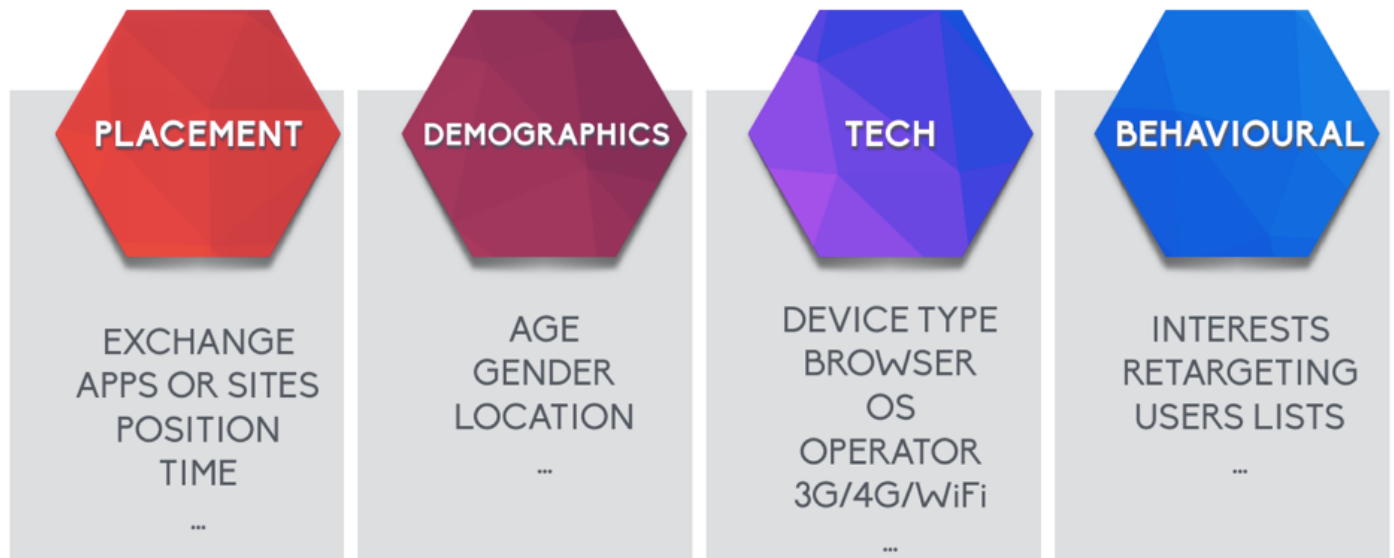


# Targeting options

## Targeting options



**Placement:** placements are locations on the Eskimi DSP Network where your ads can appear. A placement can be a website or a specific page on a site, a mobile app, video content, or even an individual ad unit.

**Demographics:** this option is used when you want to reach a specific set of potential customers who are likely to be within a particular age range, gender, socio-economic class, or in a specific location. For instance, if you run a fitness studio exclusively for women, demographic targeting could help you avoid showing your ads to men.

**Tech:** this option is used when you want to reach an audience according to the devices, browsers, OS, operators, 3G/4G/Wifi and advanced telco targeting. For example, you can target Apple iPhone users who use the Chrome browser.

**Behavioural:** you can target audiences according to their interests. Interests are defined by user browsing activities and behaviour online. When a certain interest is selected, ads are served only to the people who recently showed interest in a specific topic.

Furthermore, another behavioural targeting option could be retargeting. Retargeting shows ads to people who have visited your website or used your mobile app. When people leave your website without buying anything, for example, retargeting helps you reconnect with them by showing relevant ads across their different devices.

## Audiences - Types

While creating a new audience in the "Eskimi DSP" platform, you can select different types of audiences that can be assigned either to a campaign or tracked separately.

**Behavioural (user interests)** - this audience type, is used if you want to track users based on their interests. You can select from a variety of interests starting from Arts all the way to Travel.

### New audience

**Name:**

**Description:**  

0/100

**Type:**  
Behavioral (user interests) ▼

**Country:**  
Please select any ▼

**Verticals**  
*Search*

▶ ☐ Arts & Entertainment

▶ ☐ Autos & Vehicles

▶ ☐ Beauty & Fitness

▶ ☐ Books & Literature

▶ ☐ Business & Industrial

▶ ☐ Computers & Electronics

▶ ☐ Finance

▶ ☐ Food & Drink

▶ ☐ Games

▶ ☐ Health

▶ ☐ Hobbies & Leisure

▶ ☐ Home & Garden

▶ ☐ Internet & Telecom

▶ ☐ Jobs & Education

▶ ☐ Law & Government

▶ ☐ News

▶ ☐ Online Communities

**Country** - here you can select the country of the specific audience which you will capture based on their interests.

**Verticals** - nowhere you select the specific interests of the audience, every interest is categorized and you can expand each category.

## Retargeting (apps/sites)

Name:

---

Description:

---

0/100

Type:

Retargeting (apps/sites)



Rule:

Anyone visiting the website



User validity

30

Minutes



Country

Select Any



Exchange

Select Any



Type

Select Any



Apps/Sites

Search

Load more apps/sites

Selected apps/sites

Selected sites

---

CSV

Choose file

No file chosen

**Retargeting (geolocation)** - by using this type of audience can be tracked based on their location or even based on the polygon that you can draw on the map.

Name:

Description:

0/100

Type:

Retargeting (geolocation) ▼

User validity

30 Minutes ▼

Locations

Enter a location



Delete selected shape

Delete all shapes

Save

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