

## How to set up Unified Targeting

This guide will give you instructions how to set up each targeting solution, contextual and audience, to create a Unified Targeting approach. Currently available in the DSPs of Adform, MediaMath and The TradeDesk.

However, how to set up a Unified targeting approach also depends on your buying strategy. There's different possible strategies, we suggest using these as an orientation:

- **Audience first:** when you want to combine Audience Targeting and Contextual targeting, but still want to focus on Audience. Where you cannot reach your Audience due to no cookie availability, you extend your reach with contextual using the same target group definition. You can then exclude the Audience from the Contextual. That might be useful if the campaign is aiming to focus rather on performance, e.g. direct responses, as it might be easier to track and measure the needed KPIs.
- **All equal/automatic optimization:** you might add both, audience and contextual on one line item, put a frequency cap and KPI goal on and let the DSP optimize against. This strategy could suit for branding purposes, where you aim to reach the target audience and generate e.g. site visits.

## MediaMath

Setting up Unified Targeting in MediaMath is pretty straightforward. The benefit is that you can flexibly combine Audience Targeting, Contextual Targeting and Brand Fit on one Line item - in MediaMath called *Strategy*. Strategies are set hierarchically under the campaign. Create a new campaign or click an existing campaign to add a strategy.

### Audience Targeting

After setting the details on the strategy go to the tab *Targeting*: On the lower navigation you select *Audience* for adding Audience Targeting.

The screenshot displays the MediaMath interface for configuring a 'Strategy Audience'. The top navigation bar includes links for Bulk Manager, ID Lookup, MediaMath Academy, Knowledge Base, Contact Support, and a user profile. The main header shows the campaign name 'TEST SEMASIO - KAMPAGNE UNIFIED TARGETING 738456' and various status indicators. The left sidebar contains navigation icons for Campaigns, Reports, Audiences, Creatives, Media, AppStore, and Admin. The central panel is titled 'Strategy Audience' and has tabs for Details, Supply, Creatives, Targeting, and Summary. The 'Targeting' tab is selected, showing a list of providers and a table of audience segments. The 'Included Audience' area on the right shows a group of segments being added to the strategy.

SEGMENT	SIZE	CPM
Gravy Analytics	--	--
Live Nation	--	--
LiveRamp IdentityLink Data Store	--	--
Lisame	--	--
MasterCard	--	--
MediaMath Audiences	--	--
Narrative (formerly Effective Measure)	--	--
Navegg	--	--
Nielsen	--	--
NineDecimal	--	--
PushSpring	--	--
Postargety	--	--
SambaTV	--	--
Semasio GmbH	--	--
Semasio	--	--
Semasio GmbH - (Private)	--	--
DE: Classic Extended Audience - Socio - Age 18-29	47k	€ 0.84
DE: Classic Extended Audience - Socio - Age 30-39	26k	€ 0.84
DE: Classic Extended Audience - Socio - Age 40-49	28k	€ 0.84
DE: Classic Extended Audience - Socio - Age 50-59	25k	€ 0.84
DE: Classic Extended Audience - Socio - Age 60+	21k	€ 0.84

Search for provider “Semasio GmbH” and pick the desired Audience target and add to the *Included Audience* area on the right. For a Unified Targeting approach go to the next tab under Targeting: *Contextual*.

## Contextual Targeting & Brand Fit

Both - Contextual Target and Brand Fit – are added under the *Contextual* part of targeting. After choosing Semasio as a provider you are presented with both, Contextual and Brand Fit:

The screenshot shows the MediaMath interface for a campaign named "TEST SEMASIO - KAMPAGNE UNIFIED TARGETING 785456". The "Strategy Contextual" tab is active, displaying a table of channels and their CPMs. The "Semasio" channel is expanded, showing "Brand Safety" as a target. On the right, the "CONTEXTUAL" section shows "Semasio" and "Custom Predicts + 105" with a CPM of € 0.55. The "CONTEXTUAL COST" is also € 0.55.

CHANNELS	CPM
DoubleVerify	--
Integral Ad Science	--
Peer39	--
Pre-Bid by Moat & MediaMath Contextual powered by Oracle	--
Semasio	--
Brand Safety	--
Contextual	--
Custom Predicts	--

Add the desired target to the strategy by adding it on the right-hand side.

**Note:** a contextual target is by default considered a positive list (whitelist), a Brand Fit is treated as a negative list (blacklist), when the Brand Fit is added in the *Included Contextual* section on the right:

The screenshot shows the MediaMath interface with the "Strategy Contextual" tab active. The "Semasio" channel is expanded, and "Brand Safety" is selected. On the right, the "CONTEXTUAL" section shows "Semasio" and "Custom Predicts + 105" with a CPM of € 0.55. The "CONTEXTUAL COST" is also € 0.55. The "Include Automotive Air Pollution" target is added to the strategy, and the "CONTEXTUAL COST" is updated to € 0.59.

CHANNELS	CPM
DoubleVerify	--
Integral Ad Science	--
Peer39	--
Pre-Bid by Moat & MediaMath Contextual powered by Oracle	--
Semasio	--
Brand Safety	--
United States	--
Automotive	--
Exclude Automotive Air Pollution	€ 0.04
Exclude Diesel Emissions Scandal	€ 0.04
Exclude Negative E-Car Content	€ 0.04
Exclude Negative SUV Content	€ 0.04
Exclude Traffic Accidents	€ 0.04
Beauty	--
Corporate	--
Current Events	--
Entertainment	--
Fashion	--

However, if you wish, you can also use a Contextual target to be excluded from targeting. In that case add it to the *Excluded Contextual* below.

## Adform

For using a Unified targeting approach in Adform you set the Brand Fit on campaign level, and Contextual and Audience on the Line items.

### Brand Fit

On the campaign go to Brand Safety settings. Select provider Semasio – **note**: you can only use **one** provider per campaign. Select the desired Brand Fit target.

RTB Frequency Capping



No specific capping at this moment

Brand Safety Settings



I accept that a brand safety fee will be applied. Read about fees [here](#).

Brand Safety Provider

Semasio

Segments (Avoidance)

Multiple (24)

Conversion Attribution V

Set how conversions should be a

Post impression attribution

Post click attribution

Recent post impression attribution

30 seconds

Recent post click attribution

30 seconds

- Automotive
  - Diesel Emissions Scandal
  - Air Pollution
  - Negative SUV Content
  - Traffic Accidents
  - Negative E-Car Content

[Collapse All](#) [Select All](#)

This will now be applied to all Line items, unless you switch Brand Safety off on the Line item (here: on).

Campaigns
Orders
Line Items
Banners
Tags
Site Tracking
Stats & Reports

Banners

Max CPM bid price
EUR

☐ Clicks (CPC)  
Increases the CTR while keeping the average click price below the entered goal.

☐ Conversion (CPA)  
Based on defined conversion or subset in tracking filter, will increase the COV while keeping the average conversion price below the entered goal.

☐ ROAS  
Increases the amount of most profitable conversions thus maximizing your return on investment.

Brand Safety Settings

Allows preventing banners from being displayed on domains with undesirable, brand-incompatible content. [Read more.](#)

☒ On

*i*
I accept that a brand safety fee will be applied. Read about fees [here.](#)

Frequency Capping

Frequency capping is applied to the RTB line item and it only caps RTB impressions. [Read more.](#)

+ Add capping

Now go to Line items and add Contextual targeting. This can only be used in a positive manner, but be combined with several lists of one provider.

Campaigns

Orders

Line Items

Banners

Tags

Site Tracking

Stats & Reports

Banners

Contextual Targeting

Target your users based on the content of the website. [Read more.](#)

I accept that a contextual targeting fee will be applied. Read about fees [here.](#)

Semasio

Contextual targeting fee 0,25 EUR/CPM

Standard Categories / Semasio Contextual Germany / B2B

Accounting & Finance

Start-Ups & Innovation

Automotive

B2B

Accounting & Finance

Architecture & Design

IT

Logistics & Transportation

Select All

In-Stream Ad Position:

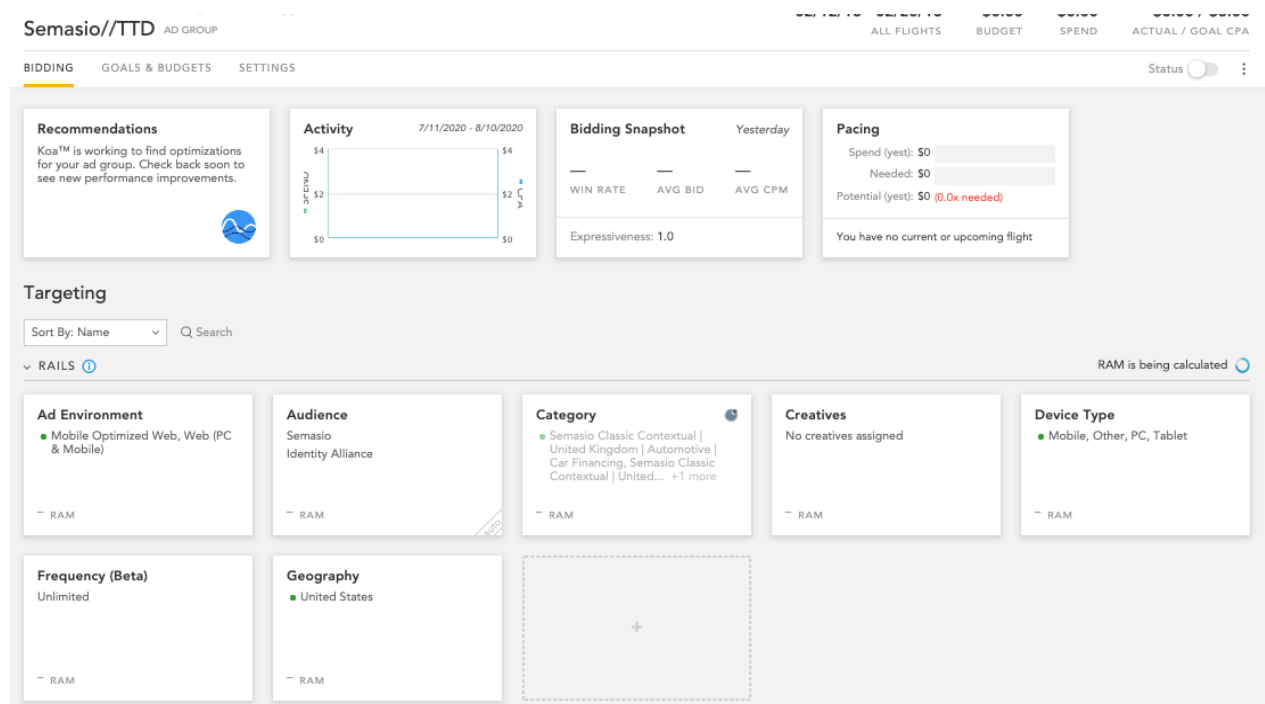
Pre-Roll

In-Stream Video Ad that occurs before a user has requested to see a video content

## TheTradeDesk

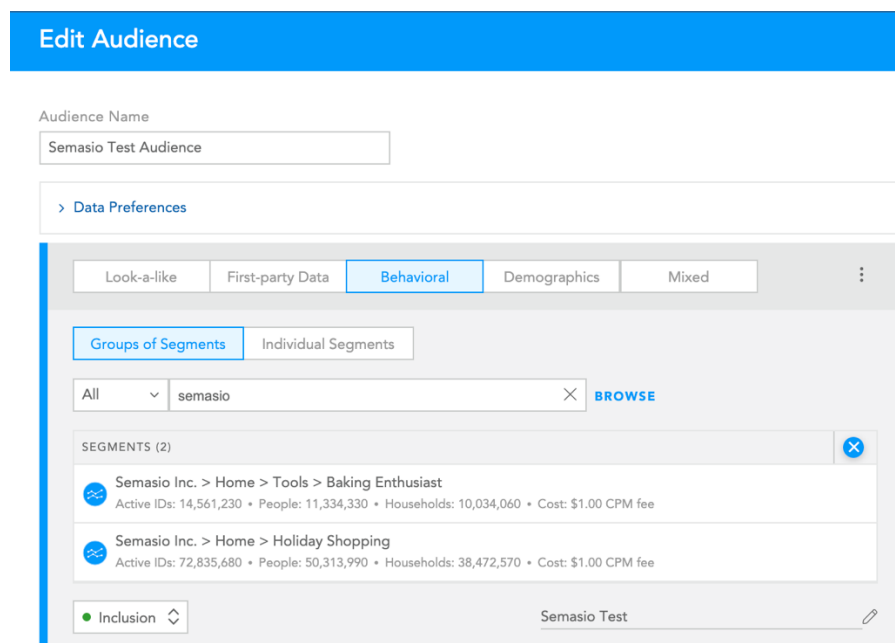
TTD's platform has ad groups instead of line items. You are able to set up one ad group within a campaign and apply the Semasio audience while simultaneously applying contextual targeting and optimize towards both.

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As shown in the screenshot above, within an ad group dashboard you are presented with a “Targeting” section. The “Targeting” section has “Rails”, i.e., different targeting solutions/possibilities.

Here, you can select an “Audience”, which leads you to the following window:



The screenshot shows the “Edit Audience” window. At the top, there is a blue header with the text “Edit Audience”. Below this, the “Audience Name” field is set to “Semasio Test Audience”. A “Data Preferences” section is visible, with tabs for Look-a-like, First-party Data, Behavioral, Demographics, and Mixed. The “Behavioral” tab is selected. Under “Groups of Segments”, there are two options: “Groups of Segments” and “Individual Segments”. A search bar shows “All” and “semasio”, with a “BROWSE” button. Below this, a list of segments is shown:

- SEGMENTS (2)**
  - Semasio Inc. > Home > Tools > Baking Enthusiast**  
Active IDs: 14,561,230 • People: 11,334,330 • Households: 10,034,060 • Cost: \$1.00 CPM fee
  - Semasio Inc. > Home > Holiday Shopping**  
Active IDs: 72,835,680 • People: 50,313,990 • Households: 38,472,570 • Cost: \$1.00 CPM fee

At the bottom, there is an “Inclusion” dropdown and a “Semasio Test” label.



Here, you can search for “Semasio” in the open data marketplace or use a Custom Audience, by searching for the bespoke “Segment Partner ID” generated in the Semasio platform.

Equivalently, you can select a “Category” rail, which will allow you to select the needed Contextual target through the following window:

Add Rail

Q semasio

All

Inventory

✓ CATEGORY

Category (Semasio)

\$0.25 CPM data fee

CLOSE

You again search for “Semasio” here and find both standard contextual categories or search for a custom target by its ID, generated in the Semasio platform.

In order to optimize towards both targeting solutions and apply a unified approach, you have to employ another rail – “Frequency”. This allows you to put a frequency capping on all Targeting rails in unification, ensuring that regardless of if a user has been already reached through Audience or Contextual Targeting, it will only do so for a certain defined frequency.

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