Location Targeting

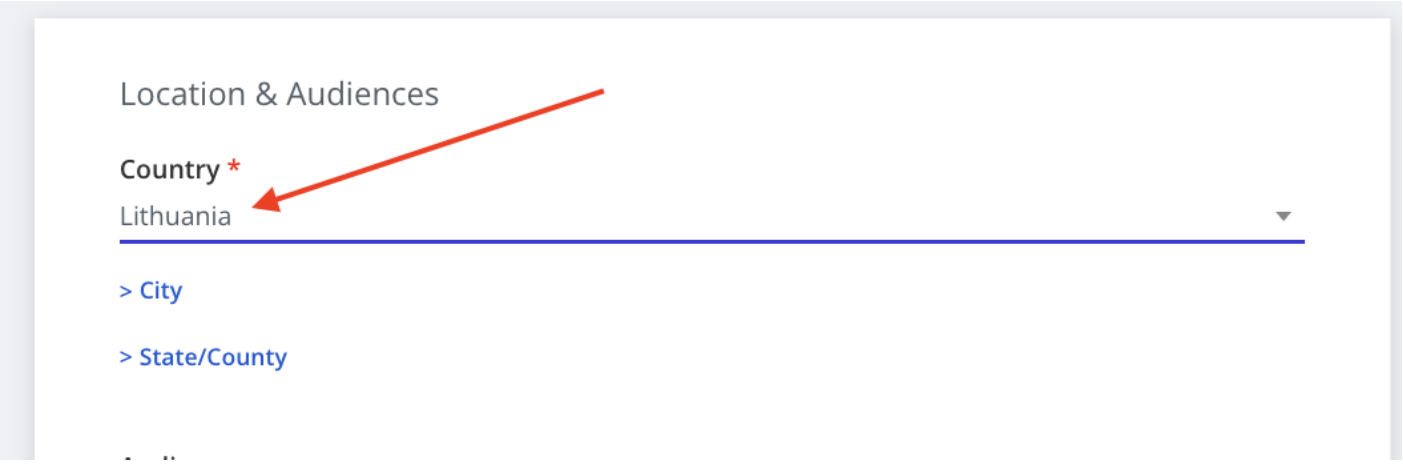
Introduction

Eskimi DSP offers advertisers a range of powerful tools to effectively reach their target audience. One such crucial capability is location targeting. This article serves as a comprehensive guide, outlining how location targeting functions within the Eskimi DSP platform.

Location Targeting - Country

Workflows: Country targeting is a fundamental aspect of location targeting, and it can be accessed through the "*Campaign Setup*" page under the "*Location & Audiences*" section. To target a specific country, advertisers need to select the desired country from the search box within the Country targeting section. If multiple countries are selected, the system will automatically create separate campaigns for each selected country, allowing for more precise targeting and customization.

Targeting logic: The country targeting feature operates based on the country signal present in the bid request. For instance, the bid request may include a field such as `"country":"nga"` to indicate the country. In cases where the bid request does not contain a specific country signal, the system derives the country information from the IP address associated with the request.



Location Targeting - City

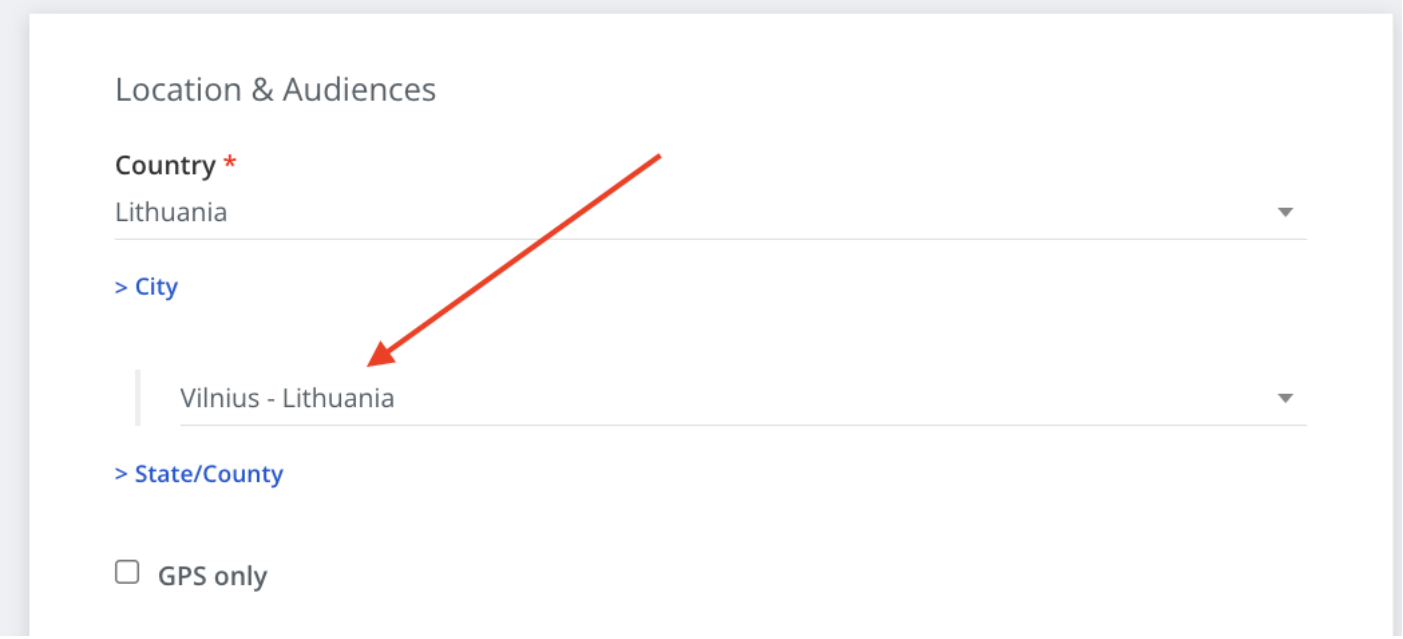
Workflows: City targeting within Eskimi DSP enables advertisers to reach users at a granular level by selecting specific cities. Unlike country targeting, city targeting allows advertisers to choose multiple cities without any set limit. When multiple cities are selected, users will be targeted across all of the chosen cities simultaneously.

City targeting can be accessed within the "*Campaign setup*" menu, specifically under the "*Location & Audiences*" section. To target specific cities, simply select the desired cities from the drop-down menu provided.

Targeting logic: Initially, city targeting is based on the IP address provided in the bid request. Eskimi utilizes a reliable third-party platform to derive cities from IP addresses. Deriving cities from IP addresses is considered to be accurate based on industry standards.

In cases where the IP address does not yield a specific city, the system employs alternative parameters such as city alias or GPS location. However, it's important to note that these alternative signals are not given priority by default. This is because a smaller portion of bids will include GPS data, and city alias information may exhibit inaccuracies when compared to the IP address and the actual user location. Thus, IP-based city derivation remains the primary method for city targeting within Eskimi DSP.

Troubleshooting: It is important to note that the cities available in the drop-down menu are dependent on bid requests received with the relevant city information. If you do not see a particular city that you wish to target in the drop-down menu, please reach out to tech@eskimi.com. The technical team will assist you in enabling the city of your choice for targeting purposes, ensuring that you can effectively reach your desired audience. However, keep in mind that the cities enabled in the UI are more likely to be seen in the bid request.



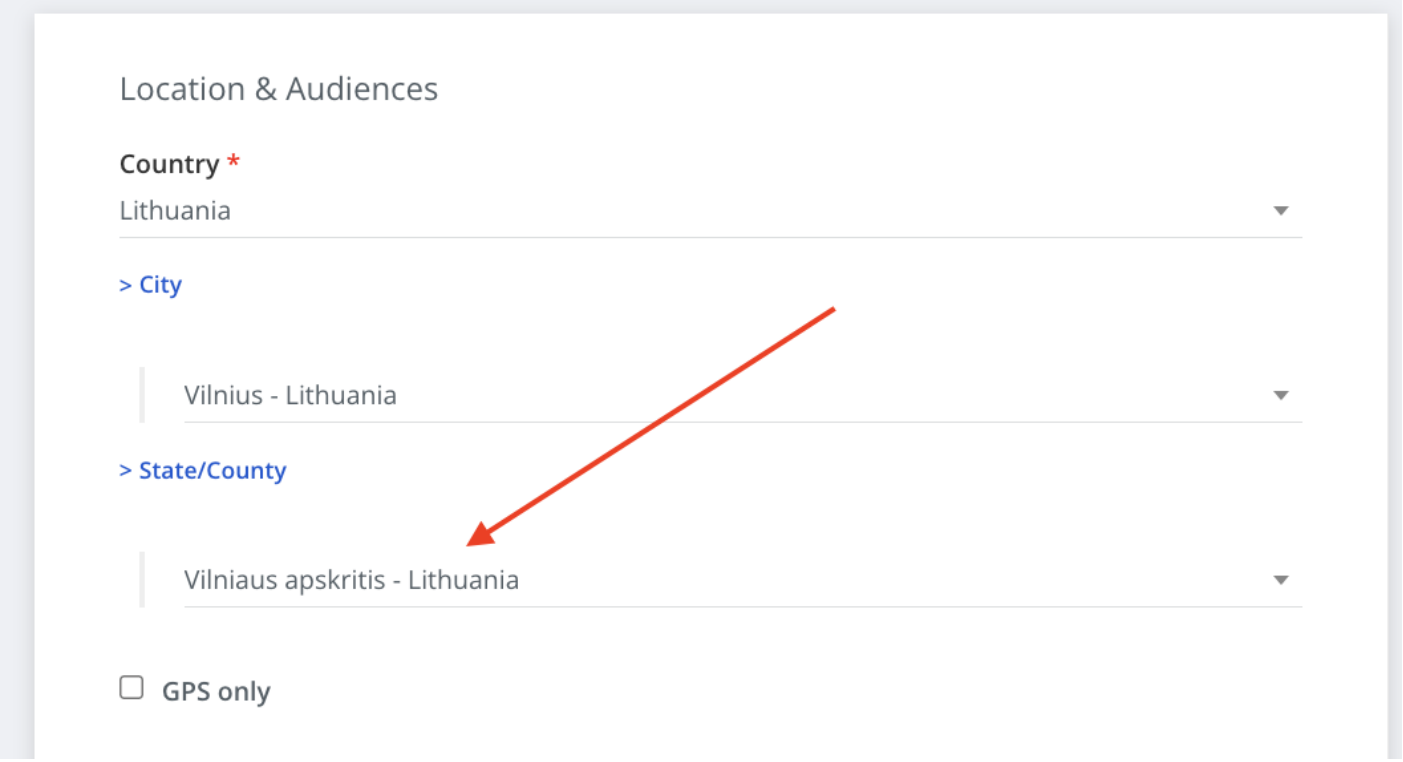
Location Targeting - State/County

Workflows: State/County targeting can be accessed within the "*Campaign Setup*" page under the "*Location & Audiences*" section. Once in this section, you will find a drop-down menu that provides a list of states/counties to choose from. Please note that selecting a specific country is a prerequisite for obtaining the list of states.

Targeting Logic: When targeting states/counties, the system targets cities under the specific state or county. Eskimi has a historical mapping between cities and states. So when a specific state is selected the cities under the stated based on the mapping will be targeted.

City and State Targeting: When both city and state targeting are selected, the system searches for users within the chosen cities OR the specified states/counties. Which means that users will be targeted from a specific city or the cities in the state(s) which were selected in the targeting.

Troubleshooting: It is crucial to acknowledge that the availability of states/counties in the drop-down menu is contingent upon the mapping between states/counties and cities. If you do not see a specific state that you wish to target in the drop-down menu, please reach out to tech@eskimi.com . The technical team will assist you in enabling the state of your choice for targeting purposes, ensuring that you can effectively reach your desired audience. However, keep in mind that the states enabled in the UI are more likely to be seen in the bid request.



Location Targeting - GPS Only

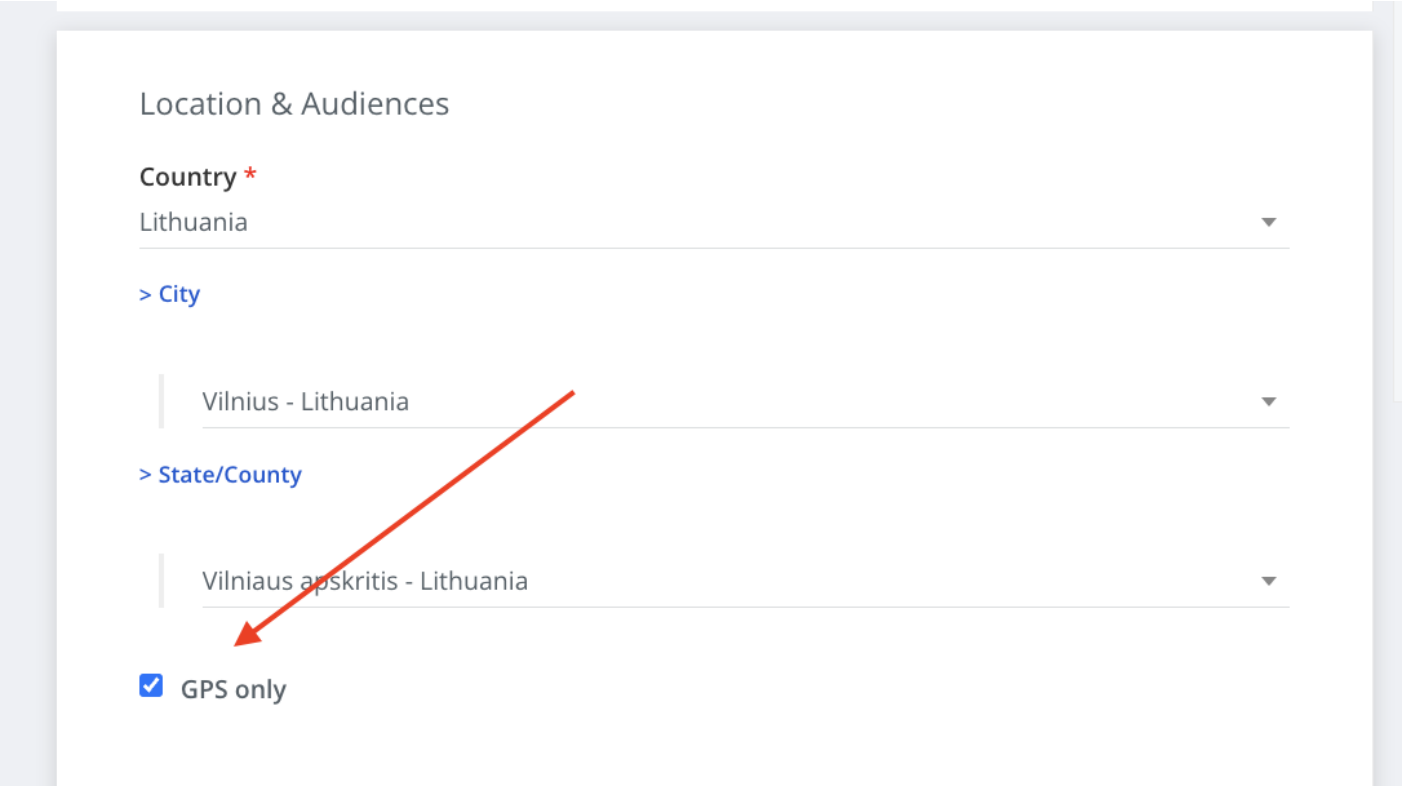
The targeting methods described earlier are based on IP addresses or specific aliases in the bid request. However, for advertisers who require even higher accuracy in their targeting, Eskimi offers GPS-only targeting.

Workflows: GPS Only targeting can be accessed within the "Campaign Setup" page under the "Location & Audiences" section. Advertisers need to select the checkbox indicating their preference for GPS-based targeting.

Targeting Logic: When the GPS Only targeting checkbox is selected, the system focuses on bid requests that provide latitude/longitude (lat/lon) information derived from GPS. This targeting method utilizes GPS data for precise location targeting. It is important to note that GPS targeting works for both city and state/county targeting. We derive the city or state based on GPS by using Neutrino API.

Limitations: It is essential to consider the limitations of GPS Only targeting. Not all bid requests will contain GPS-derived lat/lon data. As a result, this targeting method may limit the potential reach of your campaign and potentially lead to higher CPM (Cost Per Mille) rates. However, GPS-based targeting offers higher accuracy for advertisers seeking precise location targeting.

By opting for GPS Only targeting, advertisers can leverage the benefits of increased accuracy in reaching their desired audience.



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