# Site Targeting

Site targeting lets you serve ads on specific websites. Instead of using keywords and letting data decide which sites to run your ads on, you can list the URLs and web pages that you want your ads to run on so nothing is left to chance. This is a helpful strategy for reaching audiences you are very familiar with and know what specific websites they like to visit.

What's Site Targeting?

A strategy that allows you to only bid on placements within a custom list of websites where you want your ads to appear.
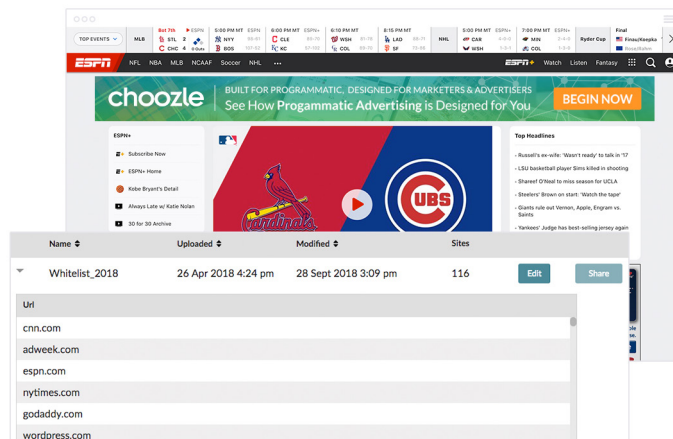
How It Works

Site Lists Library

In Choozle's Site Lists Library, you can create or upload custom site lists. You create site lists that can be used as preferred lists or blocklists. Preferred lists are used to target URL addresses where you want your ads to appear, and blocklists block specific websites where you don't want your ads to appear.

Preferred List

A preferred list is a customizable index of approved sites you upload to the Choozle platform. A preferred list is the approved list of websites you are bidding on and serving your ads on.

Blocklist

A blocklist is an index of sites on which to never serve ads. Blocklists are customizable and can be created in the Choozle Site Lists Library the same as preferred lists.

Notes & Best Practices

- Serve ads on specific websites that are brand-safe, recognizable, or industry-related.
- Obtain inventory on these websites more cost-effectively than through the private marketplace, which has set floor prices.
- Site targeting functions best for awareness-based campaigns, where the goal is primarily for your ads to be seen.
- While there isn't a data CPM for site targeting, you will be charged a fee for the media placement.