

Android AIDs, Apple IDFAs, Safari & Firefox IDs

There are various type of Identifiers widely used in AD Tech or Audience Measurement Industry - IDFA, AAID, Hashed Device ID, Safari ID, Firefox ID and etc. Unfortunately these formats are not compatible each other except IDFA and AAID. The difference between IDFA and AAID is lowercase/uppercase in Latin characters.

ID Type	Example	Notes
UUID	123e4567-e89b-12d3-a456-426614174000	A universally unique identifier (UUID) is a 128-bit label used for information in computer systems. The term globally unique identifier (GUID) is also used. This is also known as 8-4-4-12 format.
AAID	cdda802e-fb9c-47ad-9866-0794d394c912	Google's Android advertising IDs are called AAIDs. They follow the same format as IDFAs, but are all lower case. This is one of the common ID widely used on the AD Tech Industry.
IDFA	EA7583CD-A667-48BC-B806-42ECB2B48606	Apple's iOS advertising IDs are called IDFA and follow this format, all in upper case.
Hashed Device ID	af08f98b7000247834265aae2e6a23c1	Salesforce Audience Studio hashed device IDs are 32 characters long. This is deprecated.
Safari (unmanaged)	uap_93e9a58cc03a0e7f45c2cf50ca567a99	Unmanaged Safari IDs (from event pixels, ad impressions) that are not from a first-party context have uap_ as a prefix.
Safari (AS Managed)	kppid_M6ubQ-Og	Audience Studio Managed IDs have kppid_ as a prefix.
Safari (Client managed)	kppid_k1pid_kppid_i8tlxdjs109	Client managed first-party IDs in Safari have the following prefixes
Firefox (unmanaged)	uapff_93e9a58cc03a0e7f45c2cf50ca567a99	Unmanaged Firefox IDs (from event pixels, ad impressions) that are not from a first-party context have uapff_ as a prefix.
Firefox (AS Managed)	kppidff_abcdefgh	Audience Studio Managed Firefox IDs have kppidff_ as a prefix.
Firefox (Client Managed)	k1pidff_cookie_value	Client managed first-party IDs in Firefox have the k1pidff_ prefix. <ul style="list-style-type: none">• cookie is the name of the cookie that you have provided Audience Studio to read.• value is the value of the cookie you have allowed us to use.