

SETTING STARTING CODES IN AD-ID

When transitioning from ISCI to Ad-ID, it is important to provide Ad-ID with a starting code for the advertiser's prefix. For instance, if you are activating ISCI prefix ABCD in Ad-ID for the first time and you have already been using ABCD outside of the Ad-ID system, you can provide Ad-ID with the code you would like to start with to avoid duplication of previous ISCI codes.

It is up to the advertiser and/or agency to provide this information. Ad-ID does not have a record of ISCI codes since ISCI did not act as a central database for complete codes.

If the advertiser has chosen to use the custom format for its prefix, Ad-ID cannot set a starting code and it is up to the users who are creating codes to ensure they are not duplicating their previous ISCI codes.