

Targeting API Reference

Targeting your campaigns to the right segment helps you get the most out of your campaigns and drive the best performance for them. In the following document you will find information regarding the targeting abilities supported by the API.

The supported targeting options are:

1. Geo Targeting - You can target specific geographic areas - like countries or regions - within a specific country. You can also target more granularly by postal code. For example, you can run your local store campaigns only in places you have physical stores, helping you spend your budget wisely and attract relevant customers.
2. Platform Targeting (include only - meaning that only supplied values should be included in targeting) - You can choose on which devices your campaign items will appear. Platform targeting can be useful if you have different product or service offerings for users that browse from different platforms. For example, if you're offering a mobile app, it would make sense to target mobile devices only.
3. OS Targeting - You can target users who are using specific operating systems. This can be useful when you're promoting a product or a service that is relevant only for a particular operating system. For example, you might be promoting a mobile app that is compatible only for Android and not for iOS.
4. Publisher Targeting (exclude only - meaning that all values other than the supplied values should be targeted) - You can block specific publishers from serving your campaign. This is not recommended when setting up a new campaign, unless you strongly feel a publisher is not appropriate for your brand.
5. Audience Segments Targeting (include only) - You can target specific users (audiences) according to Taboola segmentation data. This allows you, for example, to focus your spend on audiences you know you want to target or audiences who are buying your product or service at the highest rates.
6. Custom Audience Targeting (exclude and include) - You can target specific users (audiences) according to Universal Pixel Custom Audiences. This allows you, for example, to focus your spend on users who have visited your site before.
7. Lookalike Audience Targeting (only include) - You can target specific users (audiences) according to Crm Lookalike Audiences. This allows you, for example, to focus your spend on users who have visited your site before.
8. Connection Type Targeting - Can be utilised for targeting users who use different connection types. For example, if your campaign contains video and it runs in a

country with a slow mobile connection, you might want to target users who use a wifi connection.

Supported targeting: (1)Wi-fi Only (2)Target All

1.1 Targeting Fields

Name	Modifier & Defaults	Type	Description						
type	Required	<div>String The most updated possible values are accessible via the Dictionary. These are the current ones:</div> <table><tr><td>INCLUDE</td><td>Only supplied values should be included in Targeting.</td></tr><tr><td>EXCLUDE</td><td>All values should be targeted other than the supplied values.</td></tr><tr><td>ALL</td><td>No restrictions - target all options.</td></tr></table>	INCLUDE	Only supplied values should be included in Targeting.	EXCLUDE	All values should be targeted other than the supplied values.	ALL	No restrictions - target all options.	Type of targeting - whether the listed values should be blacklisted (EXCLUDE) or whitelisted (INCLUDE)
INCLUDE	Only supplied values should be included in Targeting.								
EXCLUDE	All values should be targeted other than the supplied values.								
ALL	No restrictions - target all options.								
value	Required	Array<String> Possible values depend on the possible targeting values of the specific field	An array of values to target.						
href	Read-only	String, URL format	In case of non-null value, holds a reference to full targeting details.						

1.1.2 Multi Targeting Fields (Used for Audience Targeting)

Name	Modifier & Defaults	Type	Description						
state	Read-only	<div>state: ENUM of</div> <table><tr><td>EXISTS</td><td>Multi targeting exists (href will return the targeted collection)</td></tr><tr><td>ALL</td><td>No multi targeting (targeting ALL)</td></tr><tr><td>UNSUPPORTED</td><td>Multi targeting exists, but is not supported via the API or UI. (href will be null)</td></tr></table>	EXISTS	Multi targeting exists (href will return the targeted collection)	ALL	No multi targeting (targeting ALL)	UNSUPPORTED	Multi targeting exists, but is not supported via the API or UI. (href will be null)	State of the multi targeting - whether the targeting exists, doesn't exist (ALL) or unsupported (targeting exists, but is not supported via the API or UI)
EXISTS	Multi targeting exists (href will return the targeted collection)								
ALL	No multi targeting (targeting ALL)								
UNSUPPORTED	Multi targeting exists, but is not supported via the API or UI. (href will be null)								
href	Read-only	String	Reference to the specific multi targeting endpoint (view/update)						

1.2 Geo Targeting

A campaign's geo targeting can be set by country, sub-country or by postal code. For country targeting, the possible values are a two-letter country code. For sub country or postal code targeting, you can only target sub region, DMA or postal codes within a single country that is being targeted.



Most updated possible country and sub country codes are accessible via the Dictionary.



Sub country or postal code targeting can only be used if only one country is used in country targeting in **INCLUDE** mode. The region, DMA or postal codes must be relevant to that country.

This can additionally be used for region targeting, DMA targeting or postal code targeting (DMA only in US), but not both at the same time.

1.2.1 Country / Sub Country Campaign Targeting

Backstage API supports targeting campaigns to specific countries, regions or DMAs. In order to do so, you have to send an API request with an updated campaign entity that includes the new targeting details.

Example: Updating Campaign's Sub Country Targeting

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "country_targeting": {
    "type" : "INCLUDE",
    "value" : ["US"]
  },
  "sub_country_targeting": {
    "type" : "INCLUDE",
    "value" : ["NY"]
  }
}
```

Example Response:

```
200 OK
```

```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "country_targeting": {
    "type" : "INCLUDE",
    "value" : ["US"],
    "href" : null
  },
  "sub_country_targeting": {
    "type" : "INCLUDE",
    "value" : ["NY"],
    "href" : null
  },
  "postal_code_targeting": {
    "type" : "INCLUDE",
    "value" : null,
    "href": "https://backstage.taboola.com/backstage/api/1.0/taboola-demo-advertiser/campaigns/124/targeting/postal_code"
  },
  "contextual_targeting": {
    "type" : "INCLUDE",
    "value" : ["IAB1", "IAB2"],
    "href" : null
  },
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "os_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
}
```

```
"status": "RUNNING",
"daily_ad_delivery_model" : "STRICT"
}
```

1.2.2 Postal Code Campaign Targeting

The following operations are available via the API:

1. Fetch targeted postal codes for a specific campaign.
2. Update postal codes - target a specific campaign to new postal codes, or change the targeting type.



This is merely a quick reference of the available endpoints. For further information, please continue to the sections below.

Description	Method	Path (prefix: /backstage/api/1.0/[account-id]/campaigns)
Fetch all targeted postal codes for a specific campaign More info	GET	/[campaign-id]/targeting/postal_code
Update targeted postal codes for a campaign More info	POST	/[campaign-id]/targeting/postal_code

1.2.2.1 Postal Code Postal Fields



Required fields are fields that must be sent to the server when creating a new resource.

Read-only fields are fields that should never be sent to the server, and will appear only when *fetching* a resource.

Final fields are set once when creating the resource, and become *read-only* afterwards.

Name	Modifier & Defaults	Type	Description
type	Default: ALL Required	String	Type of targeting - whether the listed

		<p>Most updated possible values are accessible via the Dictionary. These are the current ones:</p> <table><tr><td>INCLUDE</td><td>Only supplied values should be included in targeting.</td></tr><tr><td>EXCLUDE</td><td>All values should be targeted, other than the supplied values.</td></tr><tr><td>ALL</td><td>No restrictions - target all options.</td></tr></table>	INCLUDE	Only supplied values should be included in targeting.	EXCLUDE	All values should be targeted, other than the supplied values.	ALL	No restrictions - target all options.	values should be blacklisted (EXCLUDE) or whitelisted (INCLUDE)
INCLUDE	Only supplied values should be included in targeting.								
EXCLUDE	All values should be targeted, other than the supplied values.								
ALL	No restrictions - target all options.								
collection	Required	Collection of Strings. Most updated possible values are accessible via the Dictionary.	List of postal codes.						



Trying to set field values which do not adhere to their restrictions, will result in a **400 Bad Request** error response.

1.2.2.2 Read

Fetch a postal code targeting type and the values of a specific campaign.

Request: Fetching Postal Codes

To retrieve postal code targeting details for a specific campaign, send an HTTP *GET* request in the following format:

```
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

Example Response:

200 OK

```
{
  "type": "INCLUDE" ,
  "collection:" [
```

```
        "1351",
        "1430",
        "1522",
        "1534",
        "1540",
        "1585",
        "1601"
    ]
}
```

1.2.2.3 Updating Postal Code Targeting

Updating postal code targeting can be performed in two ways:

1. Full update - change both the type and values in one request.
2. Partial update - Update either the type or values separately.

To update, send an HTTP *POST* request in the following format:

```
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "type": [type],
  "collection": [postal codes]
}
```

Example: Update Postal Codes

```
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "type": "INCLUDE",
  "collection": [
    "1351",
    "1430",
    "1522",
    "1534",
    "1540",
    "1585",
    "1601"
  ]
}
```

Example Response:

```
200 OK
```

```
{
  "type": "INCLUDE",
  "collection": [
    "1351",
```



```
        "1430",  
        "1522",  
        "1534",  
        "1540",  
        "1585",  
        "1601"  
    ]  
}
```

1.3 Platform Targeting

The campaign can be targeted for a specific platform (e.g. a desktop or smartphone). To get the list of available platforms to target, see the Dictionary API.

In order to target specific platforms of a campaign, you have to send an API request with an updated campaign entity that includes the `platform_targeting` field.



The `platform_targeting` field only supports the INCLUDE type, for both the read and update operations.

Example: Updating a Campaign's Platform Targeting

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

```
{  
  "platform_targeting": {  
    "type" : "INCLUDE",  
    "value" : ["TBLT", "PHON"]  
  }  
}
```

Example Response:

```
200 OK
```

```

{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "os_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
  "status": "RUNNING",
  "daily_ad_delivery_model" : "STRICT"
}

```

1.4 OS Targeting

The campaign can be targeted for a specific operating system (for example, for iOS). To get the list of available operating systems to target, see the Dictionary API.

In order to target specific operating systems of a campaign, you have to send an API request with an updated campaign entity that includes the `os_targeting` field.



Operating system sub_categories can be included for a specific selection of versions (for example, iOS 9 and iOS 10). Not including sub_categories will include all versions by default.

Example: Updating a Campaign's Operating System Targeting

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "os_targeting": {
    "type" : "INCLUDE",
    "value" : [
      {
        "os_family": "iOS",
        "sub_categories": [ "iOS 9", "iOS 10" ]
      },
      {
        "os_family": "Android"
      }
    ]
  }
}
```

Example Response:

```
200 OK
```

```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "os_targeting": {
    "type": "INCLUDE",
    "value": [
      {
        "os_family": "Android",
        "sub_categories": []
      },
      {
        "os_family": "iOS",
        "sub_categories": [
          "iOS_9",
          "iOS_10"
        ]
      }
    ]
  },
  "href": null
},
"campaign_profile": {
  "content_type": "VIDEO",
  "ad_type": "AD_HEAVY",
  "content_safety": "LOW_BROW",
  "language": "EN",
  "category": "SPORTS"
},
"comments" : null,
"start_date": "2015-04-24",
"end_date": "2015-05-24",
"approval_state" : "APPROVED",
"is_active": true,
"spent": 0.0,
"status": "RUNNING",
"daily_ad_delivery_model" : "STRICT"
}
```

1.5 Publisher Targeting (Blacklisting Publishers)

1.5.1 Add excluded publisher to excluded publishers list

The campaign can be blocked for specific publishers.

In order to block specific publishers for a campaign, you have to send an API request with an updated campaign entity that includes the `publisher_targeting` field. This field can contain an array of "Account IDs", representing the publishers you want to block.



The `publisher_targeting` field only supports the EXCLUDE type, for both the read and update operations.

Example Request: Excluding a Campaign's Publishers

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "publisher_targeting": {
    "type" : "EXCLUDE",
    "value" : ["taboola-demo-publisher"]
  }
}
```

Example Response:

```
200 OK
```

```

{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "EXCLUDE",
    "value" : ["taboola-demo-publisher"],
    "href" : null
  },
  "os_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
  "status": "RUNNING",
  "daily_ad_delivery_model" : "STRICT"
}

```

1.5.2 Fetching a List of Available Publishers

In order to be able to block specific Publishers, one must know the Publisher's `account_id`. To *fetch* a list of all publisher accounts in the Taboola network, send an HTTP *GET* request in the following format:

```

GET /backstage/api/1.0/taboola-network/publishers/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```



To access this endpoint, you must know the admin network to which your account belongs. This information is provided via the Token Details resource.



This endpoint is used for getting a list of all publishers under an admin network.

1.5.2.1 Example Request

```
GET /backstage/api/1.0/taboola-network/publishers/  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

1.5.2.2 Example Response

200 OK

```
{  
  "results": [  
    {  
      "id"       : "124",  
      "name"     : "Taboola Demo - Publisher",  
      "account_id" : "taboola-demo-publisher"  
    },  
    // ... more results  
  ]  
}
```

1.5.3 Patching an excluded publisher

Patching allows partial updates (add or remove) for publisher targeting (blacklist).

1.5.3.1 fields

Name	Modifier & Defaults	Type	Description	
patch_operation		String, possible values:	Specify the action of the patch.	
		ADD		Add non existing values
		REMOVE		Remove existing values

		<table><tr><td>REPLACE</td><td>Replace existing values</td></tr></table>	REPLACE	Replace existing values	
REPLACE	Replace existing values				
publisher_targeting		<p>Publisher Targeting patch Object (EXCLUDE only)</p> <p>NULL is ignored.</p> <p>Partial list of publisher targeting to update the existing one.</p>			

1.5.3.2 Publisher Targeting patch model

Name	Modifier & Defaults	Type	Description
publishers		Array of strings	Publisher names for patch targeting

i	Attempting to patch with invalid action (for example, Adding item that already exists) will cause bad request response code.
----------	--

Patching is performed by sending PATCH HTTP request in the following format:

```
PATCH /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

Patch body should include “patch_operation” ADD or REMOVE, and the field to patch.

Example: removing publisher from blacklist

```
{
  "patch_operation": "REMOVE",
  "publisher_targeting": {
    "publishers": [
      "taboola-demo-publisher"
    ]
  }
}
```



```
]
}
}
```

Example Response:

```
{
  "patch_operation": "REMOVE",
  "publisher_targeting": {
    "publishers": [
      "taboola-demo-publisher"
    ]
  },
  "publisher_bid_modifier": null,
  "publisher_bid_strategy_modifiers": null
}
```

1.6 Audience Campaign Targeting

The following operations are available via the API:

1. Fetch targeted audience segments for a specific campaign.
2. Update audience segments - target a specific (existing) campaign to new audience segments, or change the existing audience segments targeting.

The targeting options are:

1. Audience Segments
2. Custom Audience - Using Taboola Pixel
3. Lookalike Audiences
4. Marking label



This is merely a quick reference of the available endpoints. For further information, please continue to the sections below.

Description	Method	Path (prefix: /backstage/api/1.0/[account-id]/campaigns)
Fetch all targeted audiences for a specific campaign. More info	GET	 /[campaign-id]/targeting/audience_segments /[campaign-id]/targeting/custom_audience /[campaign-id]/targeting/lookalike_audience /[campaign-id]/targeting/marking_labels

Update targeted audiences for a campaign. More info	POST	<pre> /[campaign-id]/targeting/audience_segments /[campaign-id]/targeting/custom_audience /[campaign-id]/targeting/lookalike_audience /[campaign-id]/targeting/marketing_labels </pre>
--	------	--

1.6.1 Audience Targeting Fields



Required fields are fields that must be sent to the server when creating a new resource.

Read-only fields are fields that should never be sent to the server, and will appear only when *fetching* a resource.

Final fields are set once when creating the resource, and become *read-only* afterwards.

Name	Modifier & Defaults	Type	Description
collection	Required	Collection of Audience Targeting Restrictions. Most updated possible values are accessible via the Dictionary.	List of Targeting Restrictions . Send Empty collection to target ALL.

1.6.1.1 Targeting Restrictions Fields



The audience_segments_targeting field only supports the INCLUDE type, for both the read and update operations.

Name	Modifier & Defaults	Type	Description		
type	Required	<div>String</div> <div>Most updated possible values are accessible via the Dictionary. These are the current ones:</div> <table><tr><td>INCLUDE</td><td>The supplied values (only) should be <i>targeted</i>.</td></tr></table>	INCLUDE	The supplied values (only) should be <i>targeted</i> .	Type of targeting - Whether the listed values should be whitelisted (INCLUDE) or blacklisted (EXCLUDE)
INCLUDE	The supplied values (only) should be <i>targeted</i> .				

		<table><tr><td>EXCLUDE</td><td>The supplied values should be <i>excluded</i>. Not supported (in this phase) for Audience Segments and Lookalike Audiences.</td></tr></table>	EXCLUDE	The supplied values should be <i>excluded</i> . Not supported (in this phase) for Audience Segments and Lookalike Audiences.	
EXCLUDE	The supplied values should be <i>excluded</i> . Not supported (in this phase) for Audience Segments and Lookalike Audiences.				
collection	Required	<p>Collection</p> <p>The <i>data type</i> stored in the collection depends on the Targeting <i>option</i>:</p> <p>Audience Segments or Custom Audiences: Collection of targeted audiences_ids (<i>Longs</i>).</p> <p>Lookalike Targeting: Collection of Lookalike Audience <i>Objects</i>.</p> <p>Marking Labels: Collection of marking labels (<i>Strings</i>).</p>	The collection of targeted values.		



Trying to set field values which do not adhere to their restrictions will result in a **400 Bad Request** error response.



In order to remove existing audience targeting (target ALL), send an empty collection to the relevant Audience Targeting endpoint:

```
{
  "collection": []
}
```



The Exclude condition type (and multiple conditions) are unsupported in this phase for audience segments and lookalike audiences. (Audience Targeting collection <= 1).



Audience segment: Fetch for all targeted audiences **is not supported** on a specific campaign that targets **1st Party data segments**
Error code: 400

1.6.2 Read Examples

Fetch the existing audience targeting for a specific campaign.

Examples: Fetching Audience Targeting

To retrieve audience targeting details for a specific campaign, send an HTTP *GET* request in the following format:

```
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience_segments
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/custom_audience
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/lookalike_audience
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/marketing_labels
```

Host: <https://backstage.taboola.com>

Authorization: Bearer [access-token]

Example Response: (1 INCLUDE Targeting Type Exists)

200 OK

```
{
  "collection:" [
    {
      "type": "INCLUDE" ,
      "collection:" [
        1462,
        1400,
        1305,
        4826
      ]
    }
  ]
}
```

Example Response: (1 INCLUDE Pixel Targeting Type Exists)

200 OK

```
{
  "collection:" [
    {
      "type": "INCLUDE" ,
```

```

    "collection:" [
      "Marking1" ,
      "Marking2",
      "test",
      "includeTest"
    ]
  }
]
}

```

Example Response: (No Targeting Exists - Target ALL)

200 OK

```

{
  "collection:" []
}

```

Example Response: (Unsupported Targeting Exists)

400 BadRequest

```

{
  "http_status": 400,
  "message": "(Notice: this campaign is using a configuration that is not editable in
              Backstage. Contact support to change the campaign's audience targeting
              settings)",
  "offending_field": "audience_segments_multi_targeting"
}

```

1.6.3 Update Examples

Update the audience targeting for a specific campaign.

To update, send an HTTP *POST* request in the following format:

Example Request:

```

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience_segments
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/custom_audience
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/lookalike_audience
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/marketing_labels
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```

```

{
  "collection:" []
}

```

Example Response:

200 OK

```
{
  "collection:" []
}
```

Example Request - Audience Segments:

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience_segments
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```
{
  "collection:" [
    {
      "type": "INCLUDE" ,
      "collection:" [
        1462,
        1400,
        1305,
        4826
      ]
    }
  ]
}
```

Example Response - Audience Segments:

200 OK

```
{
  "collection:" [
    {
      "type": "INCLUDE" ,
      "collection:" [
        1462,
        1400,
        1305,
        4826
      ]
    }
  ]
}
```

Example Request - Marking Label Pixel:

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/marketing_labels
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```
{
  "collection:" [
    {
      "type": "INCLUDE" ,
```

```

    "collection:" [
      "test",
      "includeTest"
    ]
  ]
}

```

Example Response - Marking Label Pixel:

200 OK

```

{
  "collection:" [
    {
      "type": "INCLUDE" ,
      "collection:" [
        "test",
        "includeTest"
      ]
    }
  ]
}

```

Example Request (Custom Audience Retargeting, Remove all Suppressions):

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/custom_audience
 Host: https://backstage.taboola.com
 Authorization: Bearer [access-token]

```

{
  "collection": [
    {
      "collection": [],
      "type": "EXCLUDE"
    },
    {
      "collection": [31],
      "type": "INCLUDE"
    }
  ]
}

```

Example Request - Lookalike Audiences:

POST
 /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/lookalike_audience
 Host: https://backstage.taboola.com
 Authorization: Bearer [access-token]

```

{
  "collection": [
    {
      "collection": [

```

```

    {
      "rule_id": 5,
      "similarity_level": 20
    }
  ],
  "type": "INCLUDE"
}

```

Example Response - Lookalike Audiences:

200 OK

```

{
  "collection": [
    {
      "collection": [
        {
          "rule_id": 5,
          "similarity_level": 20
        }
      ],
      "type": "INCLUDE"
    }
  ]
}

```



Any request that is different from the above options will result in a **400 Bad Request** error response.

1.7 Connection Type Targeting

A campaign can target a specific connection type. To list available connection types you can target can, refer to the API Dictionary.

In order to target a specific connection type in the campaign, you will need to send an API request with an updated campaign entity that will include the `connection_type_targeting` field.

Example: Updating a Campaign's Connection -Type Targeting


```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "connection_type_targeting": {
    "type" : "INCLUDE",
    "value" : ["WIFI"]
  }
}
```

Example Response:

```
200 OK
```

```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  ...
  "connection_type_targeting": {
    "type" : "INCLUDE",
    "value" : ["WIFI"],
    "href": null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
  "status": "RUNNING",
  "daily_ad_delivery_model" : "STRICT"
}
```