

Site Targeting

Site targeting allows you to precisely serve ads on specific websites. Instead of relying on keywords and data to determine where your ads appear, you can directly specify the URLs and web pages where you want your ads to display, ensuring a controlled placement strategy. This approach is particularly beneficial for targeting audiences you are intimately familiar with, ensuring your ads reach the specific websites they frequently 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



1. 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.



2. Preferred List

A preferred list is an approved list of websites created by you that you'd like to bid on and serve ads on.



3. Blocklist

Blocklists are customizable and can be created in the Choozle Site Lists Library in the same way as preferred lists.



Best Practices

- **Brand-Safe Sites:** When creating preferred lists, ensure you include brand-safe, recognizable, or industry-related websites.
- **Cost-Effective Inventory:** Obtaining inventory on these websites is more cost-effective than through the private marketplace, which has set floor prices.
- **Awareness Campaigns:** Site targeting works best for awareness-based campaigns where the goal is for your ads to be seen.
- **Media Cost:** While there isn't a data CPM for site targeting, you will be charged a fee for the media placement.