Create Reusable Delivery Rule Sets

Targeting & Geo Intelligence · https://support.jansma.vip/docs/jansma-vip-ads/targeting-geo-intelligence/create-reusable-delivery-rule-sets/

Delivery Rule Sets let you define reusable targeting logic once and apply it consistently to eligible banners for a website.

Create a rule set

1. Open **Inventory** and select **Delivery Rule Sets**.
2. Create a clearly named set and add a short description of its intended audience or context.
3. Add only the rules required for that purpose.
4. Save and review the complete logic before applying it.

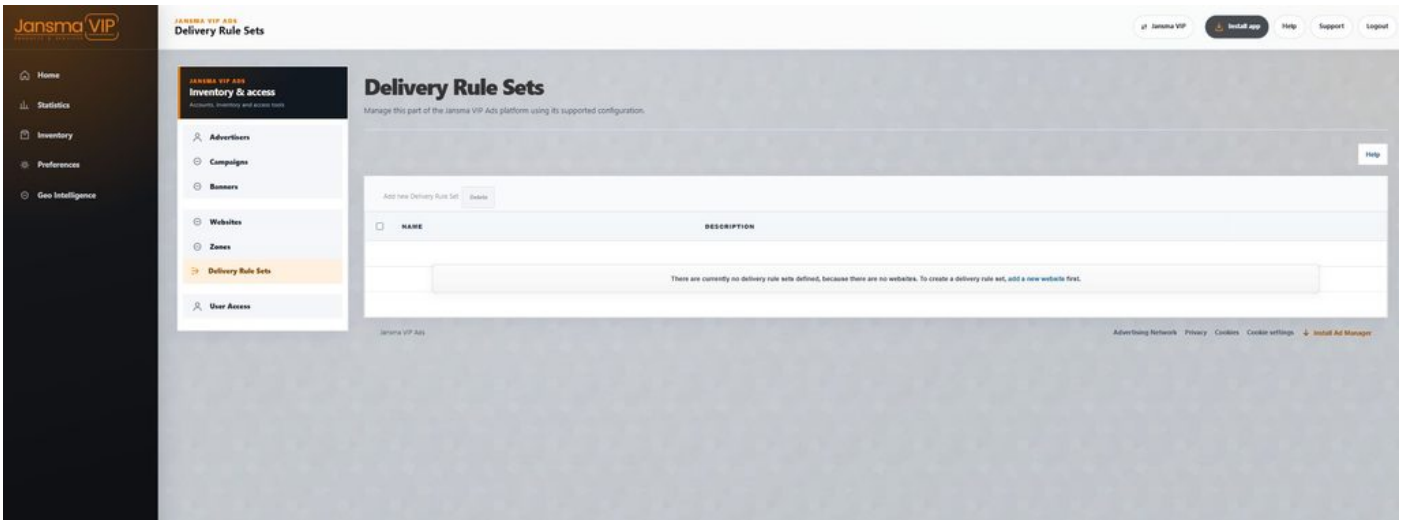
Apply the rule set

A reusable set is normally available to a banner after that banner is connected to a zone in the relevant website. If it does not appear, verify the inventory relationship first.

Design rules that remain understandable

- Use positive, specific names such as *NL – Business hours – Desktop*.
- Avoid duplicating the same restriction at campaign and banner level.
- Document whether every condition must match or whether alternatives are allowed.
- Estimate the remaining audience before combining multiple narrow filters.

Test with a known eligible and known ineligible scenario. Reusable logic can affect several banners, so review dependencies before editing a set that is already in use.


Jansma VIP
Delivery Rule Sets
Jansma VIP
Install app
Help
Support
Logout
Home
Statistics
Inventory
Preferences
Geo Intelligence
Inventory & access
Advertisers
Campaigns
Banners
Websites
Zones
Delivery Rule Sets
User Access
Delivery Rule Sets
Manage this part of the Jansma VIP Ads platform using its supported configuration.
Help
Add new Delivery Rule Set
Delete
NAME
DESCRIPTION
There are currently no delivery rule sets defined, because there are no websites. To create a delivery rule set, add a new website first.
Jansma VIP Ads
Advertising Network
Privacy
Cookies
Cookie settings
Install Ad Manager