



centro.

AUDIENCE EXTENSION WEBINAR

Domain Lists

2021 Update

AGENDA

- What is it?
- What are the benefits?
- When should it be pitched?
- How do I include it in a media plan?
- Questions?



WHAT IS IT?

DOMAIN TARGETING

Domain targeting gives you control of the inventory used in your campaign through an allowlist and a blocklist.



TYPES OF DOMAIN TARGETING

ALLOWLIST

Reach a curated list of websites giving control of inventory. Only deliver on sites included in the allowlist.

BLOCKLIST

Block a curated list of websites giving control of inventory. Exclude delivery on sites included in the blocklist.



WHAT ARE THE BENEFITS?




BUILT FOR THE FUTURE

Allowlists and blocklists can be built based on previous campaign performance.

Allowlists help to focus budget on sites from past campaigns with high performance.

Blocklists can block underperforming sites while also protecting the campaign from sites that do not align with the brand.



**WHEN SHOULD IT BE
PITCHED?**

USING DOMAIN TARGETING

1

INVENTORY CONTROL

Control the sites where your ads are delivered across a tactic within your overall media plan.

2

SPECIFIC TARGETING

Reach a specific type of inventory based on audience. Build a curated list of sites that will reach the desired audience.

3

BRAND SAFETY

Block sites across all tactics that do not align with the brand or campaign to control for brand safety.



LISTEN FOR....

1

"I need control over my inventory."

2

"I have a list of sites I do not want my brand associated with."

3

"Is there a way to specify where my ads run?"

4

"Can we use past performance to plan our next campaign?"



DISCOVERY QUESTIONS

- Are there sites you don't want to be associated with?
- Do you know sites that have performed well for you in the past?
- What is your comfort level with inventory in the programmatic space?
- What are your campaign goals?



**HOW DO I INCLUDE IT IN A
MEDIA PLAN?**

MEDIA PLANNING WITH DOMAIN LISTS



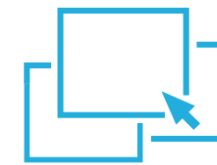
BLOCKLIST

Determine the sites to be blocked (based on performance or brand safety) and apply it to all tactics.



ALLOWLIST

Should be used as an individual tactic to reach specific sites or best performing sites from a past campaign.



ADDITIONAL TACTICS

Build out your plan when using an allowlist as a tactic and find other ways to reach the audience as well.

ALTERNATIVE TO DOMAIN LISTS



BRAND SAFETY SEGMENTS

Instead of using a blocklist, you can apply brand safety segments that protect the advertisers from content that does not align with their brand.

Brand safety segments target broad content segments while blocklist only block what you specify – you could miss something!



CONTEXTUAL SEGMENTS

Instead of using an allowlist, use contextual segments to target specific types of content.

An allowlist only includes sites you designate, while a contextual segment finds relevant content across the web.



QUESTIONS?



**THANK
YOU.**