Target by Website, Page and Placement Context

Targeting & Geo Intelligence · https://support.jansma.vip/docs/jansma-vip-ads/targeting-geo-intelligence/target-by-website-page-and-placement-context/

Site-context rules control delivery using information about the page or integration where a zone is requested. They are useful when one zone design is reused across several sections but a banner belongs only in a defined context.

Supported context may include

- Approved hostnames or registerable domains.
- An exact page URL, a contained value or another supported match type.
- The referring page when that information is available.
- A source value or named integration variable supplied by approved invocation code.
- A reusable Delivery Rule Set defined for the website.

Build a maintainable rule

1. Prefer an allow-list of stable, approved contexts.
2. Use the broadest match that still meets the requirement.
3. Escape or format values exactly as the interface requires.
4. Avoid rules that depend on temporary campaign parameters or unpredictable URL order.
5. Test on an included page and an excluded page.

Security and privacy

Do not place personal data, email addresses, account identifiers or secret values in source parameters or custom variables. Values passed from a page can be visible in code, browser tools or logs. Use non-sensitive operational labels.

Common causes of failure

Redirects, alternate hostnames, missing referrer information, changed URL structures and invocation code that does not supply the expected value can all prevent a match. Confirm the actual live page context before changing the rule.