



Microsoft® Tag and Mobile Device IDs

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Overview

Microsoft Tag gives brands that deploy mobile marketing technologies the option to identify each mobile phone used to scan one of their Tag barcodes, QR Codes or NFC URLs by using a unique Device ID. If you want your Tag solution to be able to identify an individual phone every time the user scans a particular Tag barcode, for example, you can request that the Device ID be sent, as part of a URL, every time that phone scans one of your URL Tags.

The Device ID does not contain any personal information about the user or details about the user's mobile phone. It is an anonymous but persistent number that uniquely identifies a particular mobile phone. Although the Device ID is sometimes based on another device-specific number, such as the International Mobile Equipment Identity (IMEI) number, it does not correspond to any other identification system.

Important note: For the most reliable results, Tag barcodes, QR Codes and NFC URLs must be created with the Microsoft Tag Manager and scanned with the Microsoft Tag app to utilize the Device ID functionality. QR Codes and NFC URLs created using Tag Manager but scanned with a 3rd party app will return a Device ID using a mobile cookie. The device ID number generated by the cookie is masked to be unique to each Tag customer to prevent identifying a specific device's scanning activity across multiple Tag Manager accounts. The cookie will expire one year from the date of the last scan.

Possible Scenarios

Device IDs can be used in many ways, such as creating experiences that span several Tags, or collecting metrics to gain insight into how customers are interacting with your recognition technologies.

Following are some examples of how Device IDs can be used:

Reusing user data. If your usage scenarios include collecting additional information, such as an email address or account number, you can ask the user to enter the information one time. You can then store it together with the Device ID, and when the user scans one of your Tag barcodes in the future, he or she will not have to provide the information again.

Contests. You can use Device IDs to make sure that users cannot keep scanning a Tag barcode or QR Code repeatedly to increase their chances of winning a contest. Similarly, you can use Device IDs to prevent users from voting for something multiple times. Additionally you can use Device IDs to keep track of the number of user engagements as part of a scavenger hunt campaign.

Saving online. If you want to enable a customer to scan a Tag barcode or QR Code or tap an NFC touchpoint in a store or magazine and have the designated item added to that user's interaction with your website, you can set up an association between the Device ID and the user's account so that each item the user scans is quickly accessible the next time that the user signs in to your website, or is added to a list that is available as part of your mobile experience.

Personalization. By collecting and storing information about users, you can personalize users' mobile experience with your brand. For example, a public transit agency can store a user's favorite transit stops, and make it easy for the user to quickly find related routes or alternative routes home from work.

Coupons. You can deliver virtual coupons from a print-based ad or in-store display. When a user scans the Tag barcode, for example, you can associate the coupon with the Device ID, saving the delivered coupon in the cloud. At checkout time, you can automatically apply these coupons to the transaction. You can do this by having the customer scan another Tag barcode at the register, or by associating the Device ID with a customer account and supplying that customer account information at checkout.

How to Use Device ID

The Device ID is a base-64 alphanumeric string. It can include up to 256 characters. In Tag Manager, when creating a URL Tag, you enter the URL in the Mobile URL box and type the text `{!deviceID}` in the URL at the location where you want the device ID

to be inserted.

For example:

<http://www.northwindtraders.com/?id={!deviceID}>

Note that the Device ID that you receive is specific to your Tag Manager account. It will be the same every time that a given device scans one of your Tags – with one important exception: the same device will return a different Device ID when it is used to scan Tag’s recognition technologies you have created under a different Tag Manager account. If you want to see consistent Device ID information for all your Tag campaigns, you must create all of your Tags barcodes, QR Codes or NFC URLs using the same Tag Manager account. Device IDs are unique, and no two phones will ever have duplicate Device IDs. However, in rare cases, a given phone may return more than one Device ID. In such a case, the Device ID will be registered as a new user. If a Device ID of 41 zeros (“00”) is returned, this indicates that the user scanned a Tag barcode with one of the earlier beta versions of the Tag app that does not support Device ID.

Note: If a user completely uninstalls and then reinstalls the Tag app, a new device ID will be generated for that phone.

Supported Platforms

Device ID is currently supported on the following platforms:

Platform	Microsoft Tag	QR Codes	NFC URLs
Android	X	X	X
Blackberry 6.0	X		
iPhone	X	X	
J2ME	X		
Palm OS	X		
Symbian	X		
Windows Mobile	X		
Windows Phone 7	X		

Note: QR Codes and NFC URLs must be created with Microsoft Tag Manager and scanned (or tapped) with the Microsoft Tag app in order to use the Device ID functionality.

Linking Devices and Accounts

As indicated in the Saving Online scenario described above, you may want to link a Tag that a customer scans to an existing account on your website. To do this, you must associate the Device ID with the username for that customer's account. Alternatively, if you want to incorporate a Tag with your existing loyalty system, you can associate the Device ID with the customer account number.

There are two general approaches to associating a Device ID with an existing customer account:

- 1. Scan, then enter.** In this approach, a user enters his or her account information on the mobile phone. When the user scans your Tag, Microsoft Tag opens your webpage and passes the given Device ID as part of the URL. If you do not recognize the Device ID, you can prompt the user to enter his or her account information (such as a username or customer number). The user will only have to enter account the information one time. The next time the user scans one of your Tags, you can use the saved information to look up the user's account information.
- 2. Log on and scan.** This approach links the device to a user account when the user scans a Tag that is already associated with an existing account. For example, you may display a Tag on a web page after the user has signed in. When the user scans the Tag, you will receive the Device ID and can associate it with the Tag. This can also work when a user scans a Tag on a printed receipt or other item that is generated based on a specific user account.