

Targeting by age of subscription

Summary

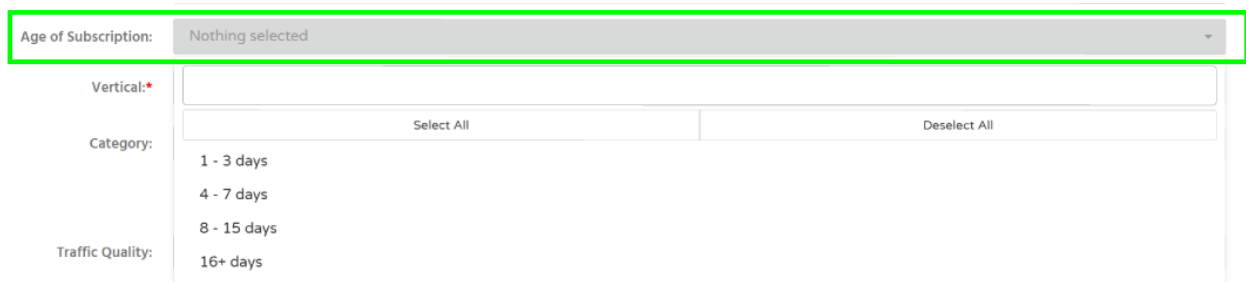
Subscription age targeting allows you to receive traffic from users based on the age of their push subscription.

Before You Begin

- Role: Advertiser
- Required information:
 - subscription age range
 - available for Push campaigns only
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the **Age of subscription** field.
2. Select one or more subscription age ranges from the dropdown list.



The screenshot shows a targeting interface with a dropdown menu for 'Age of Subscription'. The dropdown is open, showing a list of subscription age ranges: '1 - 3 days', '4 - 7 days', '8 - 15 days', and '16+ days'. Above the list are two buttons: 'Select All' and 'Deselect All'. The dropdown is highlighted with a green border. To the left of the dropdown, there are labels for 'Vertical:', 'Category:', and 'Traffic Quality:'. The 'Category:' label is positioned next to the dropdown menu.

Information: you can target users with subscription ages of 1-3, 4-7, 8-15, or 16+ days. Subscription age is calculated from the date when a user subscribed to push notifications.

Troubleshooting

Issue: Unable to select custom subscription age.

Solution:

- only the predefined subscription age ranges available in the dropdown list can be selected.

Verification

After saving the campaign, the selected categories and traffic quality levels will appear in the campaign targeting settings.

Related

- [Targeting by country](#)
- [Targeting by operating system](#)
- [Targeting by vertical](#)

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