**How to do Topic Wise Targeting on Facebook and Google**

Lightning network - Campaign Runs on Lightning based on Topic Wise targeting and any Custom combination. Please note, we can combine topic with any custom segment here.

For example Shahrukh khan Fans + resident of Delhi NCR.

We build cookie pool of Shahrukh Khan Fans + resident of Delhi NCR on Lightning Network.

We replicate this cookie pool on Google and Facebook Network via ingesting Floodlight Tag and Facebook Pixel in DMP Tag.

Now, we know a subset of Shahrukh khan Fans on Google and Facebook. We can expand this reach via Look Alike modelling and then,

We target Shahrukh Khan Fans on Facebook and Google via expanded cookie pool.

Lightning Network

Shahrukh khan Fans

(Cookie pool gets replicated to Facebook and Google via Pixel placement in DMP Tag)

We have developed cookie pool of Shahrukh khan Fans on Google and Facebook linked to our account, we can target these users, thus optimising our Campaign

Expand this subset on Google Facebook via Look Alike Modelling.

Subset of Shahrukh Khan Fans on Google

Subset of Shahrukh Khan Fans on Facebook