

PPC*mate*

Campaign Targeting Options

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How to target on mobile devices only

Please go to campaign settings. Go to advanced settings and enable technology targeting.

Select Device -> Mobile.

Available technologies

Search

Name	Name
+ OS	Included
- Device	Device / Mobile ×
Computer	Excluded
Other	Excluded
Tablet	Excluded
+ Browser	
+ Connection Type	

How to target specific sources

Please go to campaign settings. Go to advanced settings and enable Sources and domains whitelist/blacklist.

In order to target only specific sources or domains, add them to whitelist. In order to block unwanted sources or domains add them to blacklist.

Sources and domains whitelist /
blacklist

Enable Sources and domains whitelist / blacklist

Sources and domains whitelist

2009837:*.7009
2009837:*.8793
138293001:*.0098

domain.com
domain-2.com

Sources and domains blacklist

Empty text area for blacklist entries.

Use one of the following formats:

domain
pub_id
site_id
sub_id
pub_id:*.
pub_id:*.sub_id
.:sub_id
pub_id:site_id:*

*:site_id:sub_id
:site_id:.
pub_id:domain:*.
pub_id:domain:sub_id
*:domain:sub_id
:domain:.
pub_id:site_id:sub_id

You can track sources or domains in your analytics using appropriate macros [SOURCE_ID] or [DOMAIN].

How to target connections (Native and Display)

Please go to campaign settings. Go to advanced settings and enable Carrier targeting.

Type carrier name in the box. Include or Exclude specific carriers.

Carrier targeting Enable Carrier targeting

Available segments

Name	Country		Name	Country
No Carrier		+Include +Exclude	Included	
Vodafone 202-05	Greece	+Include +Exclude	CelCom 502-13	×
Vodafone Libertel 204-04	Netherlands	+Include +Exclude	CelCom 502-19	×
Vodafone 214-01	Spain	+Include +Exclude	Celcom	×
Vodafone Enabler Espana SL 214-06	Spain	+Include +Exclude	Vodafone 222-10	Italy ×
Vodafone 216-70	Hungary	+Include +Exclude	Vodafone 226-01	Romania ×
Vodafone 230-03	Czech Rep.	+Include +Exclude	Excluded	
Telenor (Vodafone) 240-08	Sweden	+Include +Exclude	Airtel/Vodafone 234-03	United Kingdom ×
Vodafone D2 262-02	Germany	+Include +Exclude	Vodafone 234-15	United Kingdom ×
Vodafone D2 262-09	Germany	+Include +Exclude		
Vodafone 268-01	Portugal	+Include +Exclude		
Vodafone Eircell 272-01	Ireland	+Include +Exclude		
Vodafone/Tal hf 274-02	Iceland	+Include +Exclude		
Vodafone 276-02	Albania	+Include +Exclude		
Vodafone 278-01	Malta	+Include +Exclude		

How to target specific SSPs (Native and Display)

Please go to campaign settings. Go to Supply Partners. You can either select "Run on all sources" or target only specific SSPs (please note, that this might decrease traffic volume)

WARNING: When the admin approves your creatives on a limited list of supply sources due to the sensitive content of the creative/landing page, we kindly ask you not to change the list of supply sources. If you want your campaign running on all sources, please **change the creative**. Thank you.

Supply partners

Run on all sources Clear all

AdColony Display

AdColony SSP

AdMedia Display

Adsiduous

Advangelists SSP

AirPush Display

AirPush SSP

AppoDeal SSP

AtomX

Axonix

BizzClick

Cheetah Mobile Display

Cheetah Mobile SSP

Clickganic

Clickky

Envisionx SPO

Epom Display

Epom Market

Epom Video

How to enable security filters (Native and Display)

Please go to campaign settings. Go to advanced settings and enable Contextual segments&Filters. Select **Contextual segments & filters** checkbox if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection).

Contextual segments & filters Enable Contextual segments & filters

Search by name

Available segments

Name	CPM
- Forensiq	
+ Risk Score	
- In-house Fraud Protection Solutions	
- IP Based Fraud Protection	
Exclude proxies & anonymizers	0.00 +Include
Exclude known malicious bots	0.00 +Include
Exclude anonymizing VPN services	0.00 +Include
Exclude public proxies	0.00 +Include
Exclude web proxies	0.00 +Include
Exclude TOR exit nodes	0.00 +Include
- Integral Ad Science (US Desktop Only)	
+ Viewability	
+ Media Quality	
+ Brand Safety	

Name	CPM
Included <input checked="" type="radio"/> Or <input type="radio"/> And	
Forensiq / Risk Score / Target only Non-Suspect users (Forensiq Risk Score < 64)	0.10 x
In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude datacenter IPs	0.00 x
In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude spiders	0.00 x
Total contextual cost	0.10

Note: there are 3 levels of quality within Forensiq and 4 filterings within IAS (Media Quality, Brand Safety, Viewability, IAB Contextual Segments), the cost of which is 0.10 CPM. However, you may select several IAS filtering levels and the cost still will be 0.10 CPM. The same with Forensiq. But IAS and Forensiq filterings costs will be summed up (0.20 CPM). Platform in-house filtering available for free.

How to target OSes, Devices, Browsers, Connections

Please go to campaign settings. Go to advanced settings and enable Technology targeting. There you have options to either target or exclude specific OSes, Browsers, Devices and Connections.

Technology targeting Enable Technology targeting

Available technologies

Available technologies			Available technologies	
Name			Name	
- OS			Included	
+ Android	Include	Exclude	Device / Tablet	×
+ iOS	Include	Exclude	Device / Mobile	×
+ OS X	Include	Exclude	Browser / Opera	×
Other	Include	Exclude	Browser / Chrome	×
+ Windows	Include	Exclude	Browser / Firefox / Mozilla	×
- Device			Connection Type / WIFI	
Computer	Include	Exclude	Connection Type / Cellular Network - 3G	×
Other	Include	Exclude	Connection Type / Cellular Network - 4G	×
- Browser			Excluded	
Android Browser	Include	Exclude	OS / Chrome OS	×
IE / Edge	Include	Exclude	OS / Linux	×
Other	Include	Exclude	OS / Windows Phone	×
Safari / Apple WebKit	Include	Exclude		
- Connection Type				
Unknown	Include	Exclude		
Ethernet	Include	Exclude		
Cellular Network - Unknown Generation	Include	Exclude		