

# Contextual Targeting

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# How to enable Contextual Targeting on a campaign level

Contextual targeting matches a brand's ad to the content that the user is consuming, ensuring brand safety and suitability. This is accomplished by utilizing page's categories or keywords and matching them to the content on the page and/or URL.

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## Contextual Targeting for your campaigns

Eskimi DSP offers **two types of contextual targeting**:

1. **Keyword Targeting** – Targets ads based on specific words found in the URL or page content.
2. **Apps/Sites Category Targeting** – Targets ads based on predefined market verticals such as Finance, Sports, or Gaming.

Both methods **complement each other** and help refine your ad placements. You can enable either or both options for your campaign.

## Enabling Keyword Targeting for Your Campaign

### Step 1: Preparing and Creating a Keyword List

Before enabling keyword targeting in a campaign, you must first prepare and create a **Keyword List**.

#### Step 1.1: Preparing a Keyword List

1. **Determine Your Target Keywords**
  - Identify **relevant keywords** based on your brand, campaign goals, and audience.
  - Avoid **single letters** or **very short words**, as this may result in overly broad targeting. E.g. if you added letter 'a' to the set and chose 'contains type match', all sites containing letter 'a' would be included. That can be a lot of sites.
  - Consider variations of key terms to capture a wider audience.
2. **Organize Keywords in a Spreadsheet**

- Create a **CSV file** with a list of keywords.
- Ensure that each keyword is in a **separate row** without duplicates.

## Step 1.2: Creating a Keyword List in Eskimi DSP

1. Go to the **"Keywords" Page** under the **Tools** menu.
2. Click **Create** (top right corner).
3. **Enter a Title** for your keyword list.
4. **Select at Least One "Context Option"**:
  - **Find in URL**: The system checks if the keyword appears in the full URL.
  - **Find in Content**: The system crawls website content and only shows ads if the page contains the selected keywords.
  - *Note*: You can select both options to target ads based on both URL and page content.
5. **Select a "Match Option"**:
  - **Contains Type Match**: Finds words with similar meanings. (e.g., if you target "photo," it will also match "photography" and "photographer.")
  - **Exact Word Type Match**: Targets only the exact word (e.g., if you have 'photo' in the set, it will only look for 'photo', not 'photography' or 'photographer').
6. **Upload Your Prepared Keyword List** from your CSV file.
7. Click **Save**.

The screenshot shows the 'Add Keywords' form in the Eskimi DSP interface. The form is titled 'Add Keywords' and has a 'Title' field. Below the title are two sections: 'Context options' and 'Match options'. The 'Context options' section has two checkboxes: 'Find in URL' and 'Find in content'. The 'Match options' section has two radio buttons: 'Contains type match' (which is selected) and 'Exact word type match'. Below these options is a 'Keywords' section with a 'Choose File' button and the text 'No file chosen'. At the bottom of the form are four dropdown menus: 'Default' (set to 'Yes'), 'Status' (set to 'Enabled'), 'Users' (set to 'Select any'), and a 'Save' button. A 'CANCEL' link is also present. The interface includes a sidebar with various icons and a top bar with 'Eskimi Demo' and 'Budget: \$ 0.00'.

If you choose **"Contains Type Match"**, be careful with broad keywords, as they can significantly increase traffic volume.

Keywords only work on full URLs. e.g. randomnessite.com/randomsite, randomnessite.com/notsorandom, randomnessite.com are treated as 3 different sites.

If you select **both "Find in URL" and "Find in Content"**, your campaign will only target placements where the keyword appears **in either the URL or the page content**.

Once your Keyword List is created, you can proceed **to enable it in your campaign settings**.

## Enabling keywords targeting on a campaign

Once you have created a set of keywords, you can add them for your campaign.

1. Open the selected **campaign**.
2. Scroll down to **Contextual Targeting**.
3. Select one or more **keyword sets** under the Contextual Targeting setting.
4. Click **Save**.

The screenshot shows the 'Create Campaign group' form in the Eskimi interface. The form is divided into several sections: 'Name & Type', 'Campaign goal', 'Launch date & Budget', 'Location & Audiences', 'Brand safety', and 'Contextual targeting'. The 'Contextual targeting' section is currently expanded, showing two dropdown menus: 'Apps/Sites categories' and 'Keywords'. The 'Keywords' dropdown is set to 'Select any'. On the right side of the form, there is a 'Form navigation' panel with a list of settings: 'Name & Type', 'Campaign goal', 'Primary campaign objective', 'Secondary campaign objective', 'Launch date & Budget', 'Location & Audiences', 'Brand safety', 'Contextual targeting' (which is highlighted with a blue bar), 'Campaign purpose', 'Platforms, Telco & Devices', 'Deals & packages', 'Landing & Creatives', and 'Buttons'. The top of the interface shows the 'ESKIMI' logo, the user 'Eskimi - Kamile', and the budget 'Budget: \$ 0.00'.

Keep in mind that if [brand safety](#) is enabled on the same campaign, both settings will be taken into account. If both brand safety and contextual targeting keyword sets have the same words, **the matching keywords will be excluded**. Eskimi ensures that the Brand Safety setting is always prioritized.

Once the contextual targeting is set on a campaign:

- If the keyword set is 'find in URL', the campaign starts using the URL for validation.
- If the keyword set is 'find in content', the crawler kicks in and starts checking relevant sites, and bidding only once relevant sites are checked. So there might be a delay in checking what content is hidden behind the site URL.

***Please note that this feature is only available for site placements and not applicable for apps.***

## How to enable apps/sites categories targeting for your campaigns

The apps/sites category feature helps users target ads based on the market verticals of the page. Apps/site categories contain already pre-created lists of domains and app bundles of related topics such as Finance, Sports or Games. These categories cover 98.6% of supply. Categories are grouped into two bigger groups - General topics & Sensitive topics accordingly.

To setup category targeting, you need to:

1. Open your selected **campaign**.
2. Scroll down to the **Contextual Targeting** section.
3. Under **Apps/Sites Category Targeting**, select the relevant **categories**.
4. Click **Save**.

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Platforms, Telco & Devices

Deals & packages

Landing & Creatives

Buttons

Keep in mind that if apps/sites categories targeting is enabled under [brand safety](#) on the same campaign, both settings will be taken into account. If both brand safety and contextual targeting have the same categories selected, the matching domains or apps bundles will be excluded. Eskimi ensures that the Brand Safety setting is always prioritized.

Categorization only works on the domain/app bundle level and not the page's content. We do not crawl the content ourselves to check the page's content before showing the impression (however, we do crawl the page's content with keyword targeting).