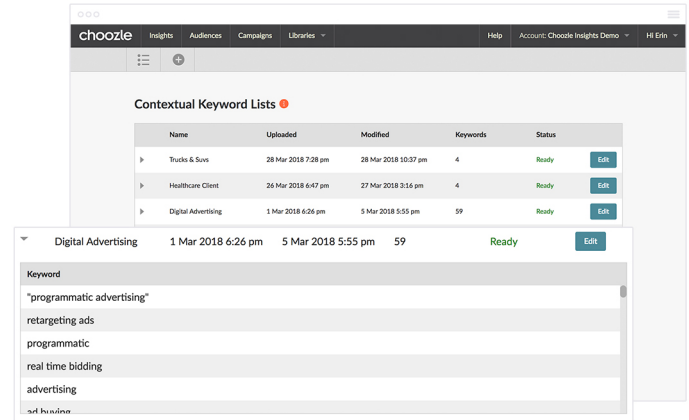


# Contextual Keyword Targeting

With contextual keyword targeting, you can place ads on sites with content that matches your keywords and phrases to place your message where it makes sense. This strategy can help you achieve higher click-through and conversion rates.

## What's Contextual Keyword Targeting?

A strategy that allows you to create keyword lists to target or block based on the content of websites.



## How It Works

- 1 Upload a keyword list.
- 2 For one campaign, we recommend uploading **20 to 40** keywords to target or block.
- 3 When you have a keyword list, you can make real-time edits should you need to quickly modify it.
- 4 When you have many keyword lists, you can sort them by date and time created or modified.



### Whitelist

A whitelist is an index of preferred keywords that you wish to target based on the content of a site. Building a list of keywords or phrases where you want your ads to be shown near can be used in its own ad group as a form of contextual targeting.



### Blocklist

A blocklist is an index of negative keywords that you do not want to target based on the content of a site. Building a list of keywords or phrases where you do not want your ads to be shown near can be used within other ad groups to ensure brand safety.



### Notes & Best Practices

- Contextual keyword targeting has an additional CPM charge of **\$0.42**.
- Keyword-level reporting is unavailable at this time, but performance at the segment and ad group levels will be included in all detailed reports.