

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

- Add new target values on the right side

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

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