

Topics API

Reach relevant audiences powered by anonymized insights

What's the privacy challenge?

While third-party cookies help enable relevant advertising, they can also expose people's online behavior and personal information to a number of companies throughout the advertising process.

Do things differently with Topics API

Reach interest-based audiences informed by users' recently visited sites, without sharing their specific browsing history across the web

Relevant ads: Advertisers can still deliver relevant ads, but relevance is based on broader interests rather than personal information.

On-device processing: Topics are determined directly on the user's device based on their browsing history, ensuring sensitive individual-level data stays on the device and is not shared with external parties.

How it works



Step 1: Sites are categorized according to topics

The browser uses a built-in taxonomy model to analyze website hostnames and categorize websites into topics like "sports," "travel," or "finance."



Step 2: The browser uses Topics to gauge people's current interests

When someone browses the internet, the browser analyzes the sites they visit within a seven-day window to infer five topics representing their top interests. These topics are updated each week based on ongoing browsing activity.



Step 3: The ad platform leverages Topics to serve relevant ads

To help an ad platform determine which ad to serve to a site visitor, the browser shares a single topic from each week, across a maximum of three weeks. To further enhance privacy, five percent of the topics are random.

This enables the ad platform to serve a relevant ad to the user, without revealing their specific browsing history or enabling the creation of overly detailed user profiles.