

DOMAIN TARGETING

25+

Allowlists should include at least 25 sites to avoid delivery issues.

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.



INVENTORY CONTROL

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



SPECIFIC TARGETING

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



BRAND SAFETY

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

BUILT FOR THE FUTURE



Include domain targeting on future campaigns. Allowlists and blocklists can be built based on previous campaign performance. Allowlists help to focus budget on sites from past campaigns with high performance and blocklists can block underperforming sites while also protecting the campaign from sites that do not align with the brand.