# Retargeting Apps/Sites Visitors Audience

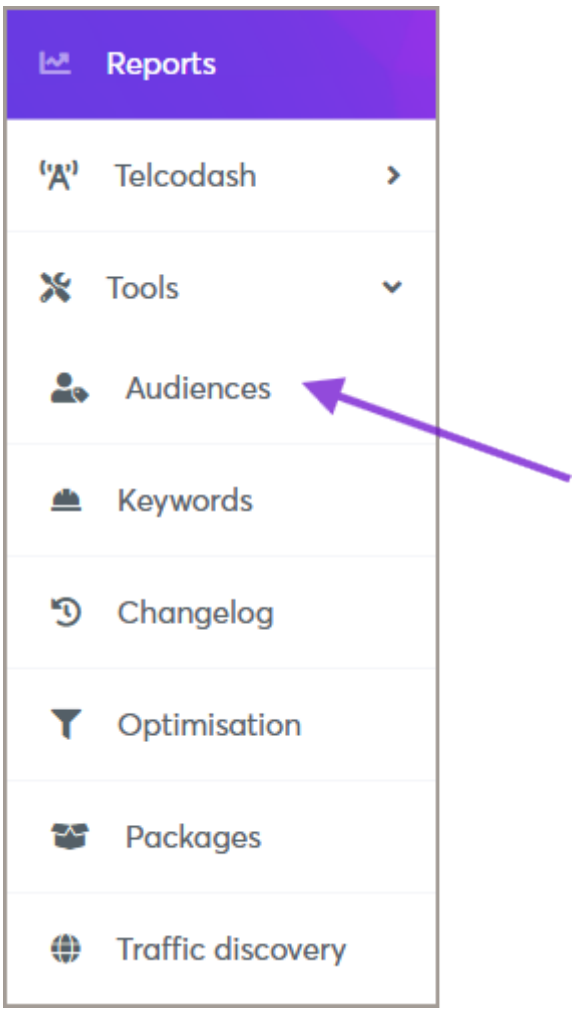
Creating an App & Site Audience allows to retarget users who have visited specific Apps&Sites and show them relevant ads when they visit other websites.

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## 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.




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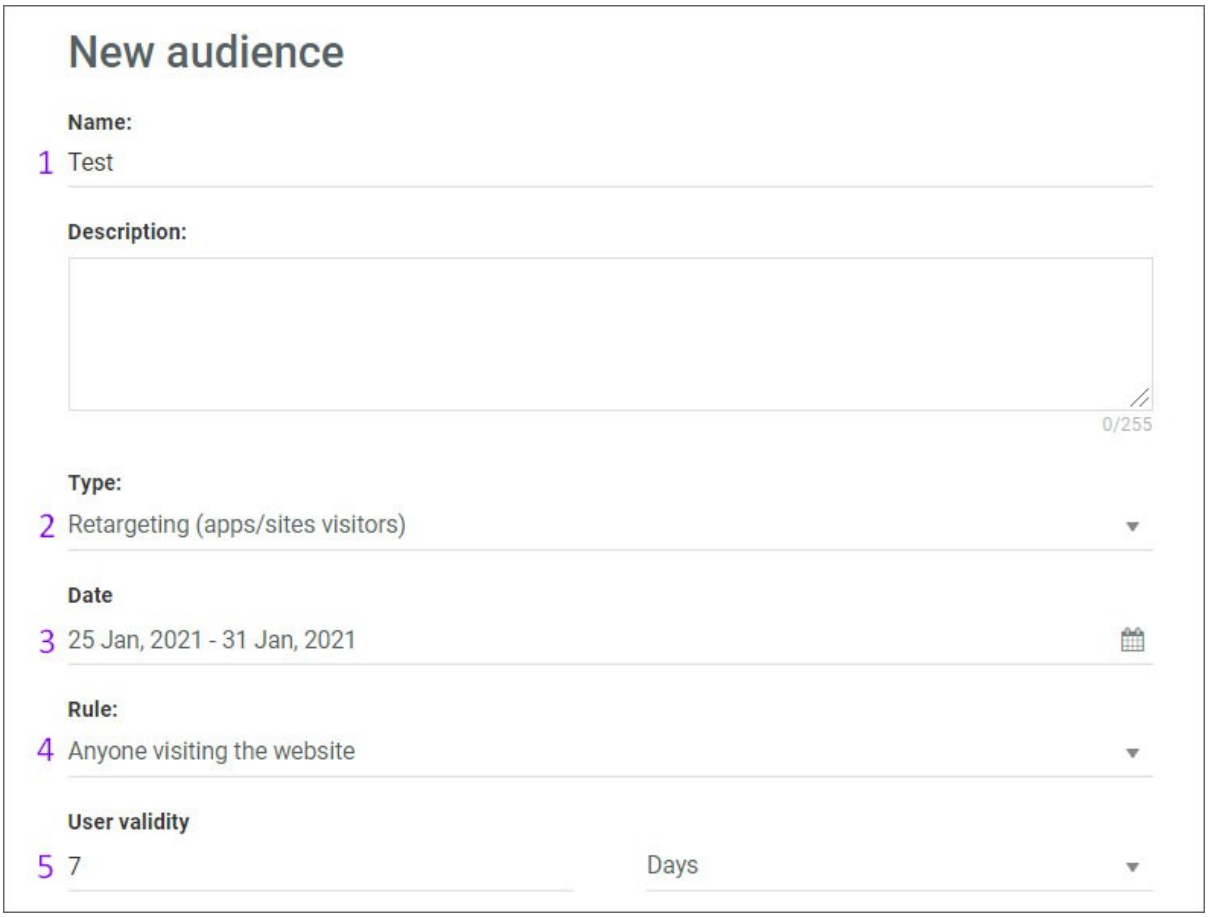
# Step 2: Creating a New Apps/Sites Visitors Audience

1. On the **Audiences** page, click the **Add Audience** button (top right corner).

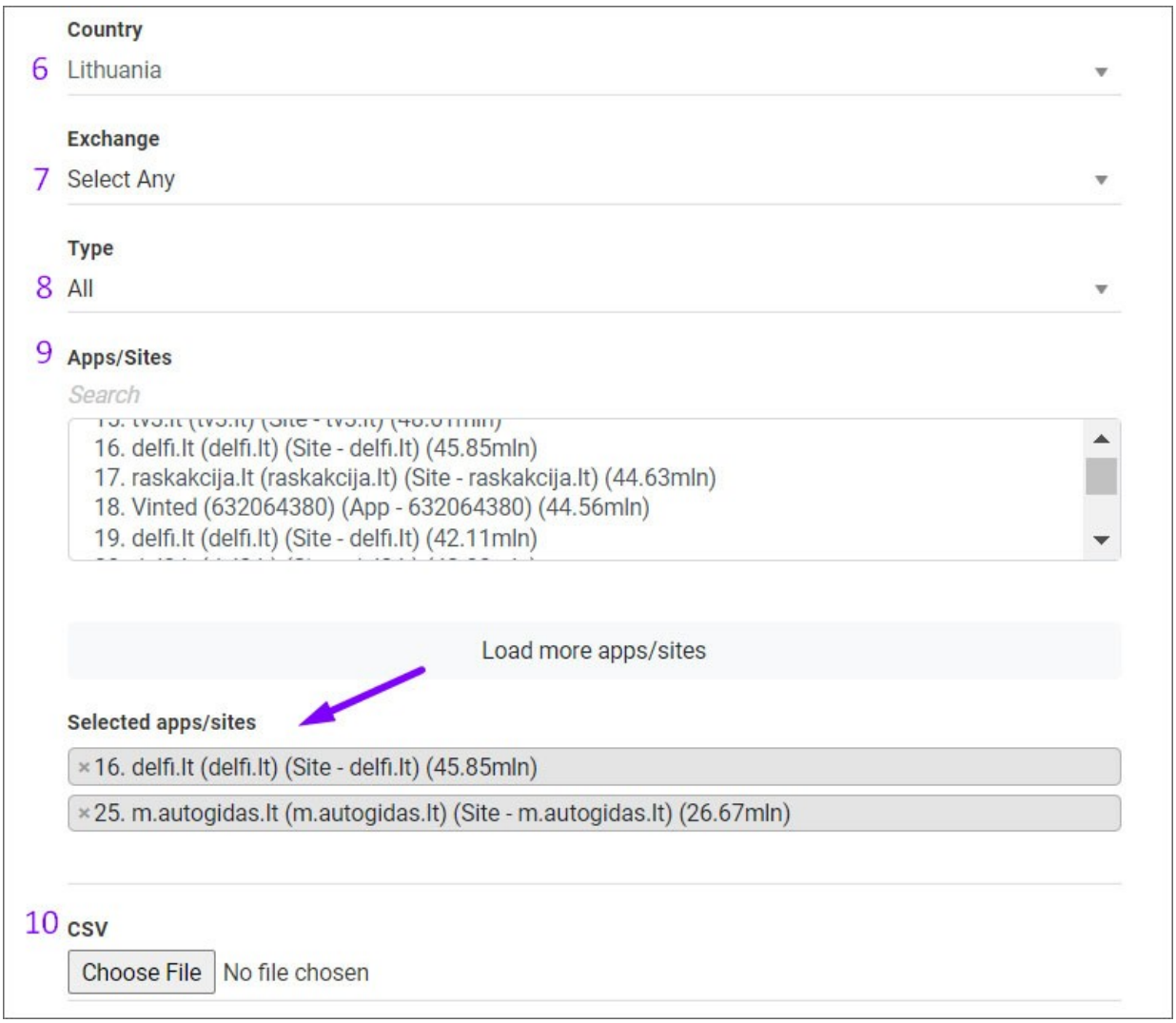



2. A new window will appear—fill in the required information:
   - **Audience Name**: Enter a descriptive name for your audience.
   - **Type**: Select **Retargeting (Apps/Sites Visitors)** as the audience type.

- **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




- 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.



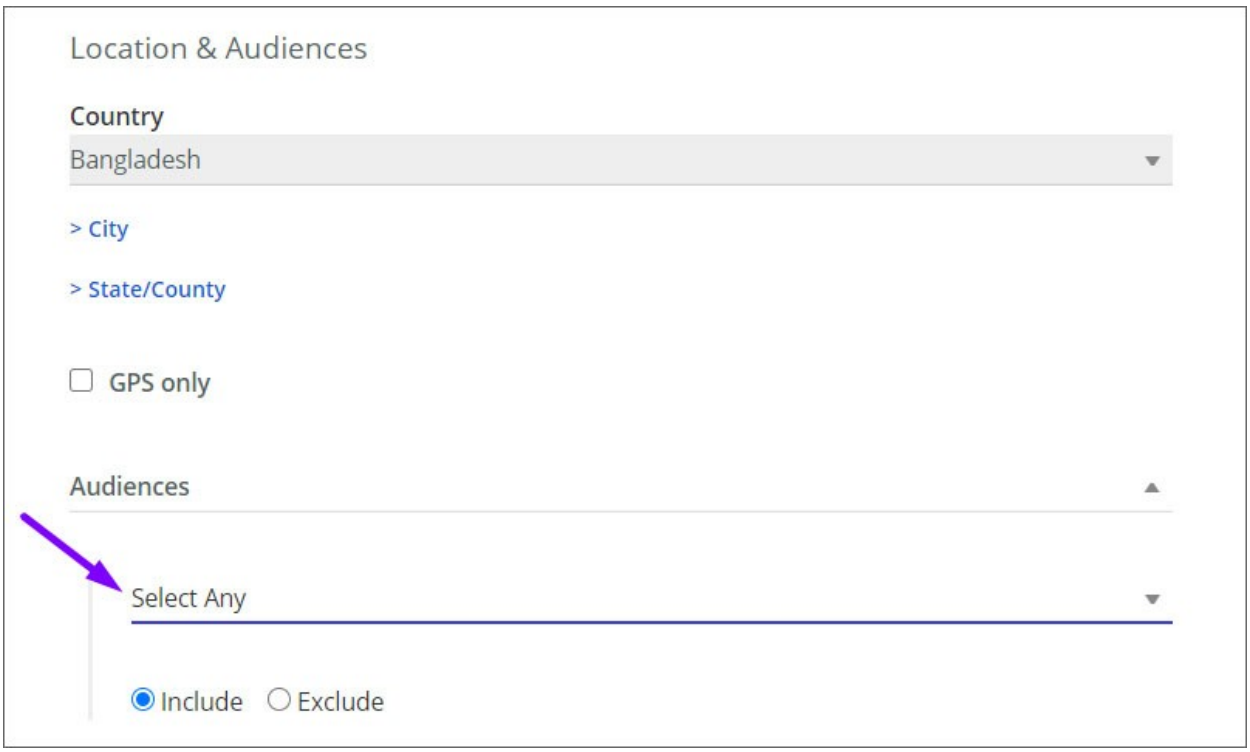

- Hit "Save" and your created audience will be saved in the list under First party. After the audience is updated by the system, you will see the audience pool gathered.

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

Once your **Apps/Sites Visitors 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.




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

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