

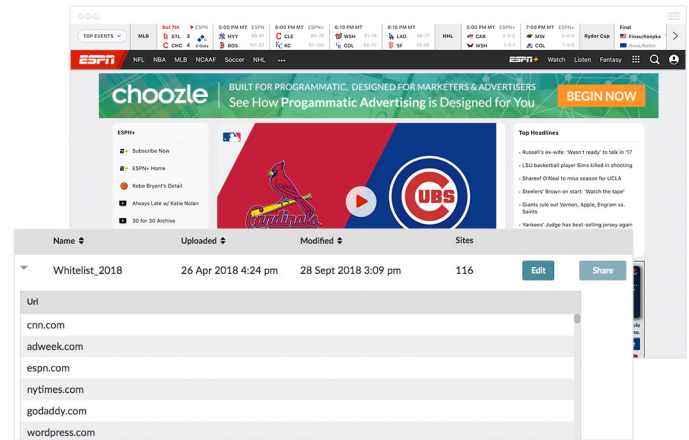
choozle

Site Targeting

Site targeting lets you serve ads on specific websites. This is a helpful strategy for targeting people based on the websites they visit.

What is Site Targeting?

A strategy that allows you to choose individual websites where you want your ads to appear.



How It Works



Site Lists Library

In the Site Lists Library, you can upload custom site lists, create whitelists and blocklists, and target or block specific websites where you don't want your ads to appear.



Whitelist

A whitelist is an index of approved sites on which to serve ads.



Blocklist

A blocklist is an index of sites on which to never serve ads.



Notes & Best Practices

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