

Behavior Targeting (User Interest Audience)

What is Behavioral Targeting?

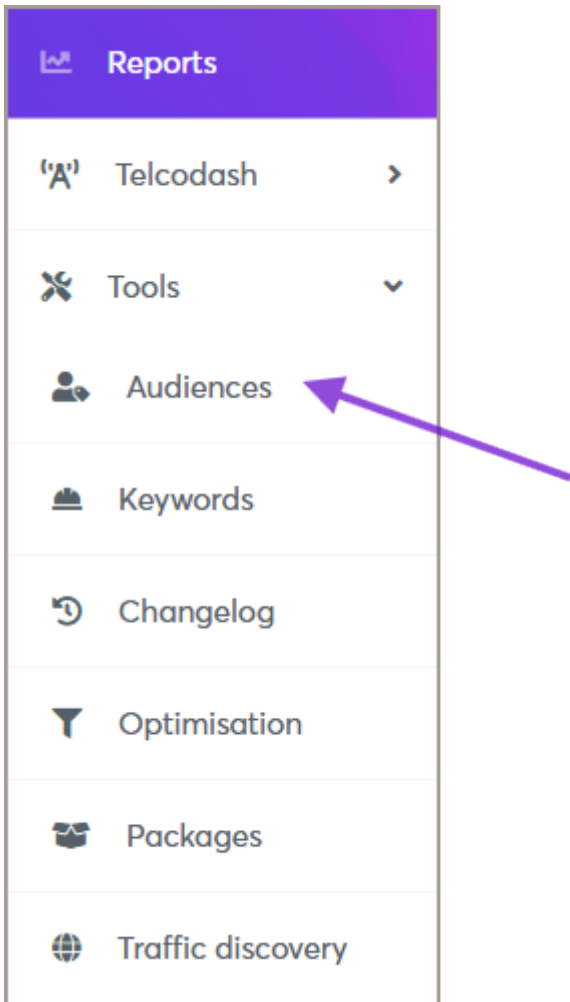
Behavioral Targeting (User Interest Audience) allows advertisers to reach users based on their **interests and engagement** with specific content categories such as **sports, entertainment, finance, and more**.

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.

How to create a Geolocation Audience:

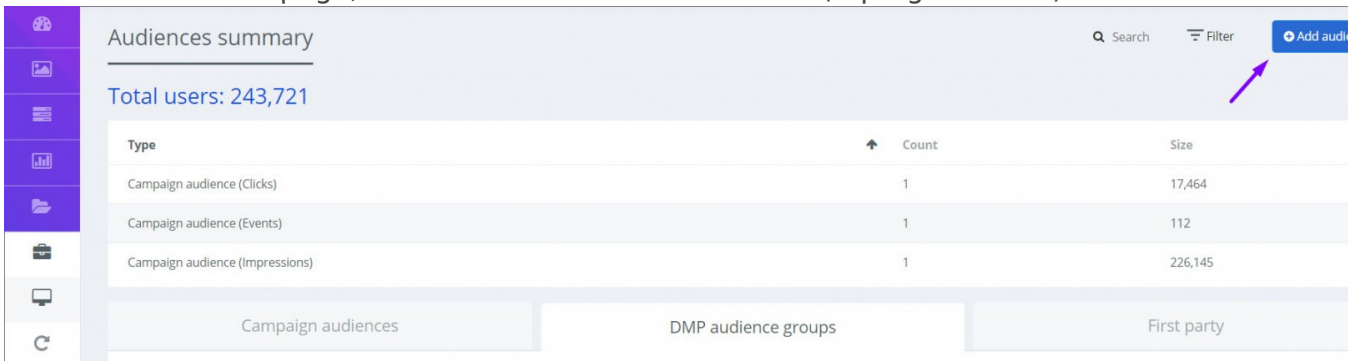
Step 1: Accessing the Audience Management Feature

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 you 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

Form navigation

Name & Type

Launch date & Budget

Location & Audiences

Brand safety

Contextual targeting

Platforms, Telco & Devices

Deals & packages

Landing & Creatives

Buttons

Поддержка

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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