**Key Value Targeting in DFP - Cuberoot**

Demography Targeting

Demography targeting has a minimum threshold say on a sample of minimum 1000 users it yields accurate results.

For gender targeting – **Key is cgen**

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For male targeting

cgen=male

For female targeting

cgen=female

For age group targeting – **Key is cag**

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Age group code - 1

cag =1

Age group code - 2

cag=1 or cag=2

Age group code – 3

cag=2 or cag = 3

Age group code – 4

cag =4

Age group code – 5

cag=5

Age group code -6

cag =6

Age group code =7

cag= 7

Income Level Targeting - **Key is cinc**

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cinc = low

cinc = medium

cinc = high

For Content based Targeting

For interest based targeting

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See all possible interest segment List from publisher Insights dashboard.

**Key is cinma**

Example - 1

/art.and.entertainment/movies.and.tv/bollywood/ Use cinma = ~bollywood

/art.and.entertainment/movies.and.tv/talk.shows/ Use cinma = ~talk shows

/art.and.entertainment/celebrity.fan.and.gossip/ Use cinma = ~celebrity fan and gossip

This is lowest level of targeting in segments i.e Level 3 targeting

Other possible operators –

Level 1 targeting

cinma=~entertainment - to target all users of art.and.entertainment

Level 2 targeting

cinma=~movies and tv - to target all users of movies.and.tv

Example - 2

Level 3 targeting

/style.and.fashion/beauty/face.and.body.care/ Use cinma=~face and body care

/style.and.fashion/clothing/wedding.dresses/ Use cinma=~wedding dresses

/style.and.fashion/beauty/hair.care/ Use cinma=~hair care

Other possible operators –

cinma=~beauty to target all users of level2 segment - beauty

cinma=~style and fashion to target all users of level1 segment – style and fashion

Logical Explanation –

~operator is used to target all values which have a word in them. For example ~word.

So for level 3 targeting - /style.and.fashion/beauty/hair.care/

cinma=~hair care will target all users who belong to /style.and.fashion/beauty/hair.care/

For level 2 targeting

cinma=~beauty will target all users who belong to /style.and.fashion/beauty/

For level 1 targeting

cinma=~style and fashion will target all users belong to style and fashion.

**Please note / and . should be replaced with a space operator and value should be always be lowercase in key value pair.**

**~ operator symbol is standard operator of DFP.**

**For detailed tutorial and operators in DFP please refer –**

Tutorial available at -

<https://support.google.com/admanager/answer/188092?hl=en>

<https://support.google.com/admanager/answer/177381>

**Please note to loosen period of time decay and for moderate interest level use Affinity key.**

Key is **caffin.**

For example - caffin = ~bollywood

One can achieve Topic Wise Targeting also.

Key is - **ctags**

Topic wise list was provided earlier. Also Topic wise list is downloadable from Publishers Dashboard.

Some examples –

ctags=~narendra modi - Users interested in Narendra Modi

ctags=~god of war - Users interested in game – God of war

ctags =~xiaomi - Users interested in brand – xiaomi

One can achieve section wise Targeting also.

**Key is csection**

Section List is obtainable from Publisher Insights Dashboard

Some examples –

csection = ~india ka pulse

csection = celebrities

**Key Value Pairs Policy**

Key names are standard as defined above.

Key and values must always be lowercase.

Key value pairs adhere to standard DFP policies.

Using Boolean Operators OR and AND in DFP.

Please see screenshots below –



