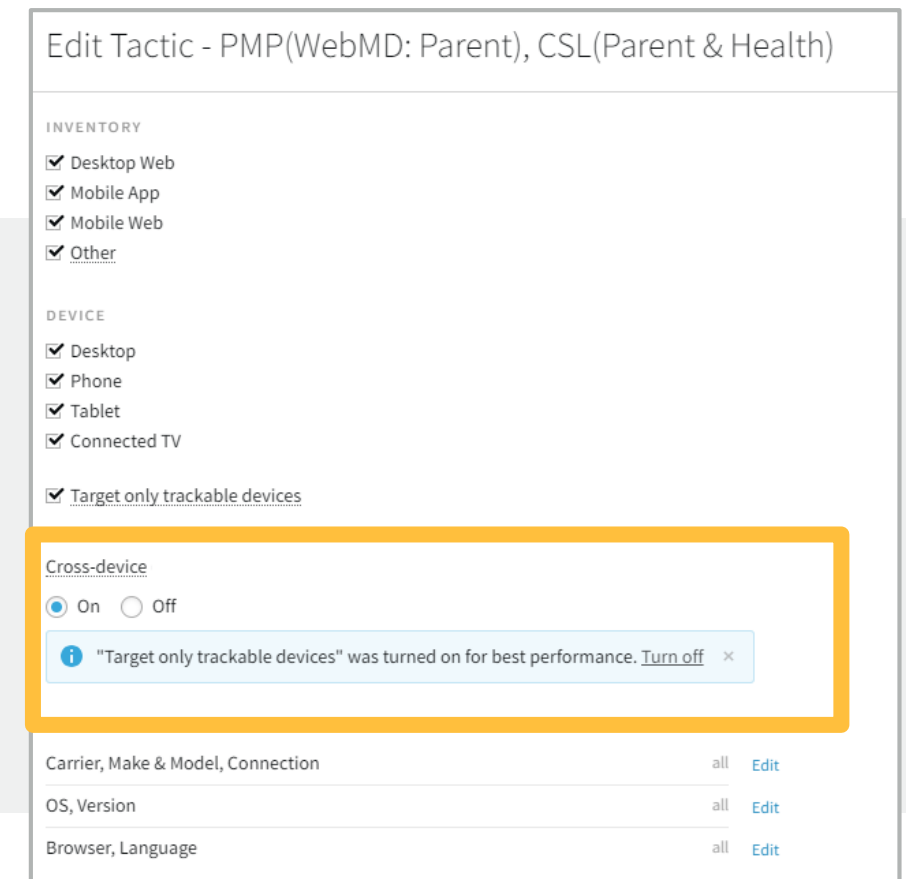


CROSS-DEVICE TARGETING AND TRACKING

DESIGN A MULTI-DEVICE EXPERIENCE

Cross-device targeting and tracking gives advertisers the ability to reach voters on multiple devices like phones, desktops and tablets, providing a seamless experience across all that person's devices.



MAINTAIN CONTROL

Maintain complete control of your campaign, down to the number of interactions with your ads

EXTEND YOUR AUDIENCE

Reach users on desktop, mobile and tablet and extend the reach of your retargeting audience

CONVERSION ATTRIBUTION

Start attributing conversions to the appropriate devices

REPORTING

Understand how cross device targeting is helping your campaigns with three new report types