

# Spec Requirements

## Site Retargeting

### Best Practices:

- For best audience reach, do not use website filtering.
- Use US-wide (or state-wide if audience is large enough) in campaign for location targeting to avoid limiting exposure to the intended audience (negative lift).

## Search Retargeting and Keyword Contextual

### Spec Requirements:

- Minimum of 1,000 keywords.
- Single keywords must consist of at least three characters.
  - Example: "Ads" can be used as a keyword, but "Ad" cannot.
- A single keyword string can use a maximum of 3 words (1 to 2 words is recommended).
  - Example: "Online Advertising" is an ideal keyword string. "Social Media Advertising Agency" will significantly reduce matching results.

## Category Contextual Targeting

### Spec Requirements:

- Minimum of 5-10 page category contexts in the form of categories and sub-categories.
  - Example: Automotive, Health & Fitness, Business, etc.
  - Full list of page category contexts available.
- Cannot be used with native display ads.

## Event Geo-fencing

### Spec Requirements:

- Provide the physical address of the event venue location.

### Best Practices:

- A geo-fence for an event cannot be longer than 14 days.
- Supply hotels that attendees will be staying in during the event

## Addressable Geo-fencing

### Spec Requirements:

- A list of physical addresses must be provided via Excel file.
- Minimum of 50 addresses, maximum of 1 million addresses.

### Best Practices:

- Compile a list of addresses from past clients/customers to retarget for future engagement opportunities.
- To expand reach, locations can also be used in the form of geographic areas, metro areas, location by radius and postal codes.
- Guidelines for Locations:
  - While location options can be mixed in a campaign, ensure the boundaries correlate to your intended geographic reach.
  - When using the Audience Curation tool to generate addresses, the geographic area must be within the United States (Canada is not currently supported with this tool).
  - If you need to add counties, use the list of postal codes that correspond to the respective county.

## Audience Segment (Event or 3rd Party)

### Spec Requirements:

- Provide necessary demographic and/or property-based data points for preferred audience reach, including:
  - Industry, Job Title, City, State, Age, Gender, Marital Status, Ethnicity, etc.

### Best Practices:

- For best results, an audience segment should be combined with Site Retargeting and Addressable Geo-Fencing segments.
- As a minimum, a list of job titles within a specific industry should be provided for ideal audience reach.

## Conversion Pixel

### Spec Requirements:

- Supply URL where you would like to add the Conversion pixel. The pixel must be added within the header portion of your URL page.