# Targeting Options

## Targeting options

| Behavioral | Demographics | Inventory | Device Environment |
|---|---|---|---|
| ✔ Consumer interests | ✔ Age | ✔ Exchanges | ✔ Browser |
| ✔ Retargeting | ✔ Gender | ✔ Apps/Sites | ✔ Operating system |
| ✔ User lists | ✔ Location | ✔ Position | ✔ Operator |
| ✔ Visited locations | ✔ Hyper-location | ✔ Time | ✔ 3G/4G/WiFi |
| ✔ Socio-economic class | | ✔ Contextual | ✔ Device brand & model |
| | | | ✔ Device price range |

**Behavioral targeting options** are classified according to factors such as demographics, purchasing power (SEC), and interests. Users are segmented based on their interactions with websites, apps, or other digital platforms. Find more information here.

**Inventory targeting option** includes targeting based on exchanges, apps/site white/black lists (find information here). **Contextual targeting** aligns a brand's ad with the content a user is engaging with, ensuring both brand safety and relevance. This is achieved by analyzing page categories or keywords and matching them to the content on the webpage or URL. Find more information here.

**Device environment targeting options** allow targeting users based on their browser, device type/brand, operator, etc. Get more information here.

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