

# Configure the Identity System for Mobile Applications



Using the Interaction Studio Identity System with your mobile application, you can configure the identifiers that determine a unique, known individual within Interaction Studio.

After you [Configure Identity Types and Attributes](#), if you plan to leverage the identity system to look-up and merge user profiles in your mobile app, you will need to select the default identity attribute that will be used to match users between your mobile application and Interaction Studio. You will be able to select **ONE** identity attribute to be used for lookup and merge in your mobile app events. The *customer ID* built-in identity type is the default identifier for *mobile apps*, but this can be changed to another configured identity type.

## This Article Explains

This article details the process for configuring the identity system for mobile applications.

## Sections in this Article

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## Before You Begin

- You must be an Interaction Studio administrator (tenant administrator) to perform the steps outlined in this article.
- **Complete the process detailed in [Configure Identity Types and Attributes](#) first.**
- You can select **ONE** identity attribute to be used for lookup and merge in mobile app events
- Once campaigns are active, the *Mobile Apps* setting should not be altered or it could affect what content is rendered for active campaigns.

## Considerations

When selecting the identity attribute Interaction Studio will use to match records, consider the following:

- **Only one identity attribute is used for user lookup in Mobile Apps.** This means that you cannot select two attributes for lookup, such as email address and customer ID. You must choose one default identity attribute for lookup.
- **Only the configured default identity will be leveraged for lookup and merge.** This means that if you send multiple identities in a mobile event, any other identities in the event will be ignored and not processed.

## Configure the Identity System for Mobile Applications

If you want to change the default identity attribute that will be used for matching user profiles, you will need to follow the steps in this section. For example, if you have both an email address and a loyalty ID available as identity attributes, you could select loyalty ID as the default mobile application identity value. If you wish to use the default identifier, you can skip this section.

1. Access *Interaction Studio*
2. Navigate to **Settings > General Setup**
3. Click **Advanced Options**
4. Scroll to **Select the Identity attribute to use as the Mobile app Identity** drop down
5. Select the default identity attribute from the drop down menu
6. Click **SAVE**

A screenshot of a web interface for configuring identity attributes. It features three dropdown menus. The first is labeled 'Select the Identity attribute to use as the WebSDK Identity' and has a 'Select one...' option. The second is labeled 'Select the Identity attribute to use as the Mobile app Identity' and has a 'Select one...' option highlighted in blue. The third is labeled 'Select the Identity attribute to use as the Server Side events Identity' and has a 'Select one...' option. Below these are four options: 'Customer ID', 'Email Address', 'Salesforce Marketing Cloud', and 'Contact Key'.