

Targeting by operating system

Summary

Targeting by Operating System allows you to receive traffic from specific users who have targeted operational systems.

Before You Begin

- Role: Advertiser
- Required information:
 - selected operating systems
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the User OS block.
2. Select one or more operating systems from the dropdown list.
3. Select one or more operating systems.

Targeting

User connection type: Nothing selected

User-agent language: Nothing selected

User OS: Nothing selected

User Browser: |

Age of Subscription: Select All Deselect All

Vertical: Mac OS

Category: Windows 10/11
Windows 8.1
Windows 8
Windows 7
Windows Other
Windows Server
Windows XP

Traffic Quality:

Information: Use **All Desktop OS** to target all desktop operating systems. Use **All Mobile OS** to target all mobile operating systems.

Troubleshooting

Issue: Selected operating systems are not receiving traffic

Solution:

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

Related

- [Targeting by browser](#)
- [Traffic volume and bid recommendations](#)
- [Targeting by country](#)

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