Google Ad Manager Key-value guide

Use contextual data to build audience segments

Use contextual data to connect advertisers with interested audiences

Create, market, and reach audiences based on contextual signals using Key-values in Ad Manager.

Google

Contextual Data

Key-values

Create, market and reach audiences with contextual signals

Key-values help you to better understand your users, market your inventory more effectively, and earn more for your traffic. Key-values are extra parameters that you can add to your ad request to better specify targeting criteria.
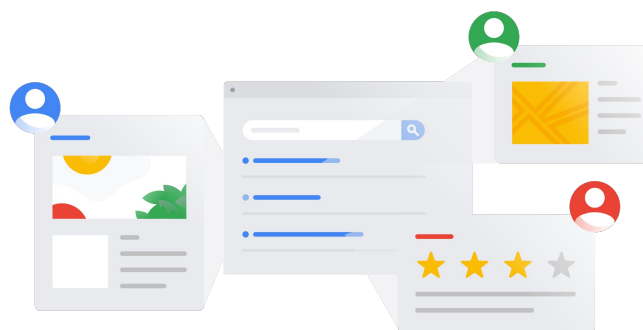
Ready to get started?

Step 1: Set your key-value strategy
Determine which keys would be useful to your business objectives. Think about what data your advertisers might want to know to see if they align with your content and the data you already have about your users.

For example, Advertiser A may want to reach sports fans within the 18-32 age range. Based on that, you might want to create two keys: "page" and "age". For the "page" key, you might set values like "sports", "news", and "travel" to identify parts of your site.

If users are signed in to your site, you may already have account information like their age, interests, etc. You could use that information to set your "age" key with values such as "18-32", "33-42", "43-55", "56+".

As you're thinking about which key-values you'd like to set up, think about what type of values they are. Key-values can be dynamic or pre-defined.

- **Predefined values** are helpful for information where you know all potential values (ex. the page categories of your site). These are hard-coded in your ad tag.
- **Dynamic key values** are helpful when the values are unknown or changing (ex. Signed-in users company). These are dynamic in your ad tag.

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Step 2: Add key-values to your account.
Once you've determined your key-value strategy and decided on all the key-value pairs you want to use, start adding key-values to your account.

In your Ad Manager account click into **Inventory** > **Key-values** > **New key-value**. We recommend including key-values in reporting (up to 30,000 values), this allows you to generate reports based on the key.

Add your key and all of the values by clicking **New values** and writing in your values.

Step 3: Pass key-values to ad requests
You can target line items with key-values to serve on specific ad slots or pages using ad slot-level targeting and page-level targeting. See our developer documentation for code samples.

- **Ad slot-level:** use this type of targeting to target specific ad units on a given page. For example, to target premium ad placements, you might create a "position" key with the values "top banner" "bottom banner" "right box".

- **Page-level:** use this to target specific pages and all ad slots on that page. For example, to target specific pages, you could create a dynamic key-value called PageID and values such as "1234", "5678", etc. to display ads on those pages.

Dynamic data such as URL or page title can also be pulled from the page, to be included as key-values in the ad request. For example:

- store the page title in a variable:
  var pageTitle = document.title;

- when defining the ad slot, reference this variable in your key-value targeting:
  .setTargeting("title", pageTitle);

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You can also write any logic needed to modify these values before sending them in the ad request. For example, if you would only like to send a relevant portion of the page URL (document.URL), you can store it in a variable, truncate it, then include it in the ad request.

Step 4: Target key-values via line items.
When you create key-values and use line item targeting, you tell Ad Manager to only serve that line item when the key-values exist. For example, when "page" = "sports" and "age" = "18-24", Advertiser A's line item should be eligible to serve.

In your Ad Manager account click into **Delivery** > **Line items** then select the relevant line item. Under line item settings scroll down to the **Ad targeting** section and select the **Custom targeting** drop down. Search for the key relevant to that line item and select the values you'd like that line item to target. Use logical expressions to target multiple key-values to a line item. Click **Save**.

Review this Skillshop course for more instructions on targeting key values with line items.
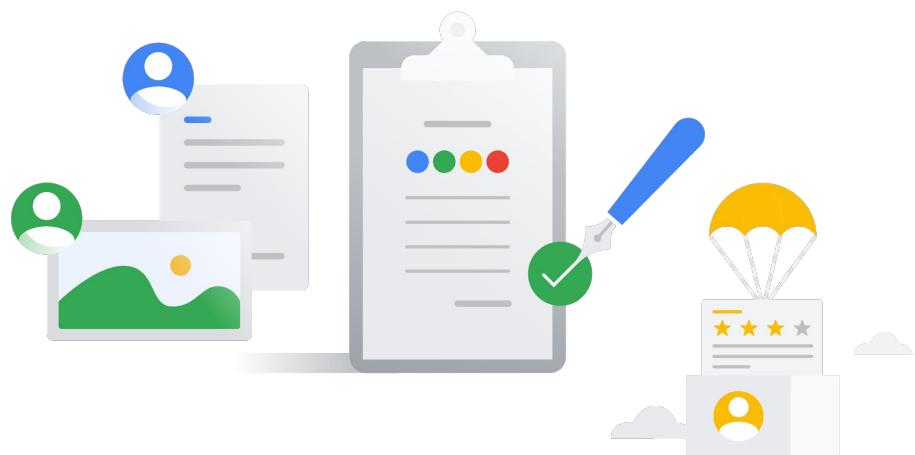
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Step 5: Report and forecast on key values

Once you have sufficient data (you need about 28 days worth), you can begin to forecast on key-values and report on them using the key-values dimension. Or, if you added your key-value as a custom dimension, you can run reports on a key-value basis.

Your forecast will give you estimates of available and unavailable impressions based on your targeting criteria. When you include key-values in that targeting criteria, you'll gain insight into your audience over that forecasted period (ex. How many sports page visitors you can expect).

Use your forecasts and reporting data to create a profile of your audience and share this with potential advertisers. This data can help you show advertisers that your site is a good match for their intended audience.

Forecast on key-values using the **Forecasting** button in your **Line items** tab. Select your inventory type, add the relevant line items, and select the relevant key-values from the Custom targeting drop down.

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