

Blacklist and Whitelist Targeting

Summary

Use blacklists and whitelists to block or allow traffic from specific sources and IP ranges.

Before You Begin

- Role: Advertiser
- Required information:
 - source IDs
 - IP addresses or CIDR ranges
- Estimated time: 2-4 minutes

Steps

Option 1: Blacklisting of sources

1. On the campaign creation page, locate the **Black\White list** section and the **Blacklist of sources**
2. Enter the Source IDs to block, separated by commas.



Blacklist of sources: 10 x 12 x 22 x 44 x 55 x 66 x |

Copy Clear

Whitelist of sources:

Copy Clear

Whitelist of CIDR/IP:

Copy Clear

Option 2: Whitelisting of sources

1. On the campaign creation page, locate the **Black\White list** section and the **Whitelist of sources**
2. Enter the Source IDs to allow, separated by commas.

Blacklist of sources:

[Copy](#) [Clear](#)

Whitelist of sources:

[Copy](#) [Clear](#)

Whitelist of CIDR/IP:

[Copy](#) [Clear](#)

Information: Use the `{source_id}` parameter in your tracking URL or postback to identify traffic sources.

Option 3: IP and CIDR Whitelisting/Blacklisting

1. On the campaign creation page, locate the **Black\White list** section and the **Whitelist of CIDR/IP**
2. Enter IP addresses or CIDR ranges in the appropriate whitelist or blacklist field. Both IPv4 and IPv6 CIDR ranges are supported.

Troubleshooting

Issue: I'm still receiving traffic from a blacklisted source

Solution:

- blacklist changes are not always applied instantly. Users who already received a notification may still generate clicks.

Verification

After saving the campaign, the configured Source IDs or IP ranges will appear in the corresponding blacklist or whitelist field.

Related

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

- Automatic Rules for Blacklisting
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