options:

- **Unlink audience only:** keeps the audience in your selected ad account unchanged.

  - Choose this option if you want to target a set audience.

- **Unlink and erase all audience history from partner:** permanently removes the audience from the selected ad account.

- Choose this option if you don't want the partner to target this audience.

To unlink your audience group, follow these steps.

1. Select **MENU**.

2. Select **the partner of your choice**.

3. Find your audience and select the caret to see your options.

4. Select **Details**.

5. Find your group and select **Settings** (gear icon).

6. Select **Unlink from** *(partner name)*.

7. Select **Unlink the audience only** or **Unlink and erase all audience history from** *(partner name)*.

8. Select the checkmark to save your changes.

That's it! Now your audience group is unlinked from the partner.

Dynamic audiences and partners

Audiences uploaded to partners are dynamic. This means new devices that match an audience's criteria are added to the audience on a regular basis.

However, devices that no longer match the audience's criteria are not removed.

For example:

If you create an audience of users with `no session` in the last seven days, it continues to send new devices to linked partners every day. But it will

not remove devices for users that came back to the app and had a session as a result of the campaign.

Two methods you can use to avoid retargeting users that no longer meet audience criteria are:

- Create static audiences. This means using specific dates or criteria that do not need device removal.

- Link a dynamic audience to a partner and wait for the audience numbers to show in their dashboard. When this happens, unlink the audience without deleting the audience itself. This stops the audience from pulling dynamic data.

> 🖊 Note:
>
> If you have linked your dynamic audience to Adikteev then you do not need to use these methods. Audiences linked to Adikteev will auto re-upload with the matching devices each time. Devices that do not match the audience criteria are deleted.