

Targeting by country

Summary

Country targeting allows you to receive traffic from specific countries or predefined country groups.

Before You Begin

- Role: Advertiser
- Required information:
 - country names, ISO country codes, or predefined country groups
- Estimated time: 1-3 minutes

Steps

1. On the campaign creation page, locate the Targeting section and the Country block.
2. You can configure countries using one of the following methods.

Option 1: Enter country names or ISO codes

- enter one or more country names or ISO two-letter country codes separated by commas, then click Apply.

The screenshot shows the 'Country' targeting section for 'Country set #1'. It features a text input field labeled 'Country add list:' with the placeholder text 'Put country separated by ',''. To the right of the input field are three buttons: 'Apply' (green), a trash icon (orange), and a minus sign (grey). Below the input field is a horizontal scrollable list of predefined regions: CIS, Tier 1, Tier 2, Tier 3, Africa, Arab world, Asia & Pacific, Europe, Middle east, North America, Central America, South America, Caribbean, Territories in North America, Latin America, and EU. Below this list is a dropdown menu showing 'Nothing selected'. At the bottom, there is a table with two columns: 'Price per 1000 clicks' and 'Price', with a dollar sign icon on the right. Below the table, it shows 'Recommended price: \$1.000 ~0 shows' and 'Average price: \$1.000'.

- Update the country set by selecting one of the following options:
 - Add items** - adds the selected countries to the current list;
 - Replace items** - replaces the current list with the selected countries.



Update country set

Add or replace items on set?

Add items

Replace items

Option 2: Use predefined country groups

- select one of the predefined country groups available in the system

Country: Country set #1 ×

Country add list: Put country separated by ", Apply 🗑️ —

CIS	Tier 1	Tier 2	Tier 3	Africa	Arab world	Asia & Pacific	Europe	Middle east	North America	Central America	South America	Caribbean
Territories in North America				Latin America	EU							

Nothing selected ▲

Price per 1000 clicks Price \$

Recommended price: \$1.000 -0 shows Average price: \$1.000

- Update the country set by choosing **Add items** or **Replace items**



Update country set

Add or replace items on set?

Add items

Replace items

Option 3: Select countries from the dropdown list

- Select countries individually from the dropdown list

Country: Country set #1 ×

Country add list: Put country separated by "" Apply 🗑️ —

CIS	Tier 1	Tier 2	Tier 3	Africa	Arab world	Asia & Pacific	Europe	Middle east	North America	Central America	South America	Caribbean
Territories in North America				Latin America	EU							

Aland (AX) #239, Albania (AL) #6, Algeria (DZ) #52, Andorra (AD) #1 ▼

- changes are applied automatically

3. Enter the bid value for the selected country set. Price per 1000 clicks

Country: Country set #1

Country add list: Put country separated by ",

Apply

CIS

Tier 1

Tier 2

Tier 3

Africa

Arab world

Asia & Pacific

Europe

Middle east

North America

Central America

South America

Caribbean

Territories in North America

Latin America

EU

Nothing selected

Price per 1000 clicks

Price

\$

Recommended price: \$1.000 –0 shows

Average price: \$1.000

Add country set

You can create up to 10 country sets within a single campaign. Use **Add Country Set** to assign different bids to different GEO groups.

Troubleshooting

Issue: Country not found

Solutions: If you can not find country name

- verify the country's ISO two-letter code.
- make sure the country name is entered in English using Latin characters.

Issue: Selected countries are not receiving traffic

Solution:

- Verify that the campaign status is Active.
- Check your bid amount.
- Make sure the selected countries contain available traffic.
- Review other targeting restrictions such as OS, browser, or whitelist settings.

Related

- Targeting by operating system
 - Traffic volume and bid recommendations
 - Targeting by vertical
 - Micro-bidding Tool
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