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Version history

Version	Date	Description	Resp.
A	17/01-2017	First release	JB

1 Overview

If you have personal information about the user such as age and gender, it is possible to send this information to Calldorado's SDK for ad targeting purposes. This feature may aid showing more relevant ads to the user and hereby increase your revenue.

2 Documentation

Class: com.calldorado.Calldorado

Method: **public static void setTargetingOptions(Context context, HashMap<Calldorado.TargetingOption, String> devTargetingOptions)**

Parameters:

context - context of calling developer activity

devTargetingOptions - hash map of keys and values like the ones described below

- For key Calldorado.TargetingOption.**BirthDate**, enter value like "yyyy-MM-dd"
- For key Calldorado.TargetingOption.**Gender**, value "male" or "female"
- For key Calldorado.TargetingOption.**Education**, value "low", "medium" or "high"
- For key Calldorado.TargetingOption.**MaritalStatus**, value "single" or "married"
- For key Calldorado.TargetingOption.**HouseholdIncome**, value like "5000" in USD
- For key Calldorado.TargetingOption.**ParentalStatus**, value "parent" or "childless"
- For key Calldorado.TargetingOption.**Interests**, value like "football,shopping"

3 Examples

The first step to send targeting information to Calldorado's SDK is creating a HashMap object with the types Calldorado.TargetingOption as key and String as value.

Example:

```
HashMap<Calldorado.TargetingOption, String> targetMap = new HashMap();
targetMap.put(Calldorado.TargetingOption.Gender, "female");
targetMap.put(Calldorado.TargetingOption.BirthDate, "1970-01-30");
targetMap.put(Calldorado.TargetingOption.Interests, "music,books");

Calldorado.setTargetingOptions(this, targetMap);
```

The information set by the developer is stored in the app's shared preferences. The stored data will be updated in case different information is set but it will not be erased if null or empty values are set individually.

For instance, if interests used to be "music,books" and now it is "movies,series", the stored data will be normally updated. However, if interests used to be "music,books" and now there is no interests, the stored data will continue being "music,books" unless hash map is reset.

For resetting the values, the hash map must be set as null before the new one.

Example:

```
// reset targeting preferences previously stored in the user's phone
Calldorado.setTargetingOptions(this, null);

HashMap<Calldorado.TargetingOption, String> newTargetMap = new HashMap();
targetMap.put(Calldorado.TargetingOption.Gender, "female");
targetMap.put(Calldorado.TargetingOption.BirthDate, "1970-01-30");

// start targeting from scratch here (without interests)
Calldorado.setTargetingOptions(this, newTargetMap);
```