

Targeting

- Targeting
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- Hierarchical Targeting
- Advanced Targeting
- Managing Targets

Targeting

Targeting makes it possible to optimise the performance of a campaign by tailoring the delivery of a campaign to a visitor's profile - where relevance is key - or to other relevant parameters. Adhese enables targeting based on both standard and adjusted parameters. You can use each request parameter as a targeting variable. Multiple targeting variables can be used in combination.

During the implementation process of your Adhese account, you will need to consider which variables or parameters you would like to use for targeting purposes. You can add additional parameters to your account at any time.

A request can have targeting parameters at three different levels:

1. as a parameter in the request itself,
2. as a value in the cookie, or
3. as a value at the server (identification will happen through a unique key or session).

A request can combine the above three methods.

GDPR: Remember that the unique identification of visitors and storing personal and other data is subject to national, European and international legislation. It is the **exclusive responsibility** of the publisher to comply with the law and adequately notify the user of its rights. Adhese can help and advise publishers herein. More on user privacy is available in the [GDPR section](#) of the documentation.

Relationship between targets: Targets values from different target types have an AND relation, while values within the same type have an OR relationship. To create an AND relationship between targets of the same type, make an additional target value in the admin screen that includes both target codes (`first_target&second_target`). The same can be done for negative targets (`!first_target&!second_target`).

New targets & forecasting: New targets lack forecast data and are therefore best used in combination with the SOV setting. When used with the auto setting, the system will try to calculate an estimated share. With many competing bookings on that same target, however, it is likely that only some bookings will receive a share. The other bookings will only start delivering once forecast data is available, which can take up to two weeks.

Managing Targets

Important rules to keep in mind when working with targets:

1. The code cannot contain any punctuation. The only exceptions allowed are an underscore (`_`), an ampersand (`&`) (to add two or more codes in one target), and an exclamation mark (`!`) (for negative targets).
2. Using a '-' will cause problems in the backend (rotation file) once the target is used in a booking
3. Targets have a character limit of 40. If a single target would exceed 40 characters, consider using [advanced targeting](#).

To manage targets in Adhese, click the *Targets - Manage targets* link in the administration screen. The following screen is then displayed:

Manage targets
[View logs](#)

Select target type

Target Types	Editable
gender	<input type="checkbox"/>
city	<input type="checkbox"/>
city_group	<input type="checkbox"/>
brand	<input checked="" type="checkbox"/>
interest	<input checked="" type="checkbox"/>
Context	<input checked="" type="checkbox"/>
quarks	<input checked="" type="checkbox"/>
category	<input checked="" type="checkbox"/>
multicountry zipcodes	<input checked="" type="checkbox"/>

Add new target

Name Code Add Target

Target values

Search Back Next 1 out of 13 Hide inactive entries

#	Name	Code		
234	<input type="text" value="aardbeving japan"/>	aardbeving+japan	Deactivate	Save
100	<input type="text" value="ab klink"/>	ab+klink	Deactivate	Save
155	<input type="text" value="achmea"/>	achmea	Deactivate	Save
319	<input type="text" value="Achmea"/>	Achmea	Deactivate	Save
241	<input type="text" value="adrian j. bradshaw"/>	adrian+j.+bradshaw	Deactivate	Save
201	<input type="text" value="afghanistan"/>	afghanistan	Deactivate	Save
125	<input type="text" value="agnes jongerius"/>	agnes+jongerius	Deactivate	Save
271	<input type="text" value="ai weiwei"/>	ai+weiwei	Deactivate	Save
320	<input type="text" value="Aipec"/>	Aipec	Deactivate	Save
154	<input type="text" value="airbus"/>	airbus	Deactivate	Save
277	<input type="text" value="alaska"/>	alaska	Deactivate	Save
227	<input type="text" value="aleid wolfsen"/>	aleid+wolfsen	Deactivate	Save
135	<input type="text" value="alexander pechtold"/>	alexander+pechtold	Deactivate	Save
269	<input type="text" value="ali khamenei"/>	ali+khamenei	Deactivate	Save
278	<input type="text" value="amsterdam"/>	amsterdam	Deactivate	Save
71	<input type="text" value="amsterdam arena"/>	amsterdam+arena	Deactivate	Save
225	<input type="text" value="ananda marchildon"/>	ananda+marchildon	Deactivate	Save
249	<input type="text" value="anders behring breivik"/>	anders+behring+brevik	Deactivate	Save
314	<input type="text" value="Android & NOT Chrome"/>	!chrome&android	Deactivate	Save
315	<input type="text" value="Android & NOT Chrome &"/>	!chrome&!firefox&android	Deactivate	Save
258	<input type="text" value="antillianen"/>	antillianen	Deactivate	Save
232	<input type="text" value="arabische liga"/>	arabische+liga	Deactivate	Save
173	<input type="text" value="arbeidsmarkt"/>	arbeidsmarkt	Deactivate	Save
198	<input type="text" value="arnon grunberg"/>	arnon+grunberg	Deactivate	Save
262	<input type="text" value="arraial do cabo"/>	arraial+do+cabo	Deactivate	Save

The screen is divided into two parts:

- Select target types on the left side

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The **Select target types** part shows all the available target types and indicates whether they are editable or not. Ticked boxes are editable. Empty boxes are not editable. When you select a target type, the colour changes from yellow to orange, and your selection is displayed in the *Add new target/target values* part of the screen.

Click **Add new target** if you want to add a new target value. To add a new target, fill in a name, give it a code and hit the *Add Target* button.

The code has to be unique to be accepted by the application.

- a search box
- a back and next button showing the number of pages for this particular target
- a checkbox to hide or show inactive entries.

The list can be sorted by clicking the *#*, *name* or *code*.

You can edit the name of each target. After editing, you can save your changes by clicking the *save* button.

To deactivate a target, simply click on the *deactivate* button. Once deactivated, the button's label will change to *activate*.

To find out more about how targeting can be used within a booking, see the [Targeting](#) section of the **Bookings** page

Target Tags

In the *manage targets* screen, next to the target types and the editable column, there is a *tags* column with dropdown options:

Manage targets

[View logs](#)

Select target type

Target Types	Editable	Tags
city	<input type="checkbox"/>	Add tag... <input type="button" value="Add"/>
city_group	<input type="checkbox"/>	Add tag... <input type="button" value="Add"/>
brand	<input checked="" type="checkbox"/>	Add tag... <input type="button" value="Add"/>
interest	<input checked="" type="checkbox"/>	Add tag... <input type="button" value="Add"/>
multicountry zipcodes	<input checked="" type="checkbox"/>	Add tag... <input type="button" value="Add"/>

The tags allow you to assign a certain target type to a booking type. Allowing you to restrict target types to certain booking types. i.e. DOOH Store ID's as targets will only be available to DOOH bookings when configured with an *In-store* tag. There are three tags available:

1. Display
2. In-store (DOOH)
3. Sponsored Products

Negative targeting

As explained in the introduction on this page, you can use a request parameter as a targeting variable. You can also reverse this logic by using a parameter to exclude bookings targeted by it. For instance, a negative target could be 'all countries except Belgium'.

Joining targets and negative targets

You can join two targets values in an AND relation by creating a combined target with '&'. To do so, follow these steps:

1. Make sure both target values already exist within the relevant target type (ex. "code1" and "code2")
2. Create a new target value, give it a name and join the two target codes with & (ex. "code1&code2")

3. You can now select the combined target in the target type in the booking header screen. When selecting the combined target, both values (code1 AND code2) will need to be present for the booking to be delivered

You can also exclude delivery when a certain value is present by creating a negative target value with '!'. To do so, follow these steps:

1. Make sure a positive target value already exists within the relevant target value (ex. "code1")
2. Create a new target value, give it a name (ex. Not Code1) and exclude the value with ! (ex."!code1")
3. You can now select the negative target value within the target type in the booking header screen. When selecting the negative target value, the booking will not be delivered if the excluded value is present

Combined targets and negative targets can also be combined. If you want to deliver on a broad target within a target type, but you want to make sure you exclude a certain value, you can join the positive target value with a negative one:

- For example: You want to deliver on code, which includes code1, code2 and code3, but you want to exclude code 2. You can join the targets like this: '!code2&code'

10	Atest Exception	!atest2&atest	Deactivate	Save
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Note that when combining a negative with a positive target value, '!' must be the first character.

Targeting options

Contextual targeting

Contextual targeting ensures that a booking is relevant to the content of the website. The text of a website is scanned for **content keywords**, **article tags**, or **topics**. Bookings targeted on those keywords are subsequently returned to the website. For example, if a visitor is reading a movie review, Adhese can show a booking from a nearby movie theatre that is playing the same movie. This targeting method is custom-implemented per client.

External data sources

Adhese can also take **external data** sources into account when targeting. Variables such as stock indexes, product inventory, and weather can be used. Imagine an advertiser who sells tyres. They

could change the content of the creative based on a weather forecast for the visitor's location. This targeting method is custom-implemented per client.

Competitive exclusions

Campaign variables can be used to ensure that certain bookings are not served together simultaneously. This feature is similar to our delivery multiples solution, but it is relevant to the campaign level.

For instance, you can opt not to deliver bookings from the same client or two competitor companies, such as car manufacturers, at the same time. If you are interested in this custom feature, please [contact us](#).

More targeting options

To learn more about the various targeting options in Adhese, consult the following pages:

- [Brand Targeting](#)
- [Behavioural Targeting](#)
- [Retargeting](#)
- [Hierarchical Targeting](#)
- [Advanced Targeting](#)

User Agent targeting

UA Targeting is a custom feature. Please [contact](#) support if you are interested in implementing one or more user agent targeting variables.

UA Targeting in older accounts will still be called *Brand* targeting.

User agent targeting enables you to target your audience by technical aspects, for example:

- Internet service providers, such as Telenet, Proximus, VodafoneZiggo or KPN;
- Browser, like Chrome, Safari, or Firefox;
- Brands like Apple or Samsung;
- Device, for example, a tablet, smartphone, or desktop;
- Operating systems, for instance, iOS, Android, Windows, Linux or macOS.

You can use UA Targeting to focus ad delivery on specific device types, but only when this information is available. For example, if you only want to deliver to computers and tablets, but not smartphones, tick the *Device - Desktop* and *Device - Tablet* boxes, but do **not** tick the *Device - Phone* box. See the screenshot below.

Brand

Cancel **SAVE**

- Browser - Internet Explorer 11
- Browser - Internet Explorer 7
- Browser - Internet Explorer 8
- Browser - Internet Explorer 9
- Browser - Opera
- Browser - Other
- Browser - Safari
- Device - Desktop
- Device - Phone
- Device - Tablet
- ISP - AT&T Global Network Services Nederland B.V.
- ISP - AXA-TECH
- ISP - Belgacom Mobile SA/NV
- ISP - Belgacom Skynet
- ISP - BELNET

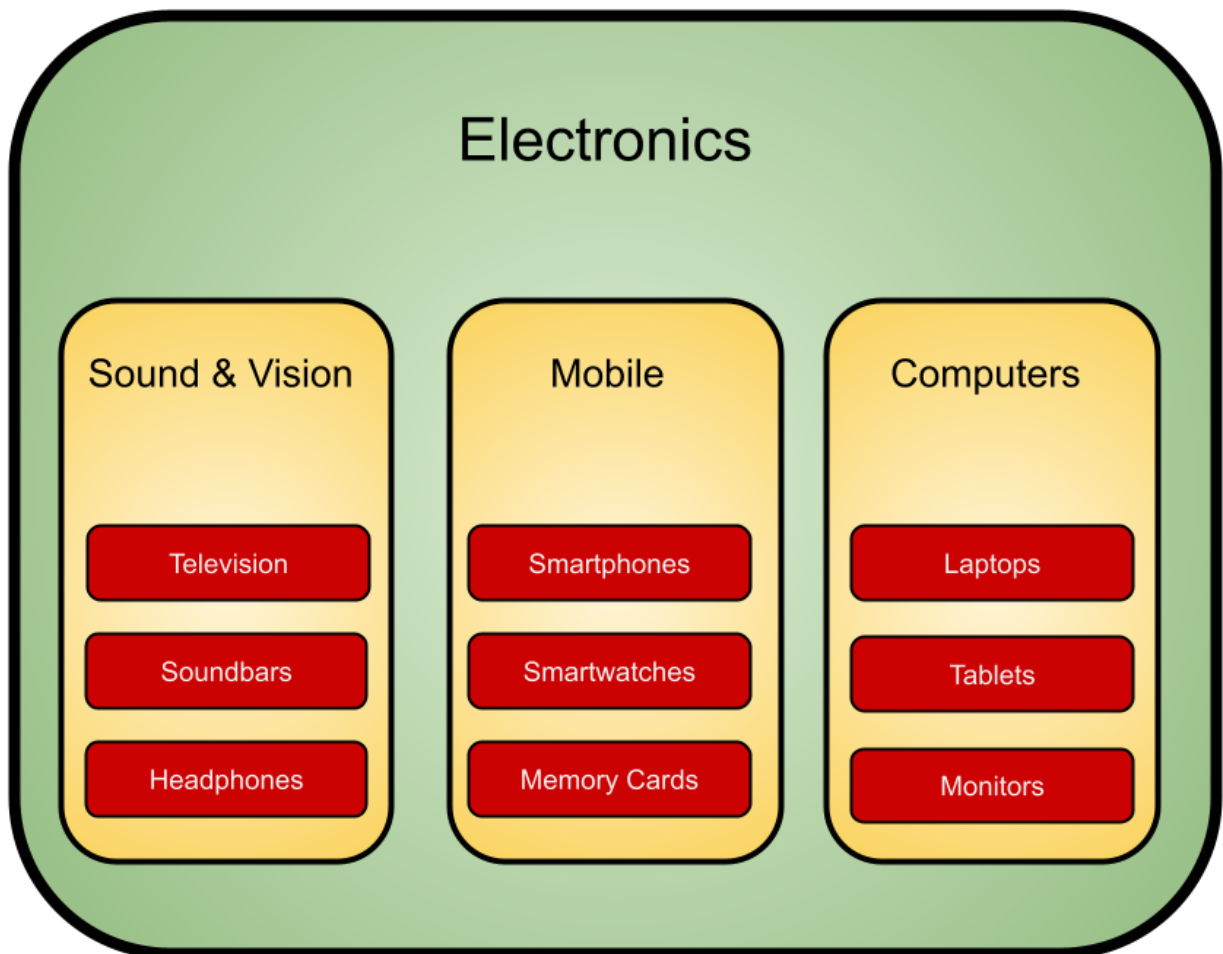
Hierarchical Targeting

With **hierarchical targeting**, each different targeting group is given a priority, which allows a targeting group with the lowest volume to be given priority over other targeting groups.

Hierarchical targeting is not compatible with channels. Bookings with hierarchical targets must be booked on individual positions.

Hierarchical targeting is an option that is not included in the default Adhese set-ups. If you want to add this option, please contact [support](#).

An example:



There are three different target groups:

- Main category (for example, Electronics - green)
- Product group (for example, Computers - yellow)
- Super category (for instance, Laptops or Tablets or Monitors - red)

In the example above, bookings targeted at the **Super category** (red) take priority over bookings targeted at the **Product group** (yellow). Bookings targeted at the **Product group** (yellow) take priority over bookings targeted at the **Main category** (green).

It is possible to target both the **Product group** and **Super category** when making a booking. For example, if you target the **Super Categories** *Laptop* and *Tablets* and the **Product group** *Computers*, the *Laptop* and *Tablets* targets will receive the highest priority. All other targets under the **Super category** (such as *Monitors*) will also show the booking because they fall under the **Product group** *Computers*, but only if there is no competing booking targeted on that particular **Super category**.

When booking with the target **Main category** (*Electronics*), each **Product Group** (*Sound & Vision*, *Mobile and Computers*) and all underlying **Super Category** sections can display the booking, but only if there is no competing booking targeted at a particular **Product Group** or **Super Category**.

Advanced Targeting

Advanced Targeting is a feature that must be enabled and requires additional setup. Please [contact Support](#) if you would like to make use of this feature.

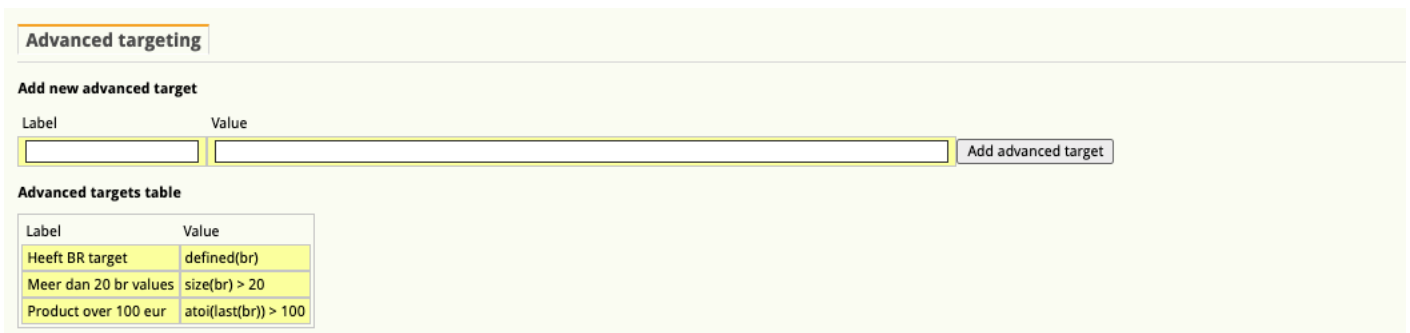
Targets that fall under advanced targeting do not contain forecast data. They are best used in combination with SOV delivery.

Introduction

Advanced targeting allows the Adhese instance admins to create complex targeting rules and save them with a label. Sales and Operations can select these targets when booking a campaign.

Creating and Editing

To manage Advanced Targeting in Adhese, click on the *Advanced Targeting* link in the Administration screen. The following screen will appear:



Label	Value
Heeft BR target	defined(br)
Meer dan 20 br values	size(br) > 20
Product over 100 eur	atoi(last(br)) > 100

The screen is divided into two parts:

- Add new advanced target
- Advanced target table

Click **Add new advanced target** to add a new one. To add a new target, enter a label, give it a value and click the *Add Advanced Target* button. The code must be unique for the application to accept it.

The **Advanced Targets table** lists the advanced targets that have been created.

Creating a new Targeting Expression

Targeting expressions contain target identifiers and functions. The identifiers allow you to tell the system which targets you want to check, modify, etc.... With the functions, you can express what you want to do with the values.

By 'target values' we mean the incoming values of an ad request, regardless of how they were injected into the request. So, this could be a value sent by the browser or app, a segment picked up by a server-side mapping, or a combination of both.

Defining which targets to use

Targets are referred to by their two-letter prefix code: "dt", "co", etc... just like in the POST body of an ad request. The exact values available for your Adhese instance can be found in the documentation of your account.

The values of each target are always considered to be multi-valued. Their type is List<String>, a list of alphanumeric characters.

If you know that a target is single-valued (as can be set in the 'definitions' of your instance), you can use last() to change the type to String (or Void if an empty list).

Functions to express what to do with a target value

Each function acts on the values sent by the request and is identified by the given 2-character target code. For example, given a request like the one below and using the target code 'sg', which is often used for 'segments':

```
https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports  
/ag45/dtdesktop/ll456d676e8d6878s687/
```

We can identify the target by its two-letter code, 'sg,' and see two values: **'family'** and **'sports'**.

List of all functions

1. Check the presence of the target

```
defined(target_code)
```

Checks if a target is present, even if it has an empty string value.

Example

```
defined(sg)
```

will match the following requests

[https://ads-myadheseinstance.adhese.com/json/sl123/tlall/**sgfamily;sports**](https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports)

[\[\\[but not match this one\\]\\(https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=\\)\]\(https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=\)](https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=)

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/ag45/dtdesktop/II456d676e8d6878s687/>

2. Count number of target values

```
size(target_code)
```

Counts the number of values for a given target code.

Example

```
size(sg) > 1
```

will match

[https://ads-myadheseinstance.adhese.com/json/sl123/tlall/**sgfamily;sports**](https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports)

[\[\\[but will not match this one\\]\\(https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=\\)\]\(https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=\)](https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/<u>ag45/dtdesktop/II456d676e8d6878s687/</u></p></div><div data-bbox=)

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily/ag45/dtdesktop/II456d676e8d6878s687/>

3. Check the presence of value

```
target_code intersects {'value'}
```

Returns true if 'value' is part of the values for the given target_code

Example

```
sg intersects {'sports'}
```

will match

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/ag45/dtdesktop/II456d676e8d6878s687/>

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgsports/ag45/sggourmet/dtdesktop/II456d676e8d6878s687/>

but will not match

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily/ag45/dtdesktop/II456d676e8d6878s687/>

4. Logical operators

```
(condition1 && condition2) || (condition3 && condition4)
```

&& expresses 'and',

|| expresses 'or',

() round brackets can be used for grouping expressions

Example

```
sg intersects {'family'} || (sg intersects {'sports'} && dt intersects {'desktop'})
```

will match

<https://ads-myadheseinstance.adhese.com/json/sl123/tlall/sgfamily;sports/ag45/dtdesktop/II456d676e8d6878s687/>

[https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/**sgsports**/ag45/sggourmet/**dtdesktop**/II456d676e8d6878s687/](https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/ag45/sggourmet/dtdesktop/II456d676e8d6878s687/)

but will not match

[https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/**sgsports**/ag45/**dtmobile**/II456d676e8d6878s687/](https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/ag45/dtmobile/II456d676e8d6878s687/)

5. Numerical comparison operators

```
atoi(last(target_code)) operator integer
```

Compares the value of a target_code (converted from a string to an integer) with a fixed integer.

Available operators

- < : less than
- <= : less than or equal
- > : greater than
- >= : greater than or equal
- <> : not equal
- = : equal

Example

```
atoi(last(ag)) > 35 && atoi(last(ag)) <= 65
```

will match

[https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgfamily;sports/**ag45**/dtdesktop/II456d676e8d6878s687/](https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgfamily;sports/ag45/dtdesktop/II456d676e8d6878s687/)

[https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/**ag65**/sggourmet/dtdesktop/II456d676e8d6878s687/](https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/ag65/sggourmet/dtdesktop/II456d676e8d6878s687/)

but will not match

[https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/**ag25**/dtmobile/II456d676e8d6878s687/](https://ads-myadheselinstance.adhesel.com/json/sl123/tlall/sgsports/ag25/dtmobile/II456d676e8d6878s687/)

6. Decode urls and split

```
last(split(decode64(last(target_code)), '/')) = string
```

Converts the last value of the given target_code from base64 encoded to a string, splits it by slash and compares the last item with a string

Example

```
last(split(decode64(last(br)), '/')) = 'index.html'
```

will match

https://ads-myadhesesinstance.adheses.com/json/sl123/tlall/sgsport/ag25/dtmobile/II456d676e8d6878s687/**rfL2Zvby9iYXlvaW5kZXguaHRtbA==**/

but will not match

https://ads-myadhesesinstance.adheses.com/json/sl123/tlall/sgsport/ag25/dtmobile/II456d676e8d6878s687/**rfL2Zvby9iYXlvaW5kZXguaHRtbA==**/

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category	<input checked="" type="checkbox"/>
multicountry zipcodes	<input checked="" type="checkbox"/>

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155	<input type="text" value="achmea"/>	achmea	Deactivate	Save
319	<input type="text" value="Achmea"/>	Achmea	Deactivate	Save
241	<input type="text" value="adrian j. bradshaw"/>	adrian+j.+bradshaw	Deactivate	Save
201	<input type="text" value="afghanistan"/>	afghanistan	Deactivate	Save
125	<input type="text" value="agnes jongerius"/>	agnes+jongerius	Deactivate	Save
271	<input type="text" value="ai weiwei"/>	ai+weiwei	Deactivate	Save
320	<input type="text" value="Aipec"/>	Aipec	Deactivate	Save
154	<input type="text" value="airbus"/>	airbus	Deactivate	Save
277	<input type="text" value="alaska"/>	alaska	Deactivate	Save
227	<input type="text" value="aleid wolfsen"/>	aleid+wolfsen	Deactivate	Save
135	<input type="text" value="alexander pechtold"/>	alexander+pechtold	Deactivate	Save
269	<input type="text" value="ali khamenei"/>	ali+khamenei	Deactivate	Save
278	<input type="text" value="amsterdam"/>	amsterdam	Deactivate	Save
71	<input type="text" value="amsterdam arena"/>	amsterdam+arena	Deactivate	Save
225	<input type="text" value="ananda marchildon"/>	ananda+marchildon	Deactivate	Save
249	<input type="text" value="anders behring breivik"/>	anders+behring+brevik	Deactivate	Save
314	<input type="text" value="Android & NOT Chrome"/>	!chrome&android	Deactivate	Save
315	<input type="text" value="Android & NOT Chrome &"/>	!chrome&!firefox&android	Deactivate	Save
258	<input type="text" value="antillianen"/>	antillianen	Deactivate	Save
232	<input type="text" value="arabische liga"/>	arabische+liga	Deactivate	Save
173	<input type="text" value="arbeidsmarkt"/>	arbeidsmarkt	Deactivate	Save
198	<input type="text" value="arnon grunberg"/>	arnon+grunberg	Deactivate	Save
262	<input type="text" value="arraial do cabo"/>	arraial+do+cabo	Deactivate	Save

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