

# Campaign setup:

# Targeting

The targeting section outlines strategies for reaching specific audience segments through demographic, geographic and behavioral criteria to maximize campaign effectiveness.

It is recommended to leave the Smart Targeting setting on

## Apps and websites

Targeting by apps and websites allows advertisers to reach users based on the specific platforms they use. This includes the ability to include, exclude and narrow the targeting to the users that use selected apps and websites to ensure ads are shown only to users who meet all specified conditions.

## Interests

Targeting by interests allows advertisers to reach users based on their specific hobbies, preferences, and activities. This involves analyzing user behavior and engagement to include those with relevant interests, exclude those with unrelated interests, and narrow targeting by combining multiple interest categories to pinpoint the most relevant audience segments.

## Gender and Age

Targeting by gender and age enables advertisers to reach specific demographic segments by including users of a particular gender and age range, excluding those outside these parameters, and narrowing the audience by combining gender and age criteria to focus on the most relevant groups for the campaign.

## Lookalikes

Targeting by lookalikes involves reaching new users who resemble your existing audience, with three levels of similarity: none (broadest reach, least similarity), somewhat similar

(moderate reach, moderate similarity), and very similar (narrowest reach, highest similarity).

## Auto Enhancement

Allows the system to be more flexible in finding the right audience based on the campaign goal.

It is recommended to leave this setting on

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