

# Contextual keywords targeting

**Contextual targeting** is a placements targeting type when system is buying placements for campaign next to selected whitelisted keywords. There are two types of content checking that can be seen in contextual targeting set up:

- **URL Keyword** - If an URL contains keywords from a uploaded keywords list, system will participate in the auction for this impression and will show an ad. If URL doesn't contain keywords from uploaded keywords list, an impression will not be purchased and the ad won't be showed near such an article.
- **Site content** - before purchasing an impression system is crawling a site content and check if any of keywords from uploaded list appear in site content - title of article, article text, etc. If keyword from uploaded list is found in site content - system buyis an impression, if no - an impression will not be purchased.

It is **important** to note, that app traffic can not be checked for contextual targeting, therefore campaigns, where contextual targeting is used, should have all apps excluded and run only in sites inventory.

To set up campaign with contextual targeting you will need CSV file containing a keywords that you would like to target list.

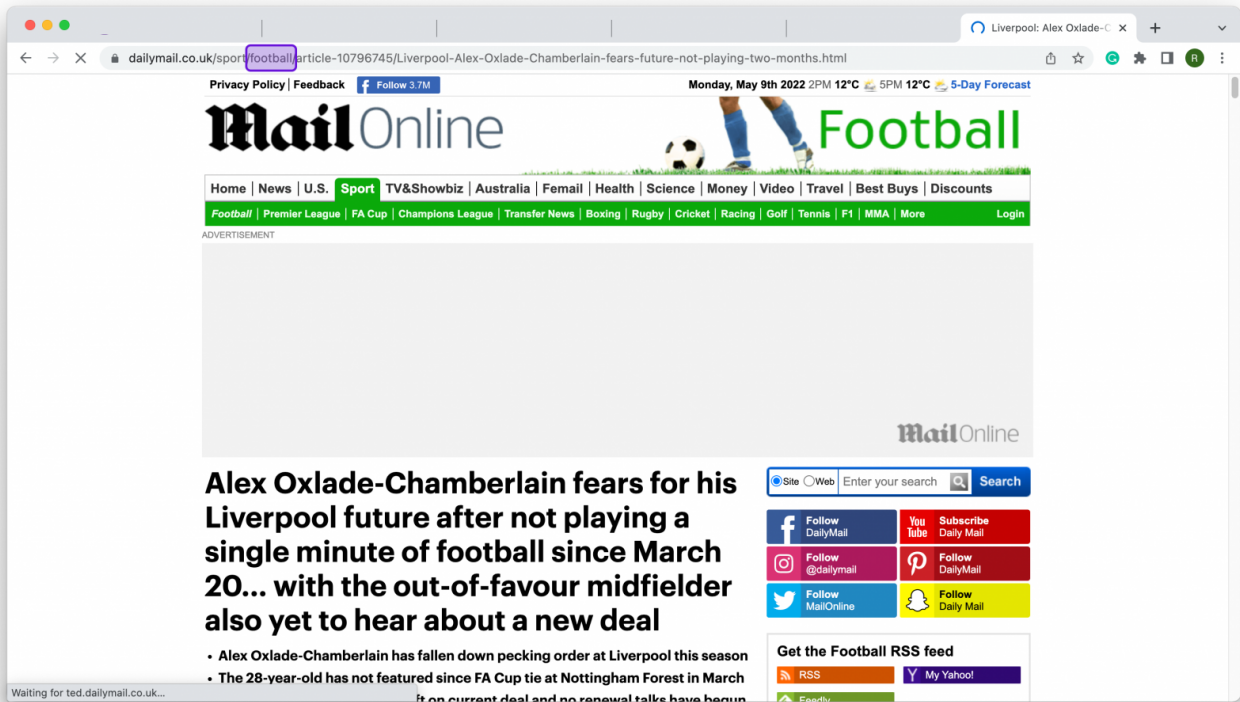
[How to enable Contextual targeting on a campaign level](#)

Some examples of how Context options are working:

## Example 01:

- Example keywords list: sport, football, cricket

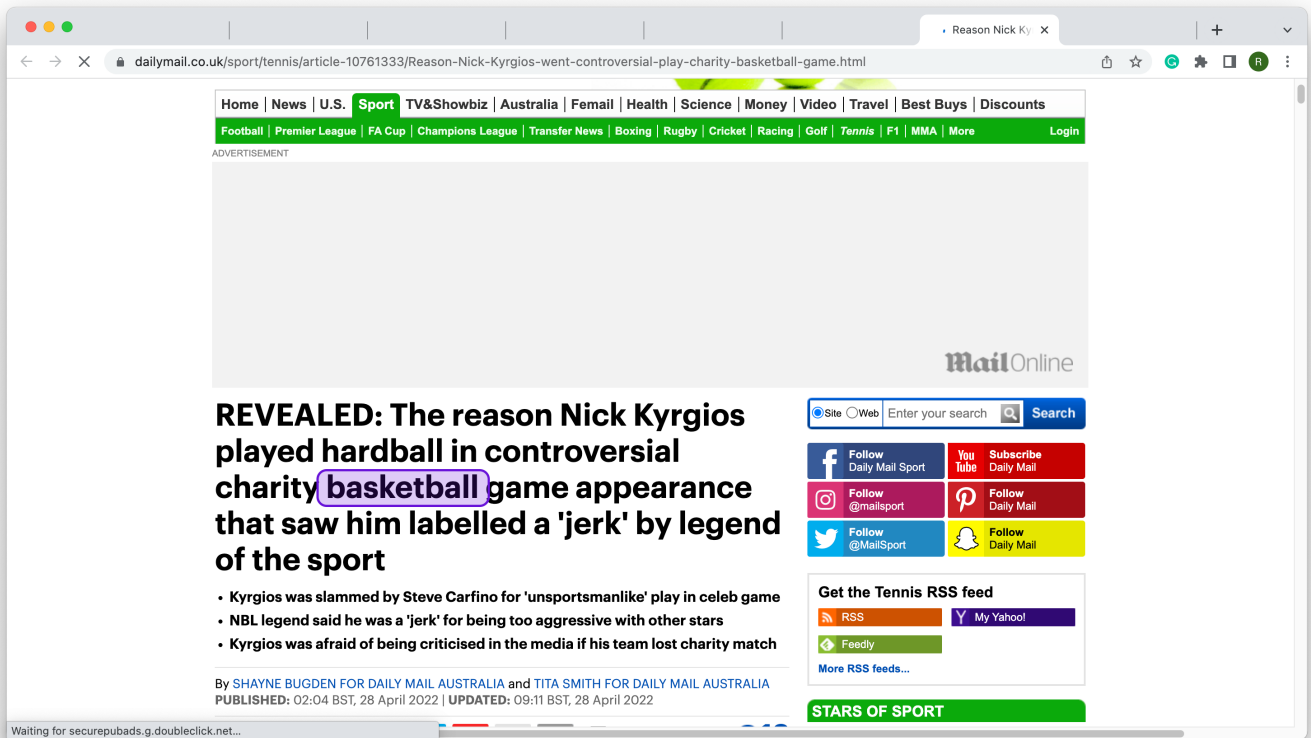
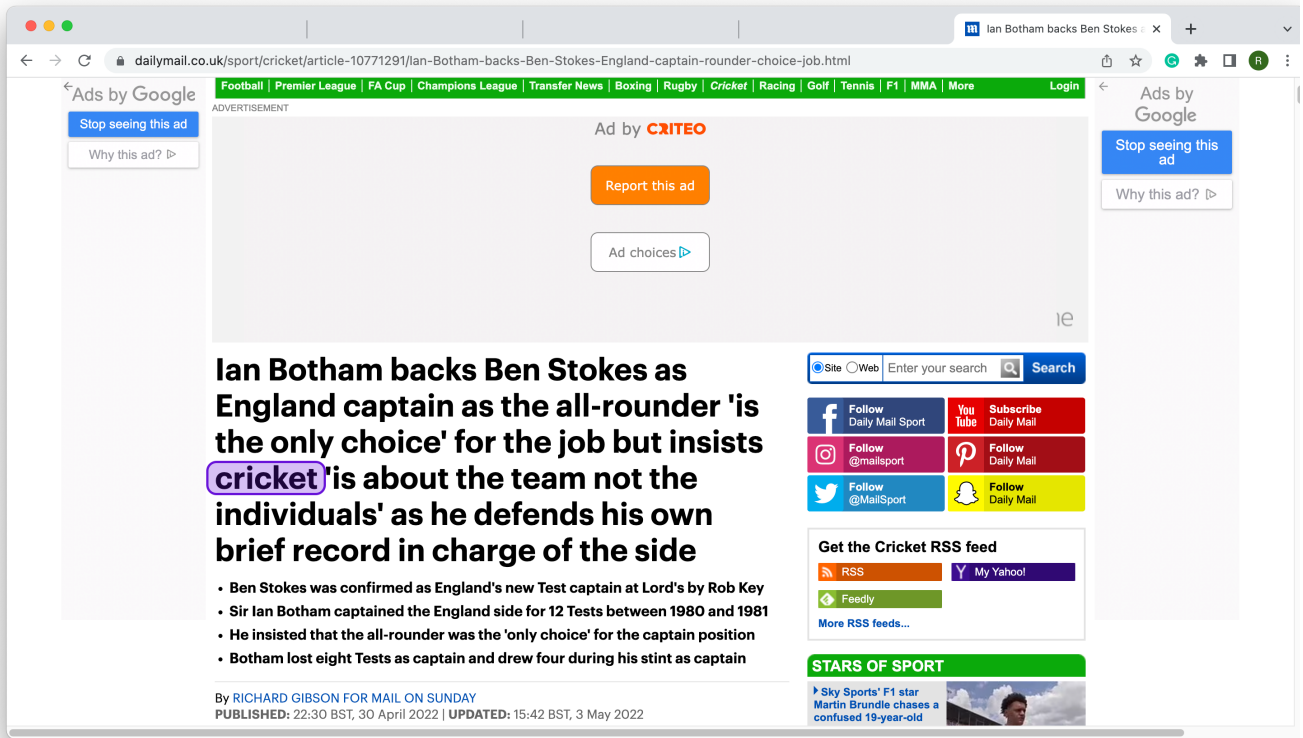
- Find in URL - would show the ads the ads near such content:



## Example 02:

- Example keywords list: cricket, basketball

- Find in content – would show the ads near such content:



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