

CHANNEL & KEYWORD TARGETING

HOW CHANNEL TARGETING CAN WORK FOR YOU

We provide several content channels that you can target with your display ads. Our technology matches the theme of thousands of websites to the appropriate channels you select. It is a convenient way to make ads shown in certain sections of a web-site. For example, if a web-site consists of several categories (e.g. sports, health, news, etc.), and you want to show only those banners which are relevant to a given category.

Channels are a great way to define content sections on the web and apply an individual set of delivery limitations for each. Perfect for targeting specific visitor interests such as 'real estate' or 'entertainment'.



Ads are delivered based on content categories, regardless of keyword searches

TARGET WITH CONTEXTUAL KEYWORDS

Engage new customers by showing them ads that resonate with the content they are already consuming. Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content. So, viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers.

Targeting with keywords enables you to target pages containing competitive product terms, brand terms, and other highly relevant phrases that drive improved performance.

