

# Audiences

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# Audience Creation Guides

# Behavior Targeting (User Interest Audience) on Eskimi DSP: A Step-by-Step Guide

**Behavioral Targeting (User Interest Audience)** allows advertisers to reach users based on their **interests and engagement** with specific content categories such as **sports, entertainment, finance, and more**.

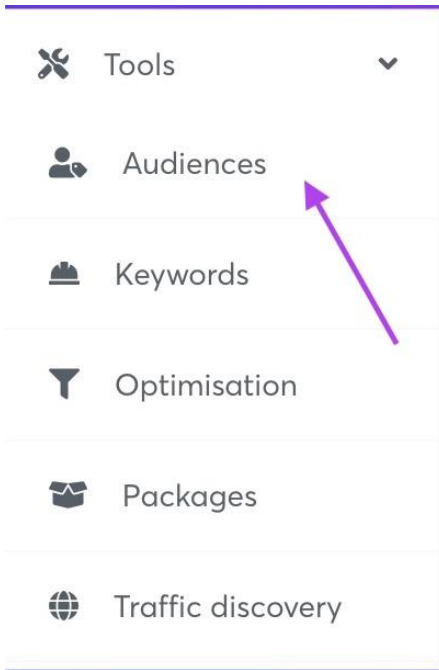
Eskimi DSP collects data from **IAB-classified websites and apps**, aggregating it daily through **Data Management Platforms (DMPs)**. This ensures advertisers can target users **actively engaging** with selected verticals.

This guide provides **step-by-step instructions** on how to create and implement **Behavioral (User Interest) Audiences** in your campaigns.

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## Step 1: Accessing the Audience Management Feature

1. **Log in** to your **Eskimi DSP** account.
2. Navigate to the **Tools** menu (left side of the dashboard).
3. Click on **Audiences** to access the audience management page.



## Step 2: Creating a New Behavioral Audience

1. On the **Audiences** page, click the **Add Audience** button (top right corner).
2. A new window will appear—fill in the required information:
  - **Audience Name:** Enter a descriptive name for your audience.
  - **Type:** Select **Behavioral (User Interests)** as the audience type.
  - **Country:** Choose the country you want to target.
  - **Verticals:** Select the interest categories that match your campaign goals.

## New audience

Name:

1 Health

Description:

0/255

Type:

2 Behavioral (user interests)

Country:

3 Kenya

Verticals

4 Search

☐ Select all
 

☐ Arts & Entertainment
 ☐ Autos & Vehicles
 ☐ Beauty & Fitness
 ☐ Books & Literature
 ☐ Business & Industrial
 ☐ Computers & Electronics
 ☐ Finance
 ☐ Food & Drink
 ☐ Games
 ☒ Health
 ☐ Hobbies & Leisure

## Form navigation

General Information

Buttons

Potential audience

Your audience is too specific for your ads to be shown. Try making it broader.

Potential Reach: 1,972,807 people.

Estimated daily results

Reach

1,972,807

**Note:** While selecting verticals, you will see the **Potential Audience Reach** displayed in the right-side widget. This helps estimate the available audience size for your targeting.

- Click **Save** to finalize your audience. The created audience will now appear under the **DMP Audience Groups** list.

## Step 3: Applying Behavioral Audience to a Campaign

Once your **Behavioral Audience** is created, you can apply it to your campaign:

- Open the campaign you want to edit.
- Navigate to the **Audience Targeting** section.
- Select the **Behavioral Audience** you created.
- Save the campaign settings.

## Use Cases for Behavioral Targeting

- **Reaching Engaged Users:** Deliver ads to users **actively interested** in selected topics.
- **Enhancing Campaign Performance:** Target users **more likely** to engage with your brand.
- **Optimizing Ad Spend:** Focus on **highly relevant** audiences to improve efficiency.

## Conclusion

By using **Behavioral Targeting on Eskimi DSP**, advertisers can effectively reach users based on **real-time interests and engagement**. This feature helps improve campaign relevance, increase **ROI**, and enhance audience targeting strategies.

**Start leveraging Behavioral Audiences today to optimize your ad campaigns!**

# Retargeting Geolocation Audience

## What is geolocation?

Geolocation is the process of determining a user's or computing device's geographic location using a number of data collection techniques. Eskimi determines the geographic location based on the GPS coordinates while supporting 3 geolocation audience creation methods: simply drawing or searching of the location, uploading GPS coordinates or postal codes.

## Why geolocation?

Retargeting geolocation audience targeting allows to reach highly targeted audiences within specific location. The data is collected based on location of devices (GPS) within a specific location and time. The creation of the location and time frame of which devices are being collected and aggregated into that actionable custom audience, allows target users from specific locations even after they have left that geolocation.

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## Requirements

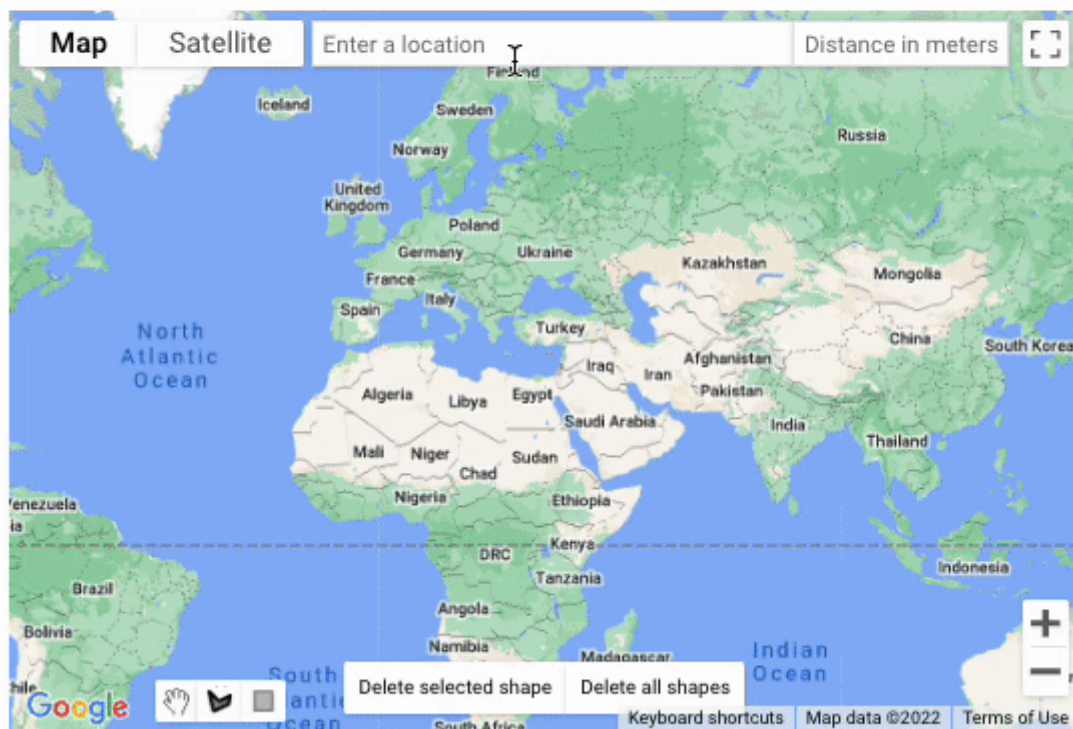
Geolocation audience can be created using 3 methods:

1. Drawing or searching for the specific location - you can either type in the specific location and indicate the radius (in meters) or draw the shape covering the targeted location

## Method

Draw or search location

Locations (0 selected)



2. Uploading GPS coordinates - this method requires uploading CSV file with latitude in the first column and longitude in the second

	A	B
1	latitude	longitude
2	52.106212	23.759981
3	52.106854	23.759101
4	52.107521	23.759141
5	52.107628	23.859101

3. Uploading postal codes - this method requires uploading CSV file with 2 letters code in the first column and the postal code in the second



	A	B
1	postal codes	
2	LT	12345
3	LT	19930
4	LT	19930
5	LT	50239

While creating geolocation audience it is required to indicate:

- name of the audience
- description (optional)
- type of the audience - Retargeting (geolocation)
- date (the period of time which indicated for how long the audience will be collected)
- user validity (the period of time of how long the user is targeted. E.g. 30 minutes - meaning that after 30 minutes the user that was seen in the specific location, won't be retargeted anymore)
- method (draw or search location, upload GPS coordinates, upload postal codes)
- radius (the targeted location area in meters)

Once the audience is created, it can be targeted in the campaign

The screenshot displays a campaign configuration interface. On the left, there are three input fields for budget: 'Bid (CPM)' with a value of 0.4, 'Daily budget' with a value of 100, and 'Total budget' with a value of 500. A checkbox labeled 'Start campaign after approval' is checked. The main section is titled 'Location & Audiences' and includes a 'Country' dropdown set to 'Lithuania'. Below this are links for '> City' and '> State/County'. The 'Audiences' section has two expandable menus: 'Audiences include' and 'Audiences exclude', both currently set to 'Select any'. Each menu has radio buttons for 'Any (OR)' (selected) and 'All (AND)'. At the bottom, there is a 'Demographics' dropdown. On the right side, a 'Form navigation' sidebar lists the steps: 'Name & Type', 'Launch date & Budget' (which is the current step), 'Location & Audiences', 'Campaign purpose', 'Platforms, Telco & Devices', 'Optimisations, deals & packages', 'Landing & Creatives', and 'Buttons'.

## Limitations

- Running specific types of creatives (e.g. VAST or Native) can limit the retargeting of possible users. It is recommended to use standard display banners in formats such as 300x250, 300x600, 320x480, 320x50, etc.
  - The more narrow the location targeting is chosen, the less users retargeting geolocation audience will collect. In some cases 0 users may be collected due to very narrow location targeting or non-compliance with specific conditions (GPS must be enabled in the device, user must browse in the app or website which is reached by Eskimi via oRTB). Therefore it is recommended to evaluate the location's popularity and size and based on that determine the radius.
  - As the biggest part of GPS information for geolocation audience will come from users' apps, it might result in higher reach of apps inventory during the campaign.
  - Due to strict iOS privacy settings, most of geolocation audience users will be Android users.
  - It is recommended to create the retargeting geolocation audience 2-5 days before the start of the campaign in order to evaluate the campaign's reach and overall potential.
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The video below is the representation of retargeting geolocation audience

[https://www.youtube.com/embed/j57Zz\\_J\\_mts](https://www.youtube.com/embed/j57Zz_J_mts)

# Retargeting Site First Party Audience

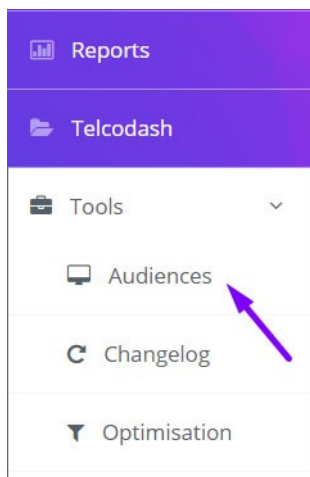
First-party data is defined as data that was collected directly about your audience. In most cases, in Eskimi, we are collecting first-party data from your own website.

## How is first party data collected?

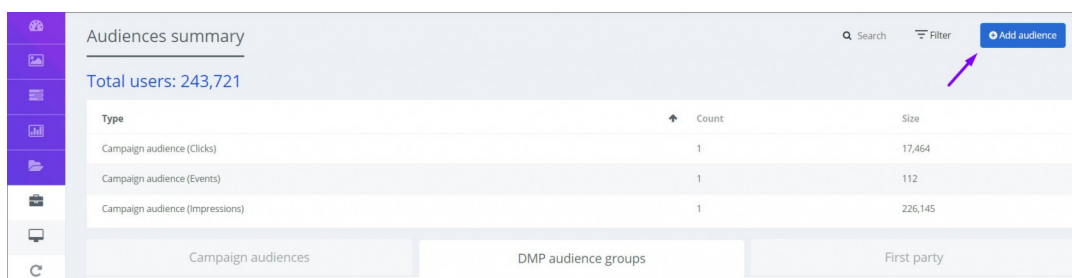
First party data is collected by adding a pixel to a customer website that collects information about behaviors and actions of audience and records it. Whenever a visitor lands on or clicks website, looks at products or fills out a survey, that data can be collected.

## How to create User First Party Audience:

1. Click on Tools (left side of your dashboard) and select Audiences



2. Then click Add Audience (right top corner of the screen)



### 3. Now you will see a page on setting up audience collection

## New audience

Name:

1 Test

Description:

0/255

Type:

2 Retargeting (site first party)

Date

3 27 Jan, 2021 - 31 Jan, 2021

Rule:

4 Users visiting specific web pages

Add if URL contains:

5

× /registration

× /contacts

× /products

Remove if URL contains:

User validity

6 5 Days

On the audience creation screen you will need to fill in the following:

- Audience name;
- Choose the type - **Retargeting ( user first party )**;
- Choose date interval - here you indicate how long the audience will be collected;
- Choose the rule - "Anyone visiting the website" OR "Users visiting specific web pages"

Let's now take a hypothetical situation: customer wants to track audiences who enter the websites registration page, products page, and contact page.

Using the old tracking codes we had to generate 3 separate codes which had to be placed in these specific pages. But using the new tracking pixel, it is possible to use the same audience pixel on each website page, the rest is configured through the dashboard.

- To start the audience configuration, change the Rule from "Anyone visiting the website" to "Users visiting specific web pages"
- A new field named "Add if URL contains:" will appear

- Since we have a hypothetical situation add the URLs. For example registration URL will be "/registration", products page URL "/products", contacts page URL "/contacts"

- After adding the URL's set the "User validity" - here you indicate how long the collected audience will be stored.

When all variables are set, click "SAVE" and that's it, your Audience is configured and saved.

Note: if a customer wants to collect audience from 2 or more different websites, then only one tracking pixel is needed (but the same pixel must be installed on all websites).

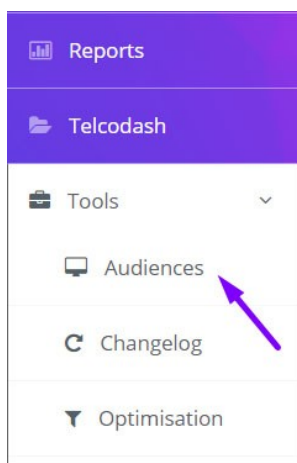
But it's also important to keep in mind that tracking pixel is linked only to one Eskimi DSP customer account. If a customer wants to collect an audience from 2 or more websites and campaigns will be launched from different accounts, then depending on a number of accounts there will be a corresponding number of tracking pixels.

# Retargeting Apps/Sites Visitors Audience

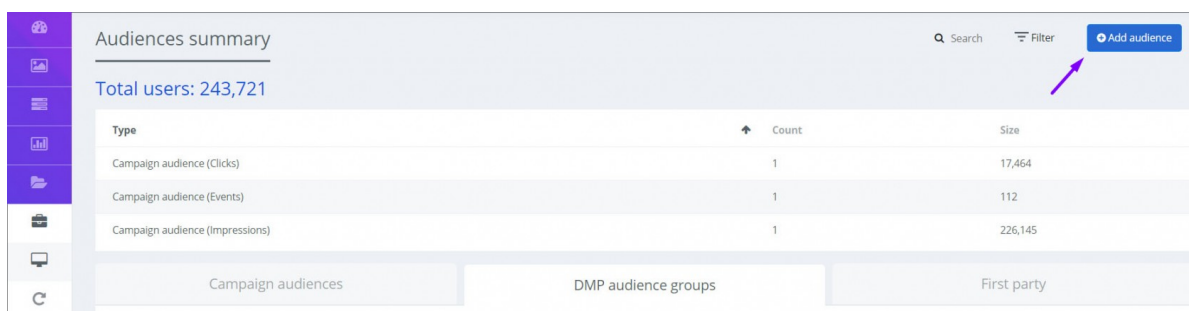
Creating an App & Site Audience allows to retarget users who have visited specific Apps&Sites and show them relevant ads when they visit other websites.

In order to create a new retargeting audience, you will need to take the following steps:

1. Click on Tools ( left side of your dashboard) and select Audiences



2. Then click Add Audience (right top corner of the screen)



3. When the new window appears, fill in the necessary information:

- Audience name;
- Choose the type - Retargeting (apps/sites visitors);
- Choose date interval - here you indicate how long the audience will be collected;
- Choose Rule - Anyone visiting the website (means that users will be collected from all sections of

the site/app) OR Users visiting specific web pages (means that users will be collected from a specific section of the site/app (then you will need to indicate keyword for specific section));

- Indicate the user validity - here you indicate how long the collected audience will be stored;

## New audience

**Name:**

1 Test

**Description:**

0/255

**Type:**

2 Retargeting (apps/sites visitors)

**Date**

3 25 Jan, 2021 - 31 Jan, 2021

**Rule:**

4 Anyone visiting the website

**User validity**

5 7Days

- Indicate country from where you want the audience to be collected;
- Also you can choose from which exchange and what type of audience should be collected;
- Then you will need to choose Apps/Sites you wish collect the users.

There are 2 methods to choose Apps/Sites.

The first method is to enter a site name in the search column and select the required one. Then the selected sites will appear in a separate list.

The second method is uploading apps/sites names from the CSV file. CSV file requirements - sites/apps must be entered in a column without additional characters (such as semicolons, spaces, etc.). So it is basically a domain name or app bundle if this is an app.

Country

6 Lithuania

Exchange

7 Select Any

Type

8 All

9 Apps/Sites

Search

15. tv3.lt (tv3.lt) (Site - tv3.lt) (40.01mln)

16. delfi.lt (delfi.lt) (Site - delfi.lt) (45.85mln)

17. raskakcija.lt (raskakcija.lt) (Site - raskakcija.lt) (44.63mln)

18. Vinted (632064380) (App - 632064380) (44.56mln)

19. delfi.lt (delfi.lt) (Site - delfi.lt) (42.11mln)

Load more apps/sites

Selected apps/sites

× 16. delfi.lt (delfi.lt) (Site - delfi.lt) (45.85mln)

× 25. m.autogidas.lt (m.autogidas.lt) (Site - m.autogidas.lt) (26.67mln)

10 csv

Choose File

No file chosen

4. Hit "Save" and your created audience will be saved in the list under First party. After the audience is updated by the system, you will see the audience pool gathered.

5. Finally a created audience can be applied when setting up the campaign. You can select this audience at campaign "Edit page" when at least one user is collected.



## Location & Audiences

### Country

Bangladesh ▼

> City

> State/County

☐ GPS only

### Audiences ▲

Select Any ▼

☒ Include ☐ Exclude

[https://www.youtube.com/embed/5PQFmL\\_ijjA](https://www.youtube.com/embed/5PQFmL_ijjA)