

App Name Lists

Creating an App Name List

To create a new app name list go to the App Names Lists tab of the Targeting page and then click "+App Name List".

After entering the name and description of the app list, you can add app names in two ways: enter them in the text box or upload a CSV file. You have the option to append apps to an already created list, replace the entire list that is already there, or remove selections from a list. Also useful is the ability to match to names in the list either by exact or partial match. If Partial match logic is selected, then app names that contain at least part of a specified app name will pass targeting.

17 Games whitelist | Last Updated: 08/07/18 4:09pm Duplicate List

App Name Lists / Games whitelist

Settings Changelog

Basic Settings

Name: Games whitelist

Status: Active Inactive

Description:

Edit App Name(s)

Action: Append To List Replace List Remove From List

Manual:

Enter multiple app_name_lists comma or newline separated

CSV File (example): Choose File No file chosen

Included App Name(s)

Match logic: Exact Partial

App name(s): 3 App Names

candy crush ✕ mahjong ✕ my boo ✕

Remove All Download Current List

Applying an App Name List

If you choose In-app or CTV as your environment type when setting up a supply or demand tag, you will be able to use an app name list. You can apply your app name lists in the targeting tab of any object in SpringServe. You can apply an unlimited amount of lists to a single object. Note: You could do a combination of white list and blacklist with app lists and bundle lists. When doing that you narrow your target to what is true in BOTH the app name and bundle name.

Downloading, Editing, and Deleting App Name Lists

Once you have created your App Name lists they will appear in your App Name Lists page under targeting. By using the icons in the far right column, you could download, edit and delete App Name Lists. You could also Edit a list by clicking on its name.

When editing an existing App Name list, you can remove all app names or download the current list. You also have the option enter a list of comma or newline separated apps to append to, replace, or remove from the domain list. These actions can also be done with an uploaded CSV file.

App Name Lists

+ App Name List Bulk Actions Filters

| <input type="checkbox"/> | ID ^ | Name | Description | App Names | Last Updated | Active | |
|--------------------------|------|--------------------|---|-----------|-----------------|-------------------------------------|---|
| <input type="checkbox"/> | 1 | App Name TC | Manual + csv upload, append to list. List contained duplicates and t... | 2,411 | 02/07/18 2:04pm | <input checked="" type="checkbox"/> | Download Edit Delete |
| <input type="checkbox"/> | 2 | App Name TC (copy) | DUPLICATE: Manual + csv upload, append to list. List contained dup... | 2,407 | 04/12/18 3:58pm | <input checked="" type="checkbox"/> | Download Edit Delete |
| <input type="checkbox"/> | 5 | 30apps-blacklist | testing append, replace, remove | 21 | 02/07/18 2:26pm | <input checked="" type="checkbox"/> | Download Edit Delete |