

# Make Your Targeting Truly Audience-First with Vizibl



Great campaigns start with knowing your audience—who they are, where they are, what they care about, and the signals they show in key moments.

Vizibl is a unified interface that brings together targeting options from multiple leading DSPs into one place. This lets you mix and layer signals to reach more relevant users and use budget more efficiently. Advanced targeting options that usually sit across different platforms are available in a single interface.

## TL;DR

If you feel like your ad spend is a massive donation to the internet, you aren't alone. Most marketers are out here playing a high-stakes game of "Where's Waldo?"—but Waldo is a high-intent buyer, and you're wearing a blindfold. You could try to find him by shouting into the void of "everyone," or you could make your strategy Vizibl.

Programmatic advertising works best when campaigns are built around real audiences and real signals. As the advertising ecosystem becomes more fragmented across various Demand Side Platforms (DSPs), the challenge for media buyers is managing diverse data signals without losing efficiency.

Vizibl is a meta-DSP that lets brands and agencies run programmatic campaigns across multiple DSPs from one interface, without managing separate platforms or meeting individual DSP spend thresholds. It brings together audience tools, premium inventory, and targeting controls you might otherwise find scattered across different systems.

This guide breaks down the key targeting options Vizibl supports so you can understand what they do, how they differ, and where they fit into your campaigns.

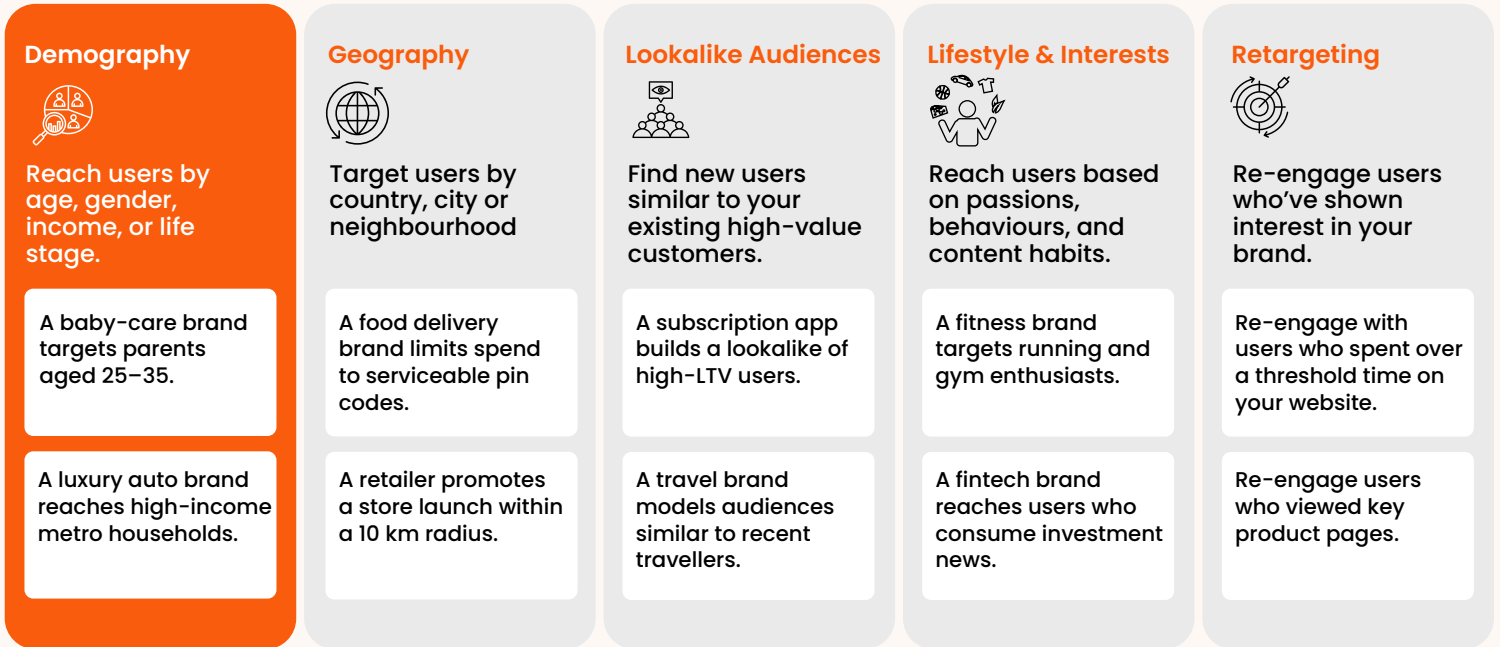
## Your Targeting Building Blocks

Vizibl groups targeting options based on the type of data used and how commonly they are applied. This lets you plan campaigns in a structured way and decide which signals make sense for your goals.

## Foundational Targeting

Every campaign starts here. By setting these first, you ensure your ads meet the basic requirements of your brand—like making sure you only reach people who are actually able to buy your product or live in the areas where you operate. Once these targeting are in place, you can add more complex layers to sharpen your focus.

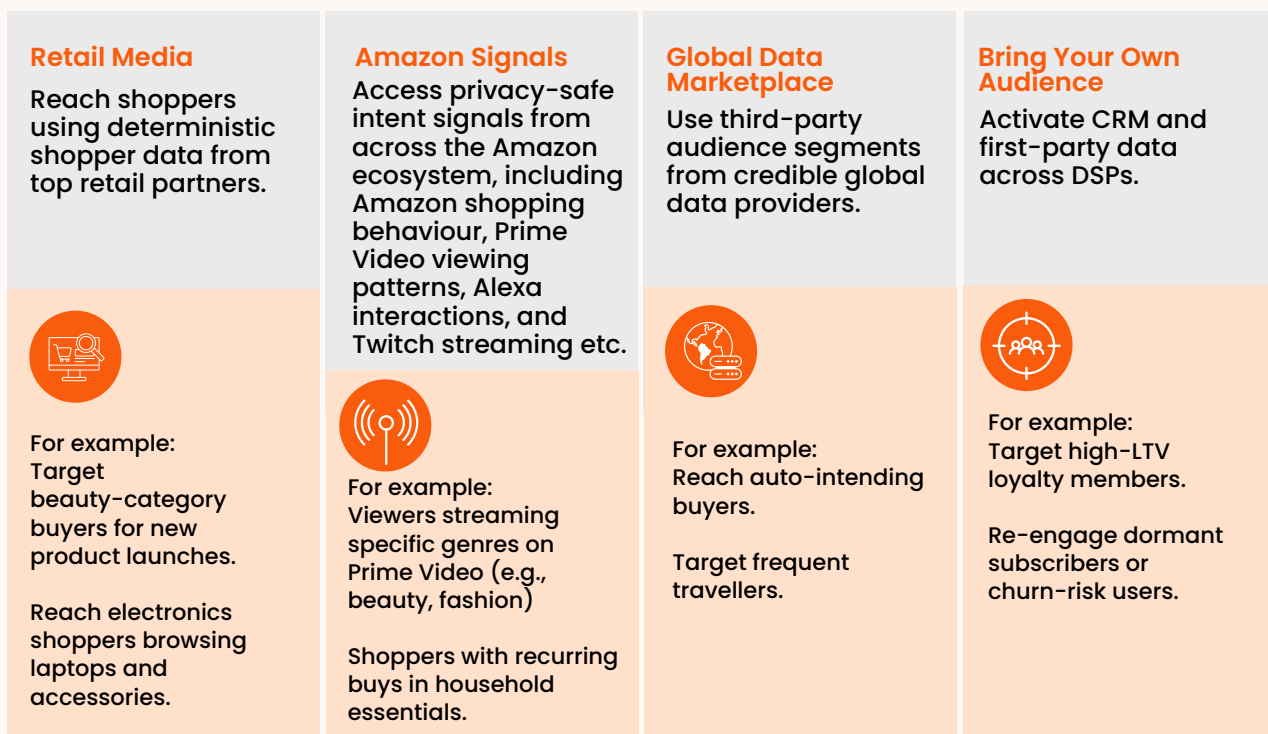
Vizibl provides Relevance Score & Value Score to help you quickly identify the most accurate and cost-efficient Lookalike audiences before campaigns go live.



## Advanced Targeting

This adds a new layer of precision to your campaigns. Move beyond basic demographics and locations with deterministic and probabilistic signals built from consumer behavior across global digital touchpoints.

With deterministic data, you're not guessing interest—you're reaching audiences based on verified purchase intent and real-world digital habits, ensuring higher relevance and stronger performance.



### Contextual Targeting

Reach people when they are actively consuming relevant content in their buying journey.



For example:  
Fintech ads on investment news pages.

Running gears' ads on sports websites featuring articles for runners.

### Weather-Based Targeting

Trigger messaging based on live weather conditions.



For example:  
Food delivery ads during the rain.

OTC anti-allergy drug ads during high pollen alerts.

### Geofencing

Precise location targeting without manual coordinates.



For example:  
Retail brands reach users near stores or malls.

Competitors conquering around rival locations.

### Lifestyle-Based Placements

Run ads on select premium environments across lifestyle content.



For example:  
Fitness ads in premium health content digital magazines.

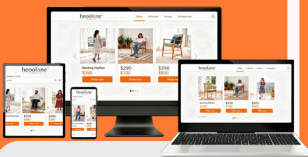
Fashion brands in premium style, beauty, and trend-led environments.

## Additional Targeting Controls

Targeting is not a "set and forget" process. Beyond foundational and advanced targeting options, Vizibl gives you granular controls to stop you from wasting your budget on the wrong moments or the wrong screens. These settings allow you to refine exactly how, when, and where your ads are delivered based on your selection of devices, timing, and live performance data.

### Device & OS Targeting

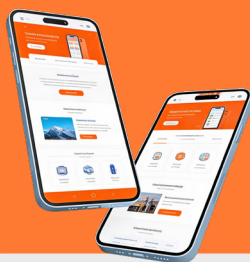
Reach users based on mobile, desktop, tablet, or specific operating systems.



Example:  
Prioritise iOS users for high-value fintech or shopping campaigns.

### Inventory Type Targeting (App/Web)

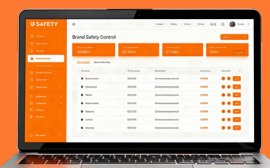
Choose whether your ads run in-app, on mobile web, desktop web, or a combination of both.



Example:  
Deliver rewarded video only in-app for gaming or entertainment audiences.

### Target & Block Lists

Control exactly where your ads appear by targeting or excluding specific domains, app URLs, or content categories.



Example:  
Block low-quality domains while prioritising premium publishers for brand safety.

### Dayparting

Schedule campaigns by time of day or day of week to reach audiences when they are most



Example:  
Food delivery ads during lunch and dinner hours.

### Dynamic 3P Segments

Let Vizibl automatically add or remove third-party audiences based on historical performance and your defined most-valuable customer profile.

Example:  
The platform expands into new interest segments that perform above benchmark while suppressing those that underperform.

## What This Means for Your Campaigns

By understanding these targeting categories and controls, you can:

Build campaigns that start with the right audiences rather than assumptions.



Combine multiple signals to reach users more efficiently.

Tailor delivery so ads show up in the right context, place, and moment.



Use first-party, third-party, and retailer-level data together in one place.

Vizibl brings these capabilities into a single platform, giving you a unified view of audience data and targeting options instead of managing separate DSPs and tools.

## Putting Ideas Into Practice

You can use this guide as a basis for planning your audience-first campaigns. To see these capabilities in action, consider requesting a demo of Vizibl so you can explore the interface, set up targeting combinations, and run test campaigns before scaling your campaign.



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