

# Contextual Targeting

- [How to enable Contextual Targeting on a campaign level](#)

# 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 'BACK TO LIST' link at the top left. The form fields are:

- Title \***: A text input field.
- Context options \***: Two checkboxes: 'Find in URL' and 'Find in content'.
- Match options \***: Two radio buttons: 'Contains type match' (selected) and 'Exact word type match'.
- Keywords \***: A 'Choose File' button and the text 'No file chosen'.
- Default**: A dropdown menu with 'Yes' selected.
- Status**: A dropdown menu with 'Enabled' selected.
- Users**: A dropdown menu with 'Select any' selected.

At the bottom of the form, there is a blue 'Save' button and a 'CANCEL' button. In the bottom right corner of the interface, there is a blue button with a question mark icon and the text 'Поддержка' (Support).

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. randomsite.com/randomsite, randomsite.com/notsorandom, randomsite.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 ESKIMI user interface for creating a campaign group. The top navigation bar includes the ESKIMI logo, the user name 'Eskimi - Kamile', and the budget '\$ 0.00'. A sidebar on the left contains various icons for navigation. The main content area is titled 'Create Campaign group' and features a 'BACK TO LIST' link. 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 selected and expanded, showing two dropdown menus: 'Apps/Sites categories' and 'Keywords'. A 'Form navigation' sidebar on the right lists various settings, with 'Contextual targeting' highlighted in blue. Other settings listed include Name & Type, Campaign goal, Primary and Secondary campaign objectives, Launch date & Budget, Location & Audiences, Brand safety, Campaign purpose, Platforms, Telco & Devices, Deals & packages, Landing & Creatives, and Buttons.

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**.

< BACK TO LIST

## Create Campaign group

Name & Type

Campaign goal

Launch date & Budget

Location & Audiences

Brand safety

Contextual targeting

Apps/Sites categories

Search

- General topics
- Sensitive topics

Keywords

Select any

### Form navigation

- Name & Type
- Campaign goal
- Primary campaign objective
- Secondary campaign objective
- Launch date & Budget
- Location & Audiences
- Brand safety
- Contextual targeting**
- Campaign purpose
- 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).