



WHY YOU SHOULD USE COMPLETE 11 OR 12 CHARACTER AD-ID CODE

Ad-ID strongly recommends the use of the complete Ad-ID code (11 or 12 characters). This will provide consistency with what is actually stored in the Ad-ID system and also differentiates your Ad-ID codes from the previous ISCI codes.

If you are aware of any systems that will not accept 11 or 12 characters, please notify Ad-ID immediately.