

Device Make Service

Device Make Service

Mobile devices are categorized by make and model, where make is generally the manufacturer of the device (i.e., Apple) and model is generally the specific product (i.e., iPhone). The read-only Device Make Service allows you to see what makes of mobile devices are registered in the AppNexus system. You can use this service to retrieve device make IDs for targeting in mobile campaigns.

To see the device models and mobile carriers that you can target in mobile campaigns, see the [Device Model Service](#) and [Carrier Service](#).

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REST API

View all device makes:

GET <https://api.appnexus.com/device-make>

View a specific device make:

GET https://api.appnexus.com/device-make?id=DEVICE_MAKE_ID

GET https://api.appnexus.com/device-make?name=DEVICE_MAKE_NAME

Find out which fields you can filter and sort by:

GET <https://api.appnexus.com/device-make/meta>

JSON Fields

Field	Type	Description
id	int	The ID of the device make.
name	string	The name of the device make, i.e., "Apple".
codes	array of objects	Third-party representations for the device make. See Codes below for more details.

Codes

Each object in the `codes` array contains the following fields.

Field	Type	Description
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id	int	The ID for the device make.
code	string	The third-party representation for the device make.
notes	string	Identification information about the third-party.
device_make_id	int	The ID for the device make.

Examples

>> *View all makes of mobile devices*

```
$ curl -b cookies -c cookies 'https://api.appnexus.com/device-make'

{
  "status": "OK",
  "count": 501,
  "start_element": null,
  "num_elements": null,
  "device-makes": [
    {
      "id": 1,
      "name": "4G Systems",
      "codes": [
        {
          "id": 1,
          "code": "da-3499464",
          "notes": "4G Systems:Onetab XST2",
          "device_make_id": 1
        }
      ]
    },
    {
      "id": 2,
      "name": "A-Link",
      "codes": [
        {
          "id": 2,
          "code": "da-3924965",
          "notes": "A-Link:PAD7",
          "device_make_id": 2
        }
      ]
    },
    {
      "id": 3,
      "name": "Acer",
      "codes": [
        {
          "id": 3,
          "code": "da-3318996",
          "notes": "Acer:A101",
          "device_make_id": 3
        }
      ]
    }
  ]
}
```

```
},
{
  "id": 4,
  "code": "da-3334186",
  "notes": "Acer:A200",
  "device_make_id": 3
},
{
  "id": 5,
  "code": "da-3861983",
  "notes": "Acer:A210",
  "device_make_id": 3
},
{
  "id": 6,
  "code": "da-2434036",
  "notes": "Acer:A500/Picasso",
  "device_make_id": 3
},
{
  "id": 7,
  "code": "da-3318534",
  "notes": "Acer:A501",
  "device_make_id": 3
},
{
  "id": 8,
  "code": "da-3548843",
  "notes": "Acer:A510",
  "device_make_id": 3
},
{
  "id": 9,
  "code": "da-3838998",
  "notes": "Acer:A701",
  "device_make_id": 3
},
{
  "id": 10,
  "code": "da-3789553",
  "notes": "Acer:Allegro",
  "device_make_id": 3
},
{
  "id": 11,
  "code": "da-2516536",
  "notes": "Acer:beTouch E100",
  "device_make_id": 3
},
{
  "id": 12,
  "code": "da-2287408",
  "notes": "Acer:beTouch E120",
  "device_make_id": 3
},
{
  "id": 13,
  "code": "da-2332640",
  "notes": "Acer:beTouch E140",
```

```
    "device_make_id": 3
  },
  {
    "id": 14,
    "code": "da-2287407",
    "notes": "Acer:beTouch E400",
    "device_make_id": 3
  },
  {
    "id": 15,
    "code": "da-3533259",
    "notes": "Acer:DX650",
    "device_make_id": 3
  },
  {
    "id": 16,
    "code": "da-1808396",
    "notes": "Acer:E101/beTouch E101",
    "device_make_id": 3
  },
  {
    "id": 17,
    "code": "da-2254010",
    "notes": "Acer:E110",
    "device_make_id": 3
  },
  {
    "id": 18,
    "code": "da-2516741",
    "notes": "Acer:E130",
    "device_make_id": 3
  },
  {
    "id": 19,
    "code": "da-2434146",
    "notes": "Acer:E200/beTouch E200",
    "device_make_id": 3
  },
  {
    "id": 20,
    "code": "da-2332643",
    "notes": "Acer:E210/beTouch E210",
    "device_make_id": 3
  },
  {
    "id": 21,
    "code": "da-2332646",
    "notes": "Acer:E310/Liquid Mini",
    "device_make_id": 3
  },
  {
    "id": 22,
    "code": "da-3738195",
    "notes": "Acer:E320",
    "device_make_id": 3
  },
  {
    "id": 23,
    "code": "da-1855360",
```

```
    "notes": "Acer:F900",
    "device_make_id": 3
  },
  {
    "id": 24,
    "code": "da-2516595",
    "notes": "Acer:G100W/G100W",
    "device_make_id": 3
  },
  {
    "id": 25,
    "code": "da-2434031",
    "notes": "Acer:Iconia Tab A100/Vangogh",
    "device_make_id": 3
  },
  {
    "id": 26,
    "code": "da-3431972",
    "notes": "Acer:Iconia Tab A700",
    "device_make_id": 3
  },
  {
    "id": 27,
    "code": "da-2013536",
    "notes": "Acer:Liquid",
    "device_make_id": 3
  },
  {
    "id": 28,
    "code": "da-2332649",
    "notes": "Acer:Liquid Metal",
    "device_make_id": 3
  },
  {
    "id": 29,
    "code": "da-2516556",
    "notes": "Acer:neoTouch P400",
    "device_make_id": 3
  },
  {
    "id": 30,
    "code": "da-205043",
    "notes": "Acer:Pro80",
    "device_make_id": 3
  },
  {
    "id": 31,
    "code": "da-1988721",
    "notes": "Acer:S100",
    "device_make_id": 3
  },
  {
    "id": 32,
    "code": "da-2388397",
    "notes": "Acer:S110/Stream",
    "device_make_id": 3
  },
  {
    "id": 33,
```

```
        "code": "da-1832515",
        "notes": "Acer:S200/newTouch S200",
        "device_make_id": 3
    },
    {
        "id": 34,
        "code": "da-2516389",
        "notes": "Acer:S300",
        "device_make_id": 3
    },
    {
        "id": 35,
        "code": "da-2516591",
        "notes": "Acer:TPA60W/TPA60W",
        "device_make_id": 3
    },
    {
        "id": 36,
        "code": "da-1689050",
        "notes": "Acer:X960",
        "device_make_id": 3
    },
    {
        "id": 37,
        "code": "da-3890403",
        "notes": "Acer:Z110",
        "device_make_id": 3
    }
]
},
{
    "id": 4,
    "name": "Advan",
    "codes": [
        {
            "id": 38,
            "code": "da-3852091",
            "notes": "Advan:T2V",
            "device_make_id": 4
        }
    ]
},
...
]
```

```
}  
}
```

>> View a specific make of mobile device

```
$ curl -b cookies -c cookies 'https://api.appnexus.com/device-make?id=6'
```

```
{  
  "response": {  
    "status": "OK",  
    "count": 1,  
    "start_element": null,  
    "num_elements": null,  
    "device-make": {  
      "id": 6,  
      "name": "Agso",  
      "codes": [  
        {  
          "id": 40,  
          "code": "da-3505359",  
          "notes": "Agso:M70",  
          "device_make_id": 6  
        },  
        {  
          "id": 41,  
          "code": "da-3505520",  
          "notes": "Agso:S9",  
          "device_make_id": 6  
        }  
      ]  
    }  
  }  
}
```