



# Pre-Bid Solutions

LinkedIn Audience Network

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## Pre-Bid Overview

DoubleVerify has teamed up with LinkedIn to provide advertisers with Authentic Brand Suitability Targeting, a pre-bid brand safety solution that allows advertisers to deploy a single set of brand suitability controls across multiple programmatic buying platforms. Our “programmatic solutions” refer to the tools we offer to drive pre-bid performance and increase transparency in the programmatic supply chain.

DV's pre-bid targeting and avoidance solutions allow programmatic buyers to activate DV segments within their DSPs to decide whether or not an auction should proceed. By applying unified brand suitability parameters throughout the media transaction (pre- and post-bid), advertisers gain secure brand protection and substantial gains in both operating efficiency and campaign performance.

This guide provides information on how to customize and activate DV pre-bid solutions across your programmatic media buys.

### Authentic Brand Suitability Targeting

Authentic Brand Suitability (ABS) targeting is the most advanced brand safety & suitability solution for programmatic buying in the market today. ABS targeting empowers advertisers to create a centralized set of brand safety & suitability controls and to automatically deploy those controls across multiple programmatic buying platforms and campaigns via a single pre-bid segment.

Instead of selecting one-off category segments or contextual classifications within partner DSPs, advertisers are able to create a unified Programmatic Targeting Profile to mirror the settings of their brand's post-bid Brand Suitability Profile. Advanced settings, such as inappropriate keywords or inclusion/exclusion lists can be incorporated into your Programmatic Targeting Profile. When completed, DV populates your Authentic Brand Suitability segment into your selected DSP for targeting. In short, any ad that you might flag or prevent in post-bid for a brand safety or suitability infraction, can now be avoided in pre-bid.

### Creating a Programmatic Targeting Profile

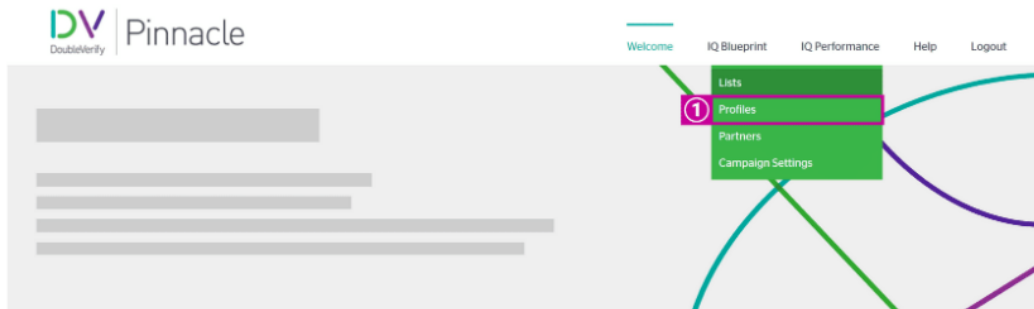
When it comes to Authentic Brand Suitability and the creation of your Programmatic Targeting Profile, it is important to select the same services that you deploy across your post-bid Brand Suitability Profile. For example, if you are excluding a list of domains in post bid, make sure that you apply the same exclusion list for ABS.

Matching services across post-bid and pre-bid will minimize media waste and drive optimal ad quality performance. 1-to-1 targeting matches include:

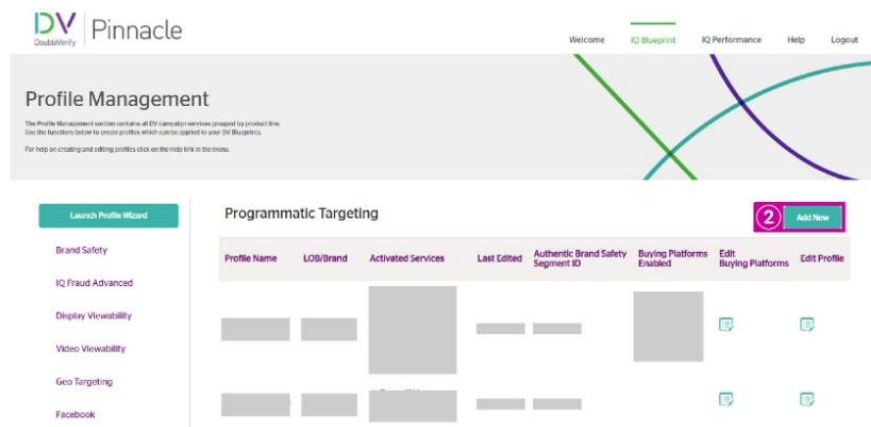
UC lists	Language lists
Keyword avoidance lists	Site/app-based fraud
Exclusion and inclusion lists	Advanced app targeting options
Exception lists	Control over unclassified inventory
Custom categories	

The steps below outline how to create a Programmatic Targeting Profile.

1. Log in to DV Pinnacle®. Then under IQ Blueprint, select Profiles.



2. Select Programmatic Targeting from the navigation column, then click Add New.



3. Name the profile, then select a Line of Business (LOB)/Brand from the dropdown menu.

**Profile Management**

Programmatic Targeting Platform

3 Profile Name \* Required

LOB Brand \* Required

4. Under Site Lists, you can enable the following settings:

**Site Lists**

4  Apply a Site Exclusion List ? Select a list

4  Apply a Site Inclusion List ? Select a list

OR

- Apply a Site Exclusion List**

By activating a Site Exclusion List, you are choosing to avoid all mobile web and desktop auctions where the auction URL matches a site on the applied exclusion list. This feature does not impact delivery on mobile app auctions. A Site Exclusion List cannot be enabled at the same time as a Site Inclusion List.
- Apply a Site Inclusion List**

By activating a Site Inclusion List, you are choosing to avoid all mobile web and desktop auctions where the auction URL does not match a site on the applied inclusion list. This feature does not impact delivery on mobile app auctions. A Site Inclusion List cannot be enabled at the same time as a Site Exclusion List.

5. Under Content Categories, you can enable the following settings. You can select any, all, or none of these categories:

**Content Categories**

5  Apply Inappropriate Content Avoidance List ? Select a list

Apply Custom Category Avoidance ?

Apply a Site Exceptions List ? Select a list

Apply a Page Exceptions List ? No Lists available

Avoid AdServer/Middleware ?

*Advanced Settings*

- **Apply Unsuitable Content Avoidance List**

By activating an Unsuitable Content Avoidance List, you are choosing to enable Unsuitable Content Category settings in this profile, resulting in the avoidance of auctions where the auction URL or mobile app has DV-assigned unsuitable content classifications that are selected for avoidance. This applies to both web and mobile app traffic.

**Note: Unsuitable Content Categories settings applied to the Programmatic Targeting profile are not applied to programmatic partners post-bid campaigns.**

- **Apply a Site or Page Exceptions List**

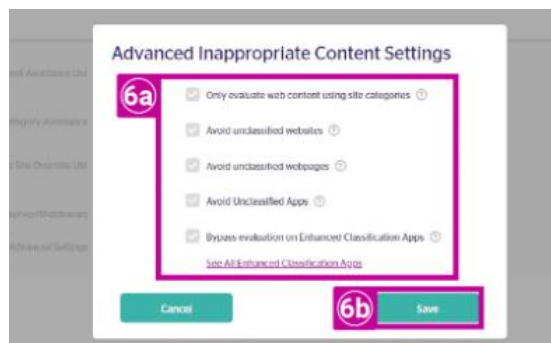
By activating a Site or Page Exceptions List, you are enabling reach on listed sites or pages for desktop and mobile web auctions by overriding the Unsuitable Content and Custom Categories checks.

For example, if “website.com” is on the Site or Page Exceptions List, then every auction URL with “website.com” will successfully pass the Unsuitable Content checks without consideration for either the profile’s activated unsuitable content categories or the auction URL’s content categories

- **Avoid AdServer/Middleware**

By activating this feature, you are choosing to avoid mobile web and desktop auctions where the auction URL is known by DV to be an ad server or middleware, and therefore is not representative of the content environment where the ad would be delivered. This feature does not impact delivery on mobile app auctions.

6. Adjust Advanced Content Settings, if applicable, then click Save.



- **Advanced Settings:**

- **Only evaluate web content using site categories**

By activating this feature, you are choosing to evaluate mobile web and desktop auctions for unsuitable content using only DV’s site-level categories. Page-level content evaluation is not considered when determining content safety. This feature does not impact delivery on mobile app auctions.

- **Avoid unclassified websites**  
By activating this feature, you are choosing to avoid all mobile web and desktop auctions where DV does not have a classification for the web page associated with the auction URL (even if DV has a site-level classification) or the auction URL does not specify a web page path.

Activating this feature adds a substantial layer of protection (and subsequent impact on reach) from unknown site content and also avoids auctions on new or low-volume URLs where DV does not have a specific site classification of the content. This feature does not impact delivery on mobile app auctions.

- **Avoid unclassified webpages**  
By activating this feature, you are choosing to avoid all mobile web and desktop auctions where DV does not have a classification for the web page associated with the auction URL (even if DV has a site-level classification) or the auction URL does not specify a web page path.

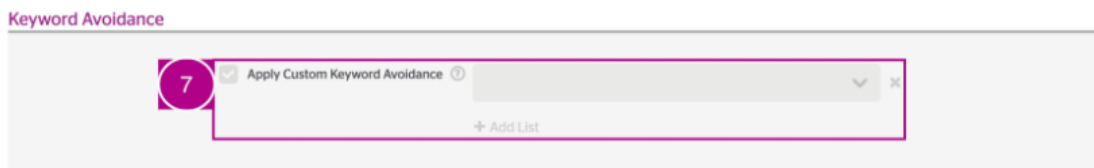
Activating this feature adds a substantial layer of protection (and subsequent impact on reach) from unknown page content and also avoids auctions on new or low-volume URLs where DV does not have a specific page classification of the content. This feature does not impact delivery on mobile app auctions.

- **Avoid unclassified apps**  
By activating this feature, you are choosing to avoid auctions on all mobile apps that do not have an Unsuitable Content Category classification.

- **Bypass evaluation on Enhanced Classification Apps**  
By activating this feature, you are choosing to forego Unsuitable Content evaluation on auctions for Enhanced Classification Apps. These mobile apps can be evaluated using more granular, accurate classifications using data only available in post-bid.

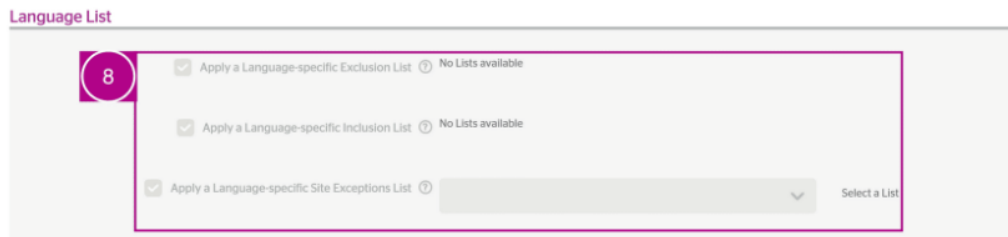
To take advantage of these classification abilities in post-bid you can first bypass this evaluation in pre-bid for Enhanced Classification mobile apps, then enable the Extend Site or Page Evaluation to Enhanced Classification Apps service in your Brand Suitability profile.

7. The Keyword Avoidance section allows you to enable the following setting:



**Note: Multiple Custom Keyword Lists can be applied to a single profile, with the language(s) selected within the list displayed.**

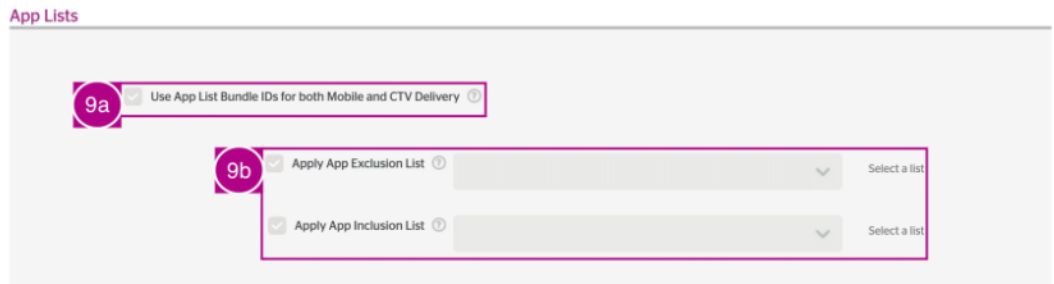
- **Apply Custom Keyword Avoidance**  
By activating Custom Keyword Avoidance, you are choosing to avoid mobile web and desktop auctions where the auction URL contains a keyword string in the applied keyword list. This feature does not impact delivery on mobile app auctions.
8. The Language List section allows you to enable the following settings. A Language-specific Exclusion List cannot be applied at the same time as a Language-specific Inclusion List.



- **Apply a Language-specific Exclusion List**  
By activating a Language-specific Exclusion List, you are choosing to avoid all mobile web and desktop auctions in contexts where the site language that DV sets for the request matches a language within your selected list.
  - **Apply a Language-specific Inclusion List**  
By activating a Language-specific Inclusion List, you are choosing to avoid all mobile web and desktop auctions in contexts where the language that DV sets for the request does not match a language within your selected list.
  - **Apply a Language-specific Site Exceptions List**  
By activating this setting, you are choosing to enable reach on domains and subdomains for mobile web and desktop auctions by overriding the selected language(s) within your applied Language-specific Exclusion List or Language-specific Inclusion List.
9. The App Lists section allows you to enable the following settings:

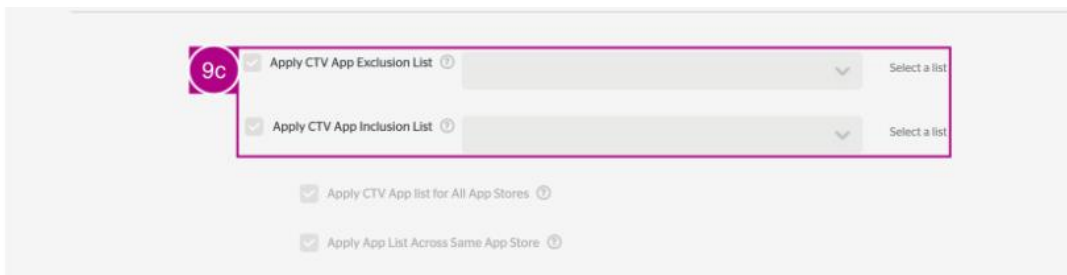
**Note: Within this section you can choose to apply App List settings for both CTV and mobile app measurement using a single list, or upload separate mobile-specific Inclusion Lists and CTV-specific Exclusion Lists (or vice versa). An App Exclusion List cannot be enabled at the same time as an Exact App Inclusion List.**





- Use App List Bundle IDs for both Mobile and CTV Delivery**  
By activating this setting, you are choosing to apply a single App List to your profile to be used on both Mobile App and CTV traffic.
- Apply App Exclusion List**  
By activating an App Exclusion List, you are choosing to avoid all mobile app auctions where the auction App ID or Bundle ID matches a mobile application on the applied exclusion list. This feature does not impact delivery on mobile web or desktop auctions.
- Apply App Inclusion List**  
By activating an App Inclusion List, you are choosing to avoid all mobile app auctions where the auction App ID or Bundle ID does not match a mobile application on the applied inclusion list. This feature does not impact delivery on mobile web or desktop auctions.

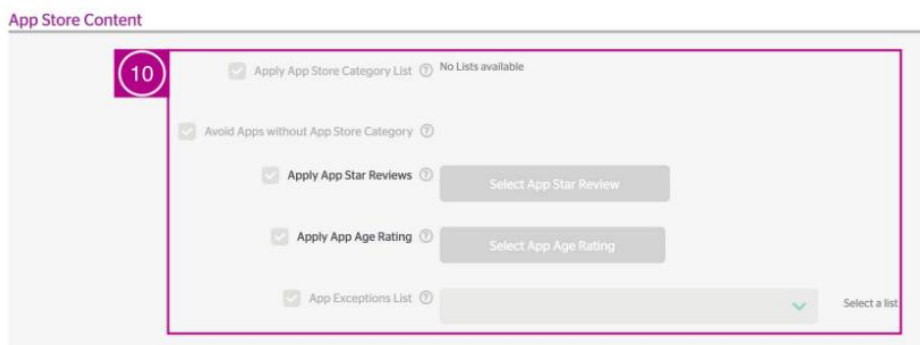
If you want to apply a list specifically to CTV delivery, you can enable the following settings. A CTV App Exclusion List cannot be enabled at the same time as a CTV App Inclusion List.



- Apply CTV App Exclusion List**  
By activating a CTV App Exclusion List, you are choosing to avoid all CTV app auctions where the auction Bundle ID matches an application on the applied exclusion list. This feature does not impact delivery on mobile web or desktop auctions.
- Apply CTV App Inclusion List**  
By activating a CTV App Inclusion List, you are choosing to avoid all mobile app auctions where the auction Bundle ID does not match an application on the applied inclusion list.

- **Apply CTV App List for All App Stores**  
By activating this setting, measurement will be applied to all variations of uploaded CTV bundle IDs across all CTV App stores where the app is available.
- **Apply CTV App List Across Same App Store**  
By activating this setting, measurement will be applied to all variations of uploaded CTV bundle IDs within the same CTV App store.

10. The CTV and Mobile App Store Content section allows you to enable the following settings:

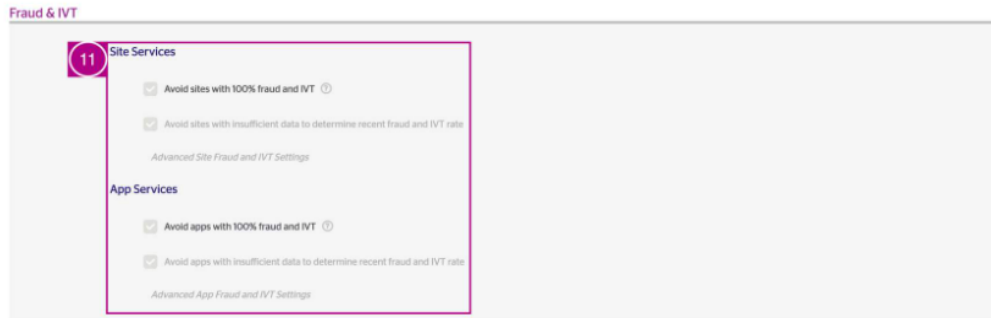


- **Apply Below Settings to both Mobile and CTV Delivery Types**  
By activating this service, the app store categories in your uploaded list will be applied to both mobile and CTV delivery types.
- **Apply App Store Category List**  
By activating this feature, you are choosing to enable iOS and Google Play app store category settings across the Brand Suitability and Programmatic Targeting profiles, when applicable, for mobile app traffic.
- **Avoid Apps without App Store Category**  
By activating this feature, you are choosing to avoid serving ads on all mobile apps that do not have an app store classification. This feature can only be applied if App Store Category rules are applied.
- **Apply App Star Reviews**  
By activating App Star Review controls, you are choosing to avoid all mobile app auctions where the average user review rating (1-5 stars) of the auction application is less than selected setting level. This feature does not impact delivery on mobile web or desktop auctions.
- **Apply App Age Rating**  
By activating App Age Rating controls, you are choosing to avoid all mobile app auctions where the age rating of the auction application is less than the selected setting level. This feature does not impact delivery on mobile web or desktop auctions.

- **Apply an App Exceptions List**  
By activating an App Exceptions List, you are enabling reach on listed applications for mobile app auctions by overriding the Content Categories and App Store Content checks. For example, if example-app is on the App Exceptions List, then every auction for example-app will successfully pass the Content Categories and App Store Content checks without consideration for those settings.  
  
This feature does not impact delivery on mobile web or desktop auctions. An App Exceptions List can only be applied if Unsuitable Content Avoidance, App Store Category, App Star Review and/or App Age Rating rules are applied.
- **Apply CTV App Store Category List**  
By activating this feature, you are choosing to enable App Store Category settings across the Brand Suitability and Programmatic Targeting profiles, when applicable, for CTV app traffic.
- **Avoid CTV App Store Category List**  
By activating this feature, you are choosing to avoid serving ads on all CTV apps that do not have an app store classification. This feature can only be applied if App Store Category rules are applied.
- **CTV App Star Reviews**  
By activating CTV App Star Review controls, you are choosing to avoid all CTV app auctions where the average user review rating (1-5 stars) of the auction application is less than selected setting level. This feature does not impact delivery on mobile web or desktop auctions.
- **CTV App Age Ratings**  
By activating CTV App Age Rating controls, you are choosing to avoid all CTV app auctions where the age rating of the auction application is less than the selected setting level. This feature does not impact delivery on mobile web or desktop auctions.
- **Apply Apply CTV App Exceptions List**  
By activating an App Store Category List, you are choosing to enable iOS and Google Play App Store Category settings in this profile, resulting in the avoidance of auctions on any mobile apps that are classified under the app store categories enabled in the selected list.
  - **Apply CTV App Exceptions Across All App Stores**  
By activating this service, you are choosing to action to all variations of the uploaded bundle IDs in the selected CTV App Store Category list across all CTV App stores where the app is available.
  - **Apply CTV App Exceptions Across Same App Store**  
By activating this service, you are choosing to action to all variations of the uploaded bundle IDs in the selected CTV App Store Category list

within the CTV App store that the uploaded variations are from. For example, adding "tv.pluto.roku" to your uploaded list and selecting this service will result in actioning all bundle ID variants of the Pluto TV app in the Roku store.

11. The Fraud & IVT section allows you to enable the following settings:



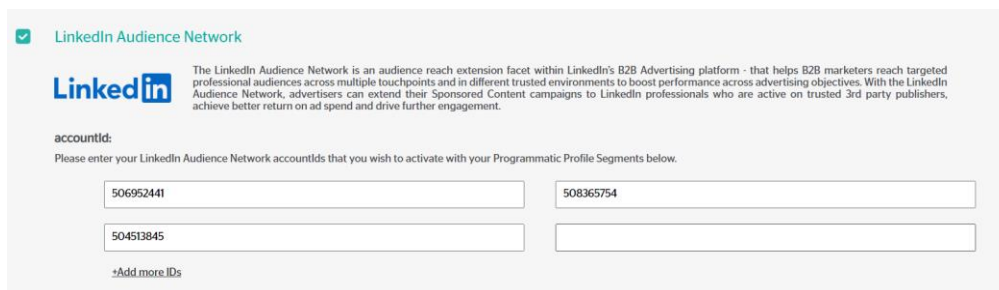
- **Site Services:**
  - ***Avoid sites with 100% fraud and IVT***  
By activating this service, you are choosing to avoid delivering on sites that DV has classified as fraudulent, as well as sites with a recent fraud and IVT rate of 100%.
  - ***Avoid sites with insufficient data to determine recent fraud and IVT rate***  
By activating this service, you are choosing to avoid all sites with insufficient data to calculate the Fraud/IVT rate.
  - ***Advanced Site Fraud and IVT Settings:***
    - ***Also avoid sites with recent fraud and IVT rate at or above***  
By activating this feature, you are choosing to avoid sites with recent fraud and IVT rates at or above the set percentage. These sites are not 100% fraudulent but have been seen to have measurable fraud in recent delivery. Enabling this feature may reduce fraud rates but may also reduce reach.
    - ***Apply a Site Exceptions List***  
By activating this feature, you are choosing to enable reach on listed sites by overriding fraud and IVT avoidance on sites with a recent fraud and IVT rate between 1% and 99%. This feature will not override avoidance of sites with 100% Fraud & IVT.
- **App Services:**
  - ***Avoid apps with 100% fraud and IVT***  
By activating this service, you are choosing to avoid delivering on mobile apps that DV has classified as fraudulent, as well as apps with a recent fraud and IVT rate of 100%.

- **Avoid apps with insufficient data to determine recent fraud and IVT rate**  
By activating this service, you are choosing to avoid all mobile apps with insufficient data to calculate the fraud/IVT rate.
- **Advanced App Fraud and IVT Settings:**
  - **Also avoid apps with a recent fraud and IVT rate at or above**  
By activating this feature, you are choosing to avoid mobile apps with recent fraud and IVT rates at or above the set percentage. These apps are not 100% fraudulent but have been seen to have measurable fraud in recent delivery. Enabling this feature may reduce fraud rates but may also reduce reach.
  - **Apply an App Exceptions List**  
By activating an App Exceptions List, you are choosing to enable reach on listed mobile apps by overriding fraud and IVT avoidance on apps with a recent fraud & IVT rate between 1% and 99%. This feature will not override avoidance of apps with 100% fraud & IVT.

12. Click Save and Continue. This will lead you to the Buying Platform Activation page.

13. On the Buying Platform Activation page, select LinkedIn Audience Network as the buying platform you want for syndication.

Input the account ID(s) you want to activate with your Programmatic Targeting Profile segment.



LinkedIn Audience Network

**LinkedIn** The LinkedIn Audience Network is an audience reach extension facet within LinkedIn's B2B Advertising platform - that helps B2B marketers reach targeted professional audiences across multiple touchpoints and in different trusted environments to boost performance across advertising objectives. With the LinkedIn Audience Network, advertisers can extend their Sponsored Content campaigns to LinkedIn professionals who are active on trusted 3rd party publishers, achieve better return on ad spend and drive further engagement.

accountId:  
Please enter your LinkedIn Audience Network accountids that you wish to activate with your Programmatic Profile Segments below.

506952441      508365754

504513845     

[Add more IDs](#)

Once your Programmatic Targeting Profile has been created in DV Pinnacle® and associated with your unique DSP seat ID, your Authentic Brand Suitability segment is automatically populated to your programmatic platform for use. Your segment ID will be assigned the first time you save this profile with at least one activated buying platform.

To make adjustment to your settings, simply update your Programmatic Targeting Profile and your segment will begin syncing with those adjustments.

## Custom Contextual Targeting

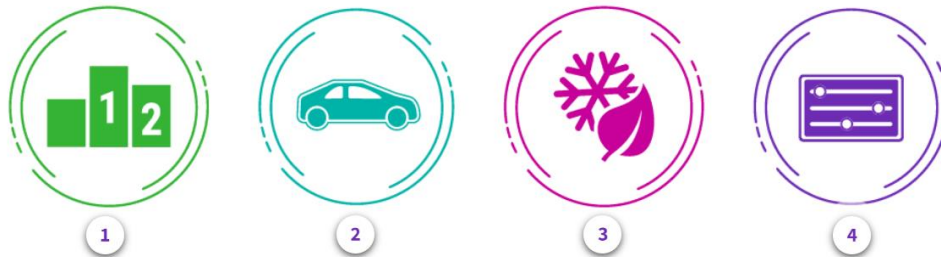
Custom Contextual Targeting identifies the most appropriate and relevant content against which to display an ad. For example, an ad for running shoes would be best served onto a news article about an upcoming marathon, or an ad for laptops on a tech e-commerce site. Since these example ads are relevant to the content, the advertising experience is improved.

Custom Contextual Targeting enhances the way advertisers are able to reach their customers by:

- Ensures accurate content classification, brand suitability, and targeting through the use of DV’s machine learning and artificial intelligence (AI) technologies that provide a clear understanding of content
- Supports consumer privacy while maintaining relevance
- Improves operational efficiency by allowing you to create one profile that can be syndicated to all DSPs
- Extends reach for campaigns that are looking for additional scale
- Increases targeting precision so you can reach users closer to the final stages of their buying journey
- Reduces ad fatigue as the viewer only sees an ad in the right context

## Contextual Topics

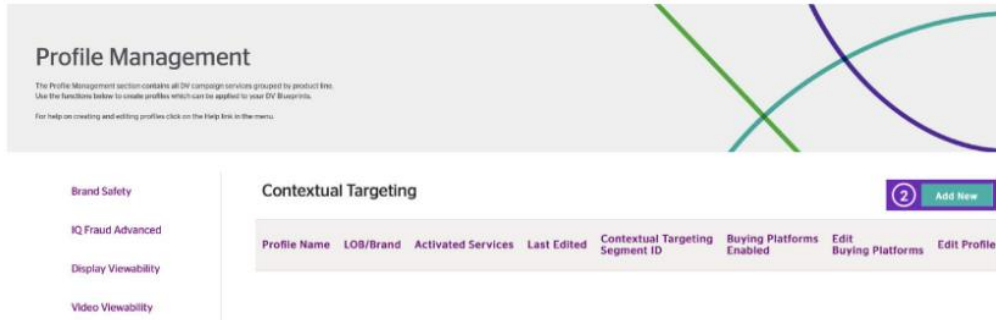
Having the ability to include or exclude related concepts offers more precise targeting, allowing for a more personal ad experience for the consumer.



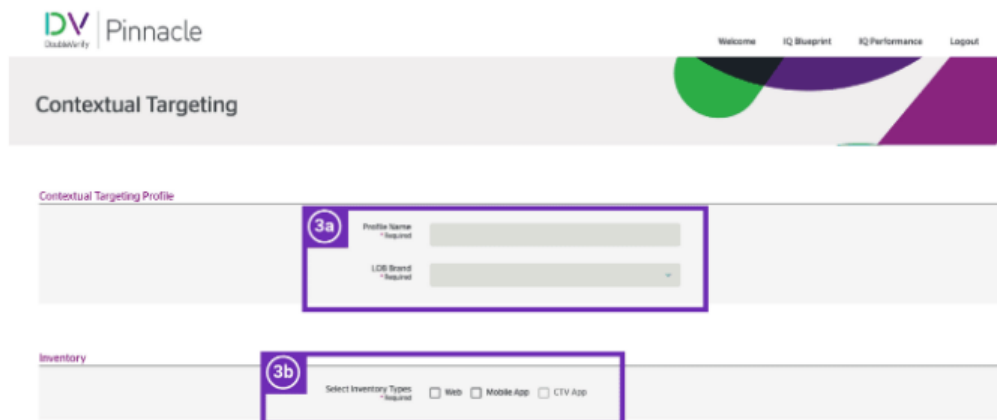
1. **IAB Tier One and Tier Two Categories**  
IAB tier one and tier two categories are used for standard content targeting.
2. **Behavioral-Supplemental Categories**  
Behavioral-supplemental categories such as Autos and Vehicles and Consumer Electronics can target content relevant to in-market audiences.
3. **Seasonal Categories**  
Seasonal categories such as Halloween and Black Friday align with common campaign themes.
4. **Dynamic Categories**  
Dynamic categories meet the specific needs of a brand by drawing on DV’s 200,000+ contextual concepts.

## Creating a Custom Contextual Targeting Profile

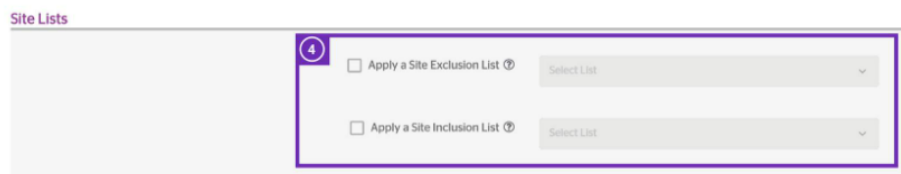
1. Under IQ Blueprint, select Profiles.
2. Select Contextual Targeting from the navigation column, then click Add New.



3. Name your profile, then select a Line of Business (LOB)/Brand from the drop-down menu. Under Inventory, select mobile app, web and CTV inventory types.



4. Under Site Lists, you can enable the following settings. A Site Exclusion List cannot be enabled at the same time as a Site Inclusion List.

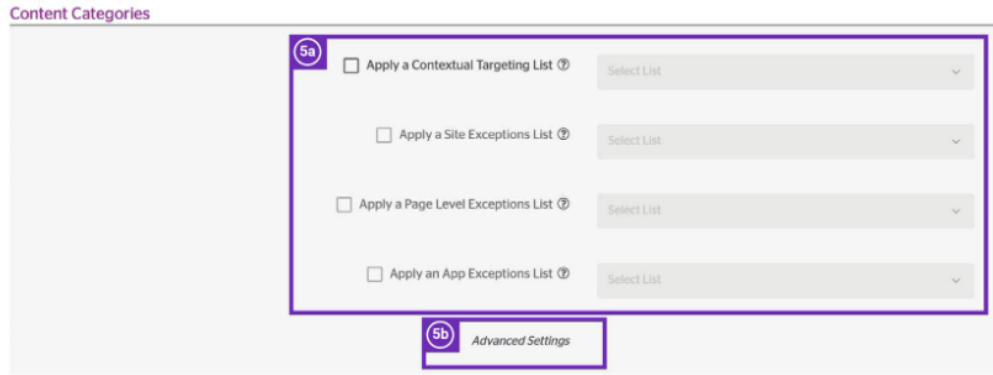


- **Apply a Site Exclusion List**  
By activating a Site Exclusion List, you are choosing to avoid all mobile web and desktop auctions where the auction URL matches a site on the applied exclusion list. This feature does not impact delivery on mobile app auctions.

- **Apply a Site Inclusion List**

By activating a Site Inclusion List, you are choosing to avoid all mobile web and desktop auctions where the auction URL does not match a site on the applied inclusion list. This feature does not impact delivery on mobile app auctions.

5. Under Content Categories, you can enable the following settings:



- **Apply a Contextual Targeting List**

By activating a Contextual Targeting List, you are choosing to apply a list of DV pre-curated content categories to your profile. This may result in the inclusion of auctions where the inventory has the DV-assigned classifications that match the selected categories.

- **Apply a Site Exceptions List**

By activating a Site Exceptions List, you are enabling reach on listed sites for desktop and mobile web auctions by overriding the Contextual Targeting and Custom Category checks.

For example, if *website.com* is on the Site Exceptions List, then every auction URL with *website.com* will successfully pass the Content Targeting check without consideration for either the profile’s activated Contextual Targeting List or the auction URL’s content categories.

This feature will not override other web Custom Contextual Targeting settings nor impact delivery on mobile app auctions. A Site Exceptions List can only be applied if Contextual Targeting rules are applied.

- **Apply a Page Level Exceptions List**

By activating a Page Level Exceptions List, you are enabling reach on listed page URLs for desktop and mobile web auctions by overriding the Contextual Targeting and Custom Category checks.



For example, if *website.com/page* is on the Page Level Exceptions List, then every auction URL with *website.com/page* will successfully pass the Content Targeting check without consideration for either the profile's activated Contextual Targeting List or the auction URL's content categories.

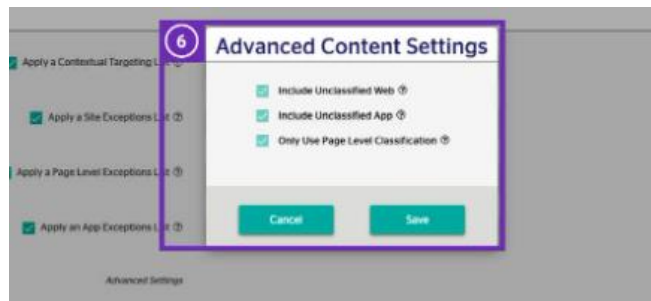
This feature will not override other web Custom Contextual Targeting settings nor impact delivery on mobile app auctions. A Page Level Exceptions List can only be applied if Contextual Targeting rules are applied.

- **Apply an App Exception List**

By activating an App Exceptions List, you are enabling reach on listed mobile app auctions by overriding the Contextual Targeting and Custom Category checks. For example, if *com.app.bundle* is on the App Exceptions List, then every auction with *com.app.bundle* will successfully pass the Content Targeting check without consideration for either the profile's activated Contextual Targeting List or the auction content categories.

This feature will not override other Custom Contextual Targeting settings nor impact delivery on web or mobile web auctions. An App Exceptions List can only be applied if Contextual Targeting rules are applied.

6. Adjust Advanced Content Settings, if applicable, then click Save.



- **Advanced Settings:**

- **Include Unclassified Web**

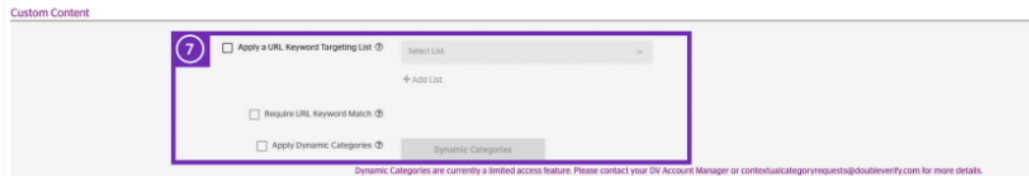
By activating this feature, you are choosing to include all web auctions where DV does not have a classification for the web page associated with the auction URL, or the auction URL does not specify a web page path. Activating this feature can add additional reach from new or low-volume URLs where DV does not have a specific classification of the content. This feature does not impact delivery on app auctions.

- **Include Unclassified App**

By activating this feature, you are choosing to extend reach by including all app auctions that do not have a Contextual Targeting classification.

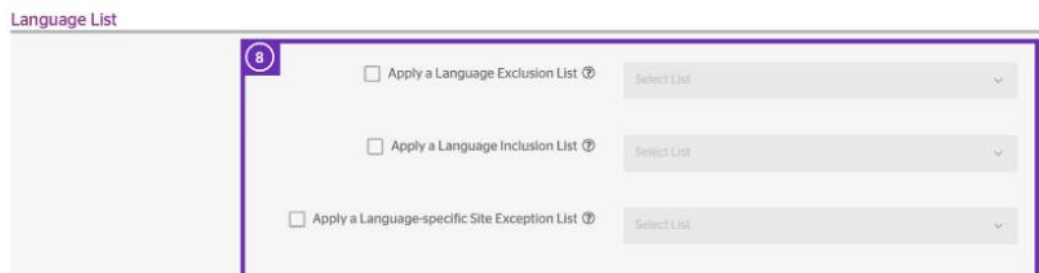
- **Only Use Page Level Classification**  
By activating this feature, you are choosing that web auctions will be evaluated at the page-level only. Site-level content evaluation will not be considered when determining contextual relevance, and URLs without page-level classifications will be considered unclassified content. This feature does not impact delivery on mobile app auctions.

7. Under Custom Content, you can enable the following settings:

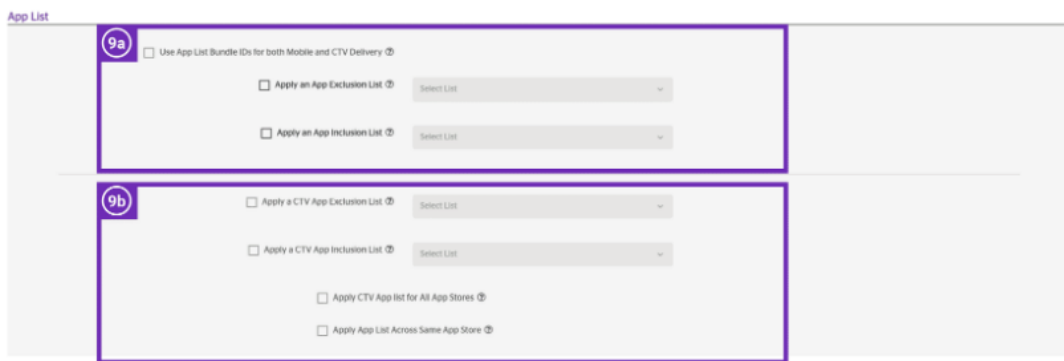


- **Apply a URL Keyword Targeting List**  
By activating a URL Keyword Targeting List, you are choosing to include web auctions where the auction URL contains a keyword string in the applied keyword list. Please note this feature does not enable targeting based on content within the page or site. This feature does not impact delivery on app auctions.
  - **Require URL Keyword Match**  
Enabling this setting will switch URL Keyword and Contextual Targeting combinations to use the “AND” operator. Please note that always requiring a URL keyword match can increase precision but could restrict reach.
  - **Apply Dynamic Categories**  
Dynamic Categories are currently a limited access feature. Please contact your DV Account Manager or [customcategoryrequests@doubleverify.com](mailto:customcategoryrequests@doubleverify.com) for more details.

8. Under Language List, you can enable the following settings. A Language-specific Exclusion List cannot be applied at the same time as a Language-specific Inclusion List.



- **Apply a Language Exclusion List**  
By activating a Language-specific Exclusion List, you are choosing to avoid all mobile web and desktop auctions in contexts where the site language that DV sets for the request matches a language within your selected list.
  - **Apply a Language Inclusion List**  
By activating a Language-specific Inclusion List, you are choosing to avoid all mobile web and desktop auctions in contexts where the language that DV sets for the request does not match a language within your selected list.
  - **Apply a Language-specific Site Exceptions List**  
By applying this setting, you are choosing to enable reach on domains and subdomains for mobile web and desktop auctions by overriding the selected language(s) within your applied Language Exclusion List or Language Inclusion List.
9. Under App List, you can apply the following settings. An App Exclusion List cannot be enabled at the same time as an App Inclusion List.



- **Apply App Exclusion List**  
By activating an App Exclusion List, you are choosing to avoid all mobile app auctions where the auction App ID or Bundle ID matches a mobile application on the applied exclusion list. This feature does not impact delivery on mobile web or desktop auctions.
- **Apply App Inclusion List**  
By activating an App Inclusion List, you are choosing to avoid all mobile app auctions where the auction App ID or Bundle ID does not match a mobile application on the applied inclusion list. This feature does not impact delivery on mobile web or desktop auctions.

If you are using lists CTV properties, apply each list separately for CTV app inclusions/exclusions (9b).

10. Click Save & Next. This will lead you to the Buying Platform Activation page, where you can activate or deactivate the buying platforms where your DV Contextual Targeting segment ID will be available. Your segment ID will be assigned the first time you save this profile with at least one activated buying platform.
11. Select LinkedIn Audience Network as the buying platform you want for syndication. Input the account ID(s) you want to activate with your Programmatic Targeting Profile segment.

LinkedIn Audience Network

**LinkedIn** The LinkedIn Audience Network is an audience reach extension facet within LinkedIn's B2B Advertising platform - that helps B2B marketers reach targeted professional audiences across multiple touchpoints and in different trusted environments to boost performance across advertising objectives. With the LinkedIn Audience Network, advertisers can extend their Sponsored Content campaigns to LinkedIn professionals who are active on trusted 3rd party publishers, achieve better return on ad spend and drive further engagement.

accountId:  
Please enter your LinkedIn Audience Network accountIDs that you wish to activate with your Programmatic Profile Segments below.

506952441	508365754
504513845	

[+Add more IDs](#)

12. Click Save.

**Note: All of the buying platforms available for activation fully support DV Contextual Targeting on mobile app, mobile web and desktop impressions. Contact your DV Account Manager to learn more about activating Contextual Targeting within each specific DSP.**