

Targeting by vertical

Summary

Use vertical targeting to receive traffic from publishers whose audience matches selected verticals.

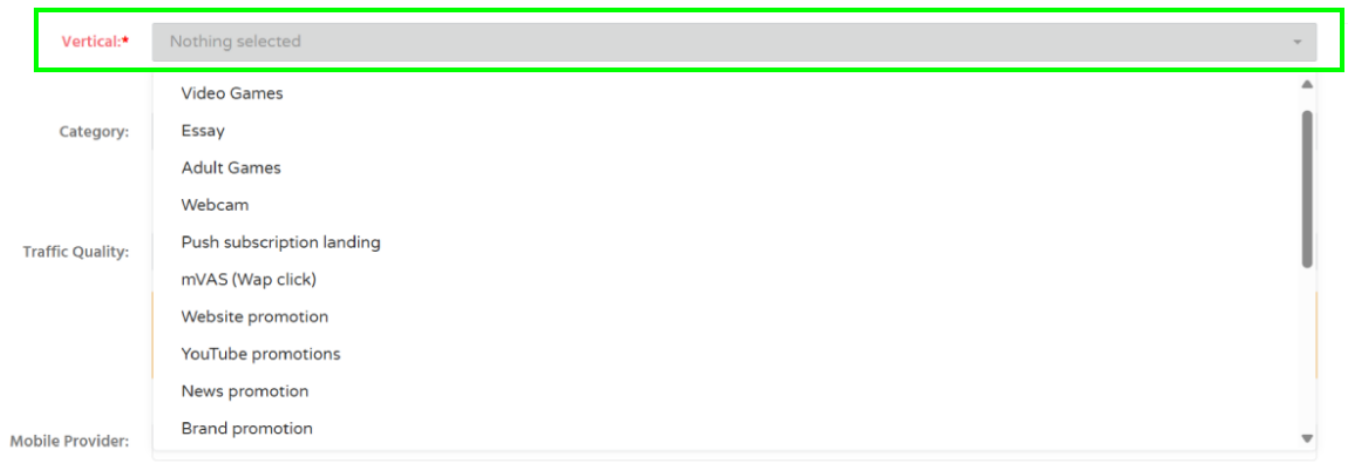
Before You Begin

- Role: Advertiser
- Required information:
 - selected verticals
- Estimated time: 1 minute

Steps

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

Targeting



The screenshot shows the 'Targeting' section of a campaign creation page. A dropdown menu for 'Vertical' is open, displaying a list of categories. The 'Vertical' label is in red with a red asterisk. The dropdown menu is highlighted with a green border. The list of verticals includes: Video Games, Essay, Adult Games, Webcam, Push subscription landing, mVAS (Wap click), Website promotion, YouTube promotions, News promotion, and Brand promotion. The 'Category:' label is to the left of the dropdown. The 'Traffic Quality:' label is to the left of the list. The 'Mobile Provider:' label is to the left of the list.

Vertical:	Nothing selected
Category:	Video Games
	Essay
	Adult Games
	Webcam
Traffic Quality:	Push subscription landing
	mVAS (Wap click)
	Website promotion
	YouTube promotions
	News promotion
Mobile Provider:	Brand promotion

Troubleshooting

Issue: Unable to select multiple verticals

Solution:

- to target multiple verticals, select Mix at the bottom of the dropdown list.

Related

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

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