

Targeting by traffic quality and category

Summary

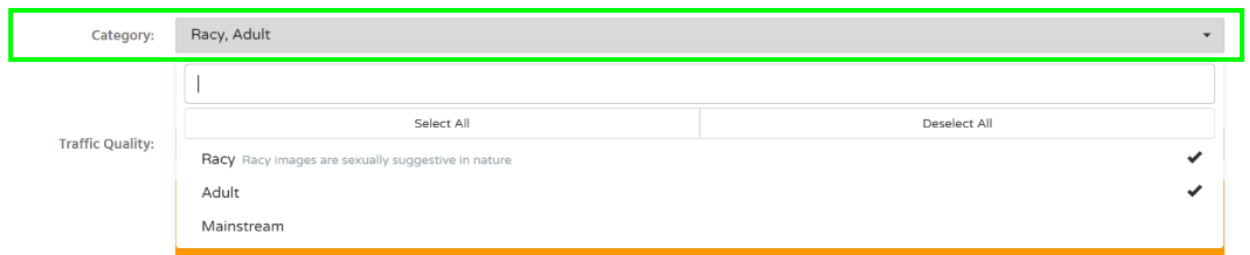
Traffic Quality targeting allows you to select the quality level of incoming traffic. Category targeting allows you to filter traffic sources by content category, such as **Mainstream**, **Racy**, or **Adult**.

Before You Begin

- Role: Advertiser
- Required information:
 - traffic quality
 - traffic category
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the **Category** field.
2. Select one or more categories from the dropdown list.



The screenshot shows a targeting interface. At the top, there is a 'Category:' dropdown menu with 'Racy, Adult' selected. Below this, there is a 'Traffic Quality:' section. It includes a search bar, a 'Select All' button, and a 'Deselect All' button. Below these buttons is a list of categories: 'Racy' (with a subtext 'Racy images are sexually suggestive in nature'), 'Adult', and 'Mainstream'. To the right of each category is a checkbox, and the checkboxes for 'Racy' and 'Adult' are checked.

Information: Racy content may contain sexually suggestive material but is generally less explicit than Adult content.

3. Select one or more traffic quality levels from the dropdown list.

Traffic Quality: High, Premium

Mobile Provider:

Select All		Deselect All	
Low			
Regular			
High			✓
Premium			✓

We recommend using High or Premium traffic quality for better performance.

Troubleshooting

Issue: My creatives were rejected due to prohibited content.

Solution:

- if your creatives contain adult or sexually suggestive content, make sure the appropriate traffic category (Adult or Racy) is selected.

Verification

After saving the campaign, the selected categories and traffic quality levels will appear in the campaign targeting settings.

Related

- [Traffic Type](#)
- [Targeting by country](#)
- [Targeting by operating system](#)
- [Targeting by vertical](#)
- [Create an in-page push campaign](#)

Revision #4

Created 31 May 2026 02:39:33 by Waleriidaao

Updated 19 July 2026 19:33:24 by Waleriidaao