

Device Filters

Device Filters allow you to segment and target recipients based on the device that they (typically) use to open the email messages you send to them.

- These filters are pre-set and **you cannot modify them**
- They focus either on the operating system or on the actual device (e.g. both the iPhone and the iPad use iOS as the operating system, but they are two separate devices)

Device





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Device filters allow to obtain and organize information on the devices used by the recipients to receive and read email messages

Enable filters with precision: Low (365 days) Medium (90 days) High (30 days)

Device Filters

FILTER DESCRIPTION	ACTIONS
Android	
BlackBerry	
iPad	
iPhone	
PC - Apple	