

# Domain and App Targeting

## Overview

Domain and App targeting can be used to target domains, app bundle IDs (for Android), app IDs (for iOS), subdomains, subdirectories, specific pages, and keywords that appear in page URLs/app bundle IDs. This page provides detailed information about match types, format validation, setting up Domain and App targeting in the UI, and how to address failed entries.

## Match types

There are three match types of domain and app targeting:

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### Broad match

#### Broad match

This is the most flexible match type because it matches all URLs/app bundles that contain the strings specified in deal targeting. Broad Match matches the URLs and app bundle IDs that contain a set of characters you specify for targeting. This set of characters is called a substring. Broad Match is ideal for targeting entire sites, apps or keywords that appear in page URLs/app bundle IDs. Some key points to know about Broad Match:

- You can enter or upload one or a list of substrings.
- The relationship among each entry is OR.
- Broad Match ignores URL protocols (http, https, www) and trailing slashes that appears at the end of a URL.
- For Android apps, we use app bundle IDs for targeting; for iOS apps, we use app IDs for targeting, and you must enter the exact app IDs in order to target them.
- If a page URL/app bundle ID contains one of the substrings you specify, regardless where this substring is present in the page URL or app bundle ID, the page URL or app bundle ID will match with the targeting.
- Unlike Exact Match and Simple Match, the substrings do not have to be a domain or app bundle ID. A substring can be a word, a subdirectory, or partial URL.

### Examples of Broad match targeting

Example 1:

If a Deal is targeted to: [example.com](http://example.com)

Sample results:

<http://www.example.com> - match  
<https://www.example.com> - match  
<https://www.example.com?query=true> - match  
<https://www.example.com/news> - match  
<http://blog.example.com> - match  
[com.example.app](http://com.example.app) - no match

Example 2:

If a Deal is targeted to: [blog.example.com](http://blog.example.com)

Sample results:

<https://blog.example.com> - match  
<https://blog.example.com/sports> - match  
<https://www.example.com> - no match  
<http://sports.example.com> - no match

Example 3:

If a Deal is targeted to: [example.com/news](http://example.com/news)

Sample results:

<https://example.com/news> - match  
<https://blog.example.com/news> - match  
<https://example.com/news/sports> - match  
<https://blog.example.com/sports> - no match  
<https://www.example.com> - no match  
<http://sports.example.com> - no match

Example 4:

If a Deal is targeted to: [lifestyle](#)

Sample results:

<https://www.example.com/lifestyle> -match  
<http://example.com/lifestyle/scarves> - match  
<https://blog.example.com/lifestyle> - match  
<http://lifestyle.example.com> – match  
<com.example.lifestyle> – match

Example 5:

If a Deal is targeted to: <com.example.news>

Sample results:

<com.example.news> – match  
<com.example.sports> – no match

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## Simple match

### Simple match

This match type looks for the URLs, app bundle IDs or app IDs you specify in deal targeting. The traffic must be from the exact pages, apps specified but this match type ignores query parameters, hash or anchor tags, protocol and trailing slashes, and WWW in the URL because adding query or hash parameters doesn't generally change the pages. It's ideal for targeting single pages. Some key points to know about Simple Match targeting:

- For Android apps, we use app bundle IDs for targeting; for iOS apps, we use app IDs for targeting, and you must enter the exact app IDs in order to target them.
- You can enter or upload one or a list of full URLs or app bundle IDs or app IDs.
- The relationship among each entry is OR.
- Simple Match ignores URL protocols (http, https, www) and trailing slashes that appears at the end of a URL.
- If a page URL, app bundle ID or app ID is the same as one of the URLs or app bundle IDs or app IDs you specify, it will match with the targeting.
- It also doesn't ignore subdomain, extensions (.html, etc.), or subdirectories.
- You must enter a full URL or app bundle ID, not a relative URL or a word like "/news/about.html" or "lifestyle".

### Examples of Simple match targeting

Example 1:

If a Deal is targeted to: <example.com>

Sample results:

<https://www.example.com?query=true> - match  
<http://www.example.com/#pages> - match  
<http://www.example.com> - match  
<https://www.example.com> - match  
<https://www.example.com/> - match  
<http://example.com> - match

Example 2:

If a Deal is targeted to: <com.example.news>

Sample results:

<com.example.news> - match  
<com.example.sports> – no match

Example 3:

If a Deal is targeted to: <weather.example.com>

Sample results:

<https://example.com/weather> - no match  
<https://weather.example.com/about> - no match  
<http://news.weather.example.com> – no match  
<http://weather.example.com/index.html> - no match

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## Exact match

Exact Match

This match type looks only for URLs, app bundle IDs, or app IDs that are exactly what you specify in deal targeting. Some key points to know about Exact Match targeting:

- For Android apps, we use app bundle IDs for targeting; for iOS apps, we use app IDs for targeting, and you must enter the exact app IDs in order to target them.
- Like simple match, exact match ignores URL protocols (http, https, www) and trailing slashes at the end of URLs.
- Where exact match differs from Simple Match is it doesn't ignore query or hash parameters in the URLs.
- Like Simple Match, it also doesn't ignore subdomain, extensions (.html, etc.), or subdirectories.
- This match type is ideal for targeting single pages when adding query or hash parameters will significantly change page displays.

## Examples of Exact match targeting

Example 1:

If a Deal is targeted to: [example.com](http://example.com)

Sample results:

<http://www.example.com> - match  
<https://www.example.com> - match  
<http://example.com> - match  
<http://example.com/> - match  
<https://www.example.com?query=true> - no match  
<http://www.example.com/#pages> - no match  
<https://www.example.com/news> - no match  
<https://www.example.com/news/> - no match  
<http://blog.example.com> - no match

Example 2:

If a Deal is targeted to: [com.example.weather](http://com.example.weather), [www.weather.example.com](http://www.weather.example.com)

Sample results:

[com.example.news](http://com.example.news) - no match  
[com.example.weather](http://com.example.weather) - match  
<https://example.com/weather> - no match  
<https://www.weather.example.com> - match  
<http://weather.example.com> - match



### Device targeting

- For Android, enter app bundle ID. For example: [com.nytimes.android](http://com.nytimes.android)
- For iOS, enter app ID. For example, [915056765](http://915056765)

## Format validation

The PubMatic system performs a format validation check of all entries to ensure the formatting is compatible. Here is what the format validation looks for:

- Basic formatting errors. For example: [ww.yahoo.com](http://ww.yahoo.com), <https://yahoo.com>, <https://\yahoo.com>, <http://yahoo.com>, <http://yahoo.com>.
- Keyword matching can only be done with Broad Match type.
- When targeting keywords for Broad Match, a leading or trailing dot or slash is not allowed. For example: [/sports](http://sports), [.sports](http://.sports), [sports.](http://sports), [sports/](http://sports/), [.sports.](http://.sports), [/sports](http://sports).
- URL prefixes (https, http, www) are allowed but not required.
- For Broad Match, only letters, numbers, and certain symbols (., /, -, \_) are allowed.
- Special characters (for example, ?, #, =, etc.) are allowed for Simple and Exact Matches.
- Non-English letters are not allowed.
- For Broad Match, each entry must be within 50 characters.
- For Simple and Exact Match, each entry must be within 100 characters.
- Maximum 3000 items (domains, bundle IDs, keywords) are allowed per deal.
- Domain and App targeting is not case sensitive.

## Additional validations

After the deal is created, additional validations will be performed. See below for PMP- and Auction Package-specific details.

### PMP-specific

After the deal is created, two checks will run:

- 1) Items blocklisted by the DSPs.
- 2) Items not allowlisted.

Go to the **Deal Management** page to view the results of the two additional validations. If any domains/apps fail, a red flag will appear next to the deal name. Hover over the flag to view the failed items.

## Failed Domains/Apps

The domains/apps that have passed validation in this deal are working properly. However, domains/apps can fail for these reasons:

- Invalid format: formats are invalid
- Not Allowlisted: domains or apps are not allowlisted
- Blocked by DSPs: domains or apps are blocked by the DSPs selected for the deal

To correct the failed domains/apps, click the refresh button (see above screenshot) and then download the failed domains/apps file. Fix the invalid formats, allowlist the missing items, and contact your PubMatic Account Manager about the ones blocked by DSPs. Then upload the revised file by editing the deal.

## Auction Package-specific

After the deal is created, two checks will run:

- 1) Items blocklisted by the DSPs
- 2) Items blocklisted by PubMatic.

In the **Media Console** UI, go to the **Deals** listing page to view the results of the two additional validations. If any domains/apps fail, a red flag will appear next to the deal name. Hover over the flag to view the failed items.

## Failed Domains/Apps

The domains/apps that have passed validation in this deal are working properly. However, domains/apps can fail for these reasons:

- Invalid format: formats are invalid
- Blocked by DSPs: domains or apps are blocked by the DSPs selected for the deal
- Blocked by PubMatic: domains or apps are blocked by PubMatic

To correct the failed domains/apps, click the refresh button above and then download the failed domains/apps file. Fix the invalid formats, and contact your PubMatic Account Manager about the ones blocked by the DSPs or PubMatic. Then upload the revised file by editing the deal.

## Set up domain and app targeting in the UI

1. Select the **Match Type** from the list. See [Domain and App Targeting#Match types](#) for a detailed description of each.
2. You can choose to manually input your targeting strings or you can do a bulk upload. Click the tabs below to read the instructions for each:

-  Manual Input is ideal if you have only a small number of targeting strings.
- Bulk Upload is ideal for a larger number of targeting strings.

This method is ideal if you only have a small number of targeting strings to enter. If you have a large number, bulk upload is the preferred method.

1. Select **Manual Input**.
2. Enter the targeting strings in the box. Each entry must be separated by a comma or line break.

### Formatting rules:

- Prefixes (http, https, www) are allowed but not required
- Only these values are allowed: letters, numbers, hyphens, dot (.), comma (,), underscore (\_), and forward slash (/)
- For Android, enter app bundle ID. For example, com.nytimes.android
- For IOS, enter app ID. For example, 915056765

3. Click **Validate and Add** when you're done.
4. When the format validation check is complete, a message will be displayed with the results.

### **If all the targeting strings passed the format validation:**

The included entries will be displayed in the panel on the right (see below). Your domain and app targeting setup is complete.

-  If you would like to review the list of stings targeted, click **Download all (9)** in the panel on the right.

### **If some/all of the targeting strings failed the format validation:**

The passed entries will be displayed in the panel on the right, and failed entries will be displayed in red in the **Manual Input** box. You can choose to fix the failed entries, or click the grey **X** to delete them. Note that if you delete them they will not be included in this deal. Once you've fixed or deleted the invalid formats your domain and app targeting set up is complete.

This method is ideal for when you have a large number of targeting strings to enter.

1. Select **Bulk Upload**.
2. Click **Download Template** and save the file to your computer.



**Formatting rules:**

- Prefixes (http, https, www) are allowed but not required
- Only these values are allowed: letters, numbers, hyphens, dot (.), comma (,), underscore (\_), and forward slash (/)
- For Android, enter app bundle ID. For example, com.nytimes.android
- For IOS, enter app ID. For example, 915056765

3. Enter your targeting strings, one per line.

	A
1	Domains/Apps/Keywords
2	123456789
3	987654321
4	com.example.android
5	com.example25.android
6	example.com
7	example.com/sports
8	example.com/news
9	example.com/animals
10	example.com/weather
11	

4. When you're ready, click **Select File** > choose your file > click **Validate**.
5. When the format validation check is complete, a message will be displayed with the results:

**If all the entries passed the format validation:**

Click **Include Passed Domains (9 only)**. (note that the number in the parenthesis depends on how many targeting strings you have entered /uploaded, in our example we've uploaded 9).

**If some/all of the entries failed the format validation:**

You can choose to include only the ones passed **OR** download and fix the file.

If you select **Include Passed Domains (8 only)**, your Domain and App Targeting setup is complete. Note that the failed entry will not be included in this deal.

If you select **Download and Fix File**, the downloaded CSV file will have a reason column (see second screenshot below).

	A	B
1	Domains/Apps/Keywords	REASON
2	1.23E+12	Invalid Format ←
3	example.com/sports	Passed
4	example.com/news	Passed
5	com.example.android	Passed
6	example.com/animals	Passed
7	987654321	Passed
8	com.example25.android	Passed
9	example.com	Passed
10	example.com/weather	Passed
11		
12		

6. Fix the failed entries and follow the instructions above to upload the file again.
7. Once all the targeting strings pass the format validation, your Included Domains / Apps will be listed in the panel on the right (see below). Your domain and app targeting setup is complete.



If you would like to review the list of strings targeted, click **Download all (9)** in the panel on the right.

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