

Contextual Category Targeting

Advertise on related or relevant websites your customers are visiting with contextual category targeting. With this strategy, you can bid on ad inventory on specific categories of websites and mobile apps.

WHAT'S CONTEXTUAL CATEGORY TARGETING?

A strategy that allows you to target sites belonging to specific categories. How a website is categorized is defined by the publisher.

HOW IT WORKS



1. Available Categories

From sports to finance, there are numerous site categories with ad inventory on which you can bid. More specific subcategories are available. For example, a subcategory for "Sports" is "Sports - College Sports."



2. Include & Exclude Categories

You can include one or more categories to target at the ad group level of the campaign setup. You can also exclude the categories on which you don't want to bid.



Best Practices

While there isn't a data CPM for contextual category targeting, you will be charged a fee for the media placement.