

# 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**.

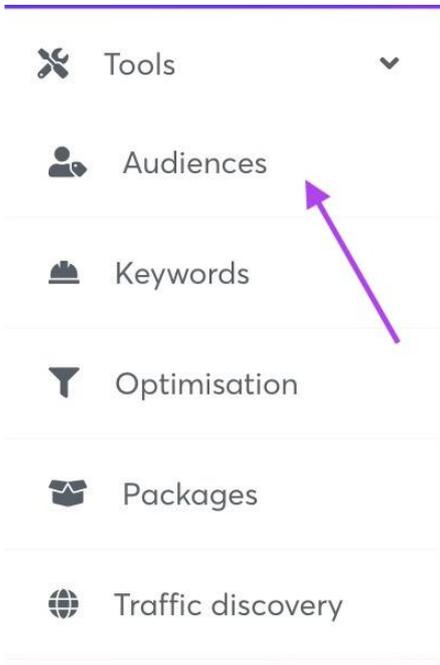
Eskimi DSP collects data from **IAB-classified websites and apps**, aggregating it daily through **Data Management Platforms (DMPs)**. This ensures advertisers can target users **actively engaging** with selected verticals.

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.



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## 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.

3. 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:

1. Open the campaign you want to edit.
2. Navigate to the **Audience Targeting** section.
3. Select the **Behavioral Audience** you created.

4. Save the campaign settings.

Create Campaign group

Name & Type

Choose a platform\*

Facebook YouTube

Creative type\*

Please Select

Campaign type\*

Display Ads

Campaign name

Launch date & Budget

Date\*

> Time and day scheduling

Budget Type

Total  Daily

Total Budget\*

0

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Location & Audiences

Brand safety

Contextual targeting

Platforms, Telco & Devices

Deals & packages

Landing & Creatives

Buttons

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# 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!**

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