

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

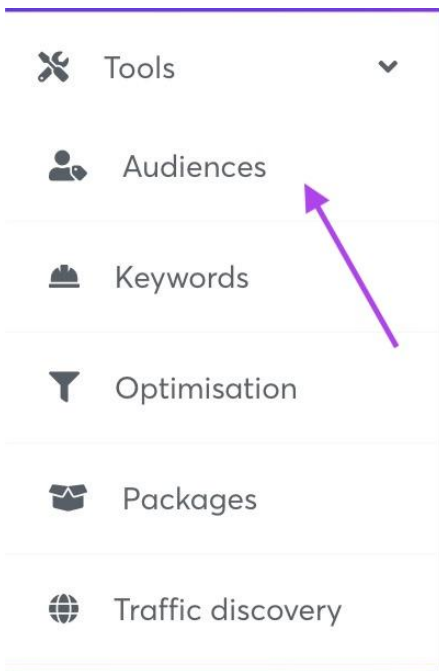
Behavioral Targeting (User Interest Audience) allows advertisers to reach users based on their **interests and engagement** with specific content categories such as **sports, entertainment, finance, and more**.

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.

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:

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.

4. Save the campaign settings.

The screenshot shows the 'Create Campaign group' form in the Eskimi DSP interface. The form is divided into two main sections: 'Name & Type' and 'Launch date & Budget'. The 'Name & Type' section includes a 'Choose a platform' dropdown with options for Facebook, YouTube, and AdSense, a 'Creative type' dropdown with 'Please Select' as the current selection, a 'Campaign type' dropdown with 'Display Ads' as the current selection, and a 'Campaign name' text input field. The 'Launch date & Budget' section includes a 'Date' dropdown with a calendar icon, a '> Time and day scheduling' link, a 'Budget Type' section with radio buttons for 'Total' (selected) and 'Daily', and a 'Total Budget' text input field with a currency symbol. On the right side of the form, there is a 'Form navigation' sidebar with a list of steps: 'Name & Type' (highlighted), 'Launch date & Budget', 'Location & Audiences', 'Brand safety', 'Contextual targeting', 'Platforms, Telco & Devices', 'Deals & packages', 'Landing & Creatives', and 'Buttons'. At the bottom right of the form, there is a blue button with a question mark icon and the text 'Поддержка' (Support).

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!

Revision #1

Created 30 March 2025 12:40:39 by Malika Kazhibekova

Updated 30 March 2025 13:25:04 by Malika Kazhibekova