Activity:

Activities define and organize your marketing efforts. For example, the four different use cases around inventory driven channels showcasing the targeting and context hub functionality.

**Area**:

**Brand**:

Brands help you structure the organization of your activities.

**Audience**

Called *segment* in ContextHub and Client Context, is a class of visitors defined by specific criteria, which then determines who sees a targeted activity. When you target an activity, you can either select audiences directly in the Targeting process or create new ones in the Audiences console.

Segment: