

# LANGUAGE TARGETING

Deliver a relevant and accurate message to your target audience no matter the language they speak or read.

## WHAT'S POSSIBLE?



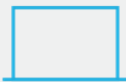
### AUDIENCE

Demographic and behavioral language segments from leading data providers.



### LOCATION

Focus on areas with populations of people speaking the targeted language.



### BROWSER

Target browser language preferences to reach users speaking the desired language. Ensure the creative is in the same language as the browser being targeted.



### CONTEXT

- Create a custom site list
- Apply page-level contextual targeting to target content in a specific language
- Utilize Private Marketplaces

## THE DETAILS



Targeting can be used for desktop and/or mobile devices across display, video, native, and audio placements.



Ensure the creative matches the language of the browser that is being targeted. If we are targeting Spanish language browsers, the creative needs to be in Spanish. If we are just targeting Spanish speakers but English language browsers, the creative needs to be in English.