Target by Browser, Language and Device Context

Targeting & Geo Intelligence · https://support.jansma.vip/docs/jansma-vip-ads/targeting-geo-intelligence/target-by-browser-language-and-device-context/

Client-context delivery rules can limit a banner by signals such as browser family or version, language, operating-system information and user-agent context. Availability depends on the Jansma VIP Ads service configuration and the data that a request can lawfully provide.

Choose the least restrictive rule

1. Define the business reason, such as excluding a format that is incompatible with a known browser.
2. Select the supported signal and decide whether it should include or exclude the selected values.
3. Use current browser and operating-system families rather than fragile, overly specific version lists.
4. Save and test with one matching and one non-matching environment.

Language rules

Browser language is a preference signal, not guaranteed proof of a visitor’s country or identity. Use it to improve relevance when content and landing pages support the selected language. Do not assume that a Dutch-language browser is physically in the Netherlands.

User-agent and technical signals

User-agent strings can be reduced, changed or masked by modern browsers and privacy tools. Prefer maintained selection controls over manual pattern matching. Avoid targeting by raw IP address or attempting to identify an individual; use broader, privacy-conscious criteria where available.

Validation

- Check that the landing page works in every allowed environment.
- Estimate how much inventory remains after the rule.
- Review delivery by banner and zone after activation.
- Remove obsolete exclusions when compatibility improves.

Never combine technical signals to create sensitive profiles. Targeting should remain proportionate, transparent and consistent with applicable consent and privacy obligations.