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.

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:

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:

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.

	Campaigns	Orders	Line Items	Banners	Tags	Site Tracking	Stats & Reports

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)   ▼

🔍

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

                    Collapse All   Select All

Conversion Attribution W
Set how conversions should be a

Post impression attribution

Post click attribution

Recent post impression attribution   30   seconds

Recent post click attribution   30   seconds

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

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.
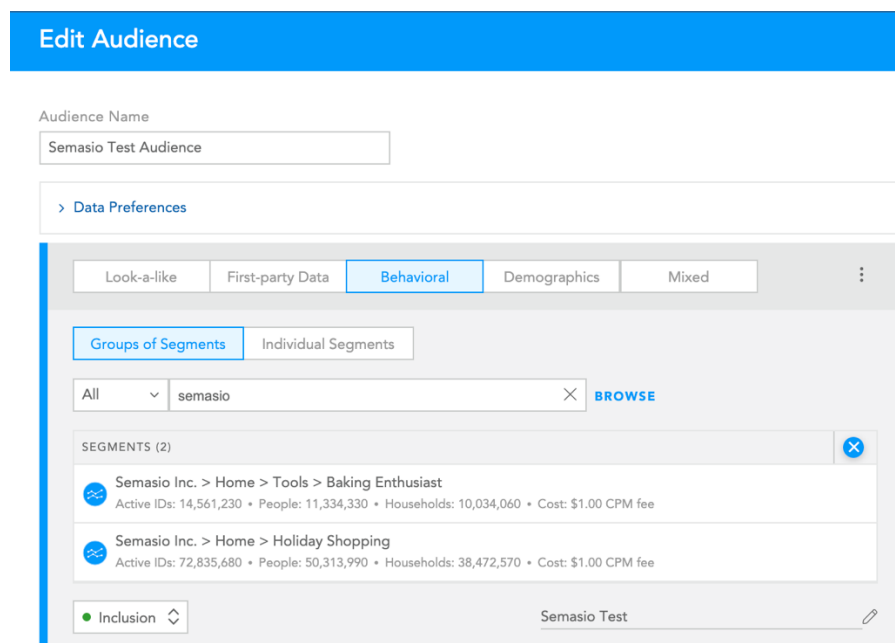
TheTradeDesk

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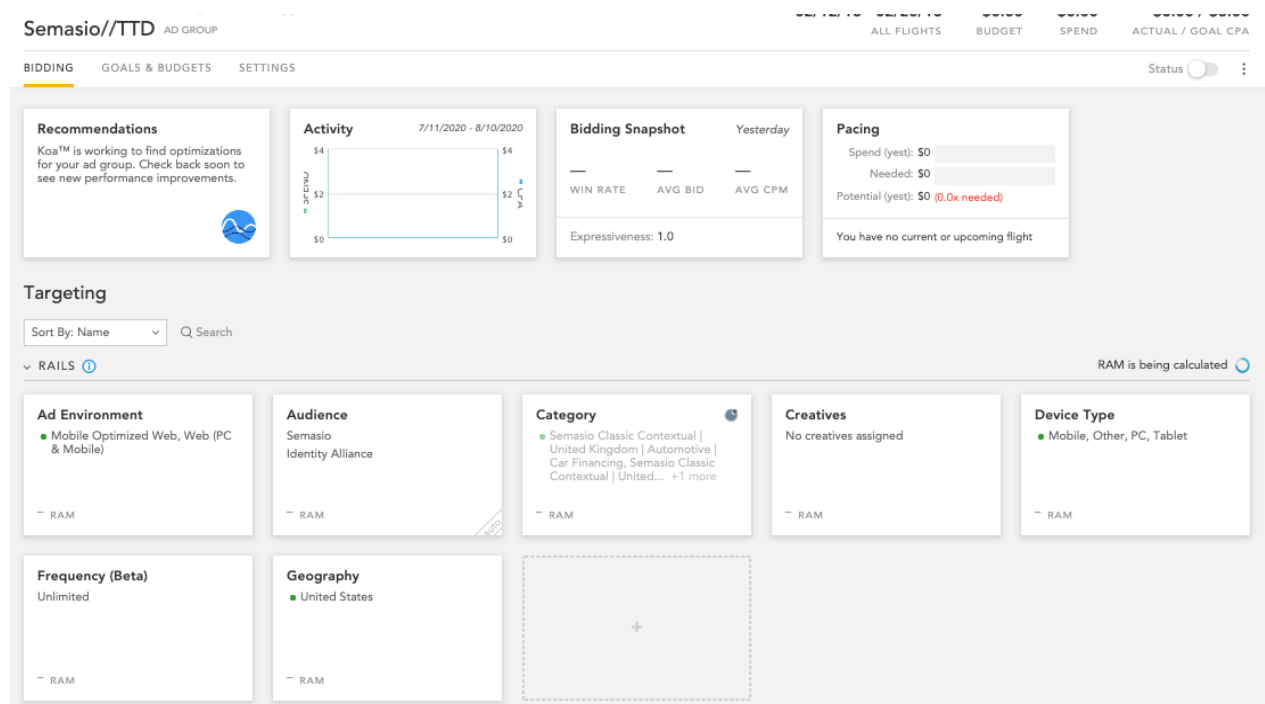
As shown in the screenshot above, within an ad group dashboard you are presented with a "Targeting" section. The "Targeting" section has "Rails", i.e., different targeting solutions/possibilities.

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

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:

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.