



Campaign Targeting Options

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How to target on mobile devices only

Please go to campaign settings. Go to advanced settings and enable technology targeting.

Select Device -> Mobile.

Technology targeting Enable Technology targeting

Search

Available technologies

Name		Name	
+ OS		Included	
- Device		Device / Mobile	x
Computer	Include Exclude	Excluded	
Other	Include Exclude		
Tablet	Include Exclude		
+ Browser			
+ Connection Type			

How to target specific sources

Please go to campaign settings. Go to advanced settings and enable Sources and domains whitelist/blacklist.

In order to target only specific sources or domains, add them to whitelist. In order to block unwanted sources or domains add them to blacklist.

Sources and domains whitelist / blacklist / bidlist Enable Sources and domains whitelist / blacklist

Sources and domains whitelist

10463552**667
53426135**667

Sources and domains blacklist

:domain.com:

Use one of the following formats:

domain
pub_id
site_id
sub_id
pub_id:*:*
pub_id:*:sub_id
::sub_id
pub_id:site_id:*

*:site_id:sub_id
:site_id:
pub_id:domain:*
pub_id:domain:sub_id
*:domain:sub_id
:domain:
pub_id:site_id:sub_id

You can track sources or domains in your analytics using appropriate macros [SOURCE_ID] or [DOMAIN].

How to target connections (Native and Display)

Please go to campaign settings. Go to advanced settings and enable Carrier targeting.

Type carrier name in the box. Include or Exclude specific carriers.

Carrier targeting Enable Carrier targeting

Available segments

Name	Country			Name	Country
No Carrier		+Include	+Exclude	Included	
Vodafone 202-05	Greece	+Include	+Exclude	Vodafone 214-01	Spain ✕
Vodafone Libertel 204-04	Netherlands	+Include	+Exclude	Vodafone Enabler Espana SL 214-06	Spain ✕
Vodafone 216-70	Hungary	+Include	+Exclude	Excluded	
Vodafone 222-10	Italy	+Include	+Exclude		
Vodafone 226-01	Romania	+Include	+Exclude		
Vodafone 230-03	Czech Rep.	+Include	+Exclude		
Airtel/Vodafone 234-03	United Kingdom	+Include	+Exclude		
Vodafone 234-15	United Kingdom	+Include	+Exclude		
Telenor (Vodafone) 240-08	Sweden	+Include	+Exclude		
Vodafone D2 262-02	Germany	+Include	+Exclude		
Vodafone D2 262-09	Germany	+Include	+Exclude		

How to target specific SSPs (Native and Display)

Please go to campaign settings. Go to Supply Partners. You can either select "Run on all sources" or target only specific SSPs (please note, that this might decrease traffic volume)

WARNING: When the admin approves your creatives on a limited list of supply sources due to the sensitive content of the creative/landing page, we kindly ask you not to change the list of supply sources. If you want your campaign running on all sources, please **change the creative**. Thank you.

Supply partners

Run on all sources Clear all

AdColony Display

AdColony SSP

AdMedia Display

Adsiduous

Advangelists SSP

AirPush Display

AirPush SSP

AppoDeal SSP

AtomX

Axonix

BizzClick

Cheetah Mobile Display

Cheetah Mobile SSP

Clickganic

Clickky

Envisionx SPO

Epom Display

Epom Market

Epom Video

How to enable security filters (Native and Display)

Please go to campaign settings. Go to advanced settings and enable Contextual segments&Filters. Select **Contextual segments & filters** checkbox if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection).

Contextual segments & filters Enable Contextual segments & filters

Search by name

Available segments	Name	CPM		Name	CPM
	+ Forensiq			Included	<input checked="" type="radio"/> Or <input type="radio"/> And
	- In-house Fraud Protection Solutions			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude spiders	0.00 ✕
	- IP Based Fraud Protection			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude datacenter IPs	0.00 ✕
	Exclude proxies & anonymizers	0.00	+Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude public proxies	0.00 ✕
	Exclude known malicious bots	0.00	+Include	Integral Ad Science (US Desktop Only) / Viewability / Target the TOP 10% of impressions most likely to be viewed for the longest time measured on Page by Integral Ad Science	0.10 ✕
	Exclude anonymizing VPN services	0.00	+Include		
	Exclude web proxies	0.00	+Include		
	Exclude TOR exit nodes	0.00	+Include	Total contextual cost	0.10
	- Integral Ad Science (US Desktop Only)				
	+ Viewability				
	+ Media Quality				
	+ Brand Safety				

Note: there are 3 levels of quality within Forensiq and 4 filterings within IAS (Media Quality, Brand Safety, Viewability, IAB Contextual Segments), the cost of which is 0.10 CPM. However, you may select several IAS filtering levels and the cost still will be 0.10 CPM. The same with Forensiq. But IAS and Forensiq filterings costs will be summed up (0.20 CPM). Platform in-house filtering available for free.

How to target OSeS, Devices, Browsers, Connections

Please go to campaign settings. Go to advanced settings and enable Technology targeting. There you have options to either target or exclude specific OSeS, Browsers, Devices and Connections.

Technology targeting

Enable Technology targeting

Search

Available technologies

Name			Name	
- OS			Included	
+ Android	Include	Exclude	OS / Windows	×
Chrome OS	Include	Exclude	Device / Mobile	×
+ iOS	Include	Exclude	Browser / Chrome	×
+ OS X	Include	Exclude	Connection Type / Cellular Network - 3G	×
Other	Include	Exclude	Connection Type / Cellular Network - 4G	×
+ Windows Phone	Include	Exclude	Excluded	
- Device			OS / Linux	×
Computer	Include	Exclude	Browser / IE / Edge	×
Other	Include	Exclude	Browser / Firefox / Mozilla	×
Tablet	Include	Exclude	Browser / Opera	×
- Browser			Connection Type / WIFI	×
Android Browser	Include	Exclude	Connection Type / Ethernet	×
Other	Include	Exclude		
Safari / Apple WebKit	Include	Exclude		
- Connection Type				
Unknown	Include	Exclude		
Cellular Network - Unknown Generation	Include	Exclude		