

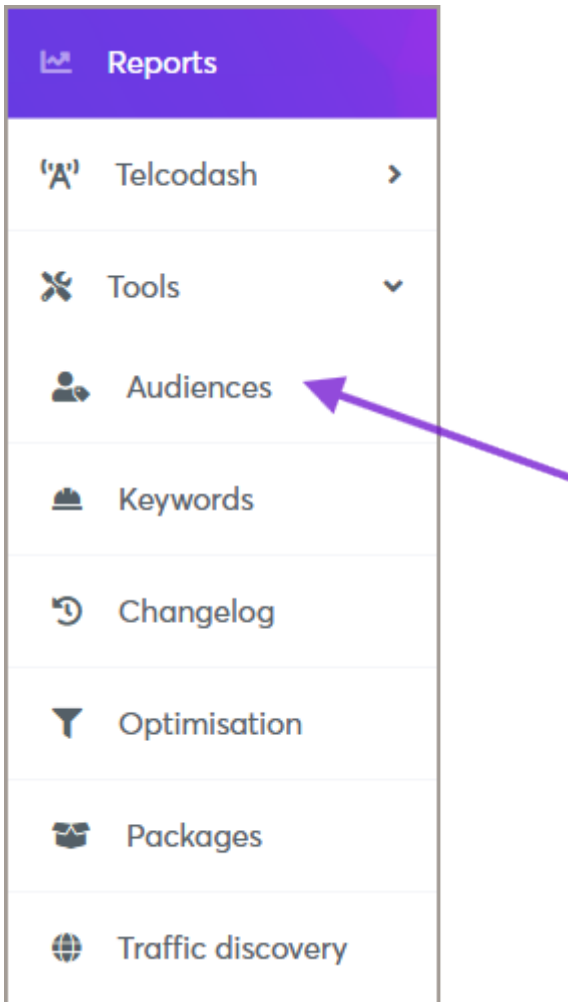
Retargeting Apps/Sites Visitors Audience

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.

How to create an Apps/Sites Visitors 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).

The screenshot shows the 'Audiences summary' page. At the top right, there is a search bar, a filter icon, and a blue button labeled 'Add audience' with a plus icon. A purple arrow points to this button. Below the header, it says 'Total users: 243,721'. A table lists audience types and their counts and sizes.

Type	Count	Size
Campaign audience (Clicks)	1	17,464
Campaign audience (Events)	1	112
Campaign audience (Impressions)	1	226,145

At the bottom, there are three tabs: 'Campaign audiences', 'DMP audience groups', and 'First party'.

2. A new window will appear—fill in the required information:
 - **Audience Name:** Enter a descriptive name for your audience.
 - **Type:** Select **Retargeting (Apps/Sites Visitors)** as the audience type.
 - **Date:** Choose date interval - here you indicate how long the audience will be collected
 - **Rule:** 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 the specific section))

- **User Validity:** 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 7 Days ▼

- **Country:** Indicate the country from which you want the audience to be collected.
- **Exchange:** Also, you can choose from which exchange and what type of audience should be collected.
- **Apps/Sites:** Then you will need to choose Apps/Sites you wish to collect users from. There are 2 methods to choose Apps/Sites.
 - 1) 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.
 - 2) 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) (46.81mln)
- 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

- 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.

Step 3: Retargeting Apps/Sites Visitors Audience to a Campaign

Once your **Geolocation 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 **Retargeting Apps/Sites Visitors Audience** you created.
4. Save the campaign settings.

Location & Audiences

Country

Bangladesh ▼

> City

> State/County

GPS only

Audiences ▲

Select Any ▼

Include Exclude

https://www.youtube.com/embed/5PQFmL_ijJA

Revision #13

Created 22 December 2020 10:29:09

Updated 17 September 2025 14:21:09