

Campaign setup: Additional settings

Frequency and Scheduling

Frequency and scheduling targeting involves controlling how often ads are shown to users and setting specific times or dates for ad delivery. This includes limiting the number of times an individual sees an ad (frequency capping) and scheduling ads to run during optimal times to maximize engagement and effectiveness.

Frequency

It is possible to control how many times a specific user should see the ad per day, week and month.

Scheduling

Set the campaign to run only for specific hours, to ensure that when it's not needed the campaign doesn't spend.

All times indicated are local to the user

Placements

Placement targeting allows advertisers to control where their ads appear, including the use of a whitelist of preferred publishers and a blacklist of excluded ones. This also involves selecting specific platforms, operating systems (OS), and publisher categories to ensure ads are shown in the most relevant and suitable environments.

1. **App/Site Categories:** Users can select broad categories such as "Entertainment," "News," or "Finance" to either block or allow. This helps tailor ad placements to the content that best aligns with the campaign's objectives, whether it's avoiding certain genres or targeting specific content types.

2. **Specific Apps/Sites:** This input allows users to include or exclude particular apps or websites by name. It's useful for targeting high-performing platforms or avoiding those with low engagement or unsuitable content.
3. **Device OS:** Users can specify the operating systems (like iOS, Android, or Windows) on which their ads should or should not appear. This is particularly useful for campaigns tailored to specific device types or for excluding platforms that don't align with the target audience.
4. **Environment:** This input lets users choose between different environments, such as mobile apps, desktop websites, or connected TV. It ensures that ads are shown in the contexts that are most relevant to the campaign goals.
5. **Content Language:** By selecting specific content languages, users can control the linguistic context in which their ads appear. This is crucial for targeting audiences in specific regions or ensuring that ads are served in a language that resonates with the target audience.

These inputs, when combined, provide a robust mechanism for advertisers to fine-tune their ad placements, ensuring maximum relevance, brand safety, and campaign effectiveness.

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