



Proximic Activation Platform User Guide

PROXIMIC[®]

BY  COMSCORE

The Proximic Activation Platform is a self-service interface that enables you to search for, create, and activate **Audience** and **Contextual** segments, delivered directly to your platform of choice.

Access thousands of ID-based segments and AI-powered, contextual Predictive Audiences built on Comscore's trusted, high-quality data to reach your audience with precision.

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Definitions & Methodology



Contextual Segments

Build contextual segments based on keywords, demographic data, IAB topics, and brand safety & suitability categories.

Segment Type	Description
Keywords	Exact match Keyword targeting and avoidance
Demographics	ID-less Demographics by Age, Gender, Persons, and Legal Drinking Age
Predictive Audience	ID-less behavioral audience targeting by verticals
Contextual Categories	IAB categories, feature topics, language, seasonal segments
Brand Safety & Suitability	Exclude & risk-level filters for sensitive content

ID-less Segments:

Segments will be delivered contextually and won't contain IDs. ID-less audiences must be delivered to DSPs or SSPs and cannot be delivered to DMPs.



Audience Segments

Target audiences based on user behaviors such as linear TV viewership, exposure to TV ads, website visitation, and search activity.

Segment Type	ID-Based or ID-Less	Description
Linear TV Ad Exposure	ID-based and ID-less	By brand, product, or competitive set
Linear TV Viewership	ID-based and ID-less	Series or telecast viewership
Websites & Search Term	ID-less ONLY	Digital behaviors relevant to your brand, competitors, and industry
Connected TV Viewership	ID-less ONLY	Series title or movie title
Third-Party Data	ID-less ONLY	Third-party partner segments available from Proximic's data partners
Political TV Ad Exposure	ID-based	Sponsors, Governor, US Senate, US House

ID-Based Audiences:

Segments will be delivered containing user IDs for 1:1 behavioral targeting. IDs may include cookies, MAIDs, CTV IFAs or other identifiers

ID-less Predictive Audiences:

Segments will be delivered contextually and won't contain IDs. ID-less audiences must be delivered to DSPs or SSPs and cannot be delivered to DMPs



Custom Audience Definition & Methodology

Segment Type	ID-Based or ID-Less
Linear TV Viewership & Ad Exposure	<p>Linear TV Viewership and TV Ad Exposure segments allow advertisers to reach audiences based on their linear TV viewing behavior. Powered by Comscore's expansive TV footprint of over 75 million TVs across 29+ million U.S. households—these segments enable strategic digital follow-up to TV campaigns, targeting of viewers by specific programs or telecasts, and conquering of competitor audiences to improve share of voice.</p> <p>Proximic by Comscore's TV segments are built on a robust blend of Set-Top-Box (STB) data and additional proprietary sources, minimizing bias and data volatility while delivering 99% U.S. ZIP-code coverage. All segments are developed using Comscore's rigorous measurement-grade data hygiene standards, ensuring the highest data quality and performance for advertisers.</p>
Websites & Search Terms	<p>Website Visitation and Search Behavior custom audiences enable advertisers to reach high-value audiences based on real digital behaviors. Built on Comscore's opt-in digital panel of 1M+ people, these audiences capture desktop and mobile activity across all major browsers.</p> <p>Proximic by Comscore identifies a seed set of panelists who have exhibited specific site visitation and/or search behaviors in the previous month, then applies advanced statistical modeling and additional attributes to scale those insights into robust custom audiences. Search behavior includes queries across major search engines, e-commerce platforms, and media properties, ensuring broad and representative coverage.</p>
Connected TV Viewership	<p>Title-level Streaming Predictive Audiences allow advertisers to reach viewers based on specific show and movie streaming behavior. Powered by Automatic Content Recognition (ACR) data with a rolling 12-month lookback and Proximic by Comscore's Predictive Audience technology, these segments provide scalable, signal-loss-resilient access to audiences across 1,700+ top CTV titles.</p>
Third-Party Data	<p>Third Party Data segments allow advertisers to have access to 3rd party audiences beyond the scope of the syndicated set of Proximic Predictive Audiences. Powered by our Third-Party Data partners, like Eyeota (US Dun & Bradstreet), advertisers have access to more than 2,000 of the most popular industry-specific audiences.</p> <p>Third-Party Data segments expand advertiser access beyond Proximic's syndicated Predictive Audiences, offering 2,000+ industry-specific segments from leading partners like Eyeota (Dun & Bradstreet, U.S.), Circana (IRI) ProScores, and Polk.</p>



Creating an Account



Creating an Account

Users must create a **free** Proximic account to access the full scope of platform capabilities.

1. Click **Join Us!**
2. Fill out the brief form.

The screenshot shows the Proximic website interface. At the top, there is a navigation bar with the Proximic logo on the left and links for Home, Discover, Build, Manage, Login, and Join Us! on the right. The 'Join Us!' button is highlighted with a blue border. Below the navigation bar, the main content area features a headline: "Discover, build, and manage your targeting all in one place!" followed by a sub-headline: "Activate audience and contextual segments to execute your strategy with precision." Three large, colorful boxes represent the platform's capabilities: "Discover" (blue to green gradient), "Build" (blue to light blue gradient), and "Manage" (light blue to green gradient). Each box contains a brief description of its function. Overlaid on the bottom right of the main content is a "Create your free account" form. The form includes a "Sign in" link for existing users, input fields for "First name" and "Last name", a "Work Email" field, and a "What's your company name?" field. Below these fields are two checkboxes: one for "Keep me informed on product updates, and interested in providing feedback" and another for "By checking this box you represent that you are an authorized representative of your company and have read, understood and agree to Comscore's Terms of Service, Privacy Policy, Terms of Use, Product Terms." A final line of text states: "Any language in the above agreements that conflicts with signed agreements between your employer and Comscore is superseded by those signed agreements." At the bottom of the form is a "Create Account" button.



Home Page Overview



Discover, Build, & Manage Tabs

Discover

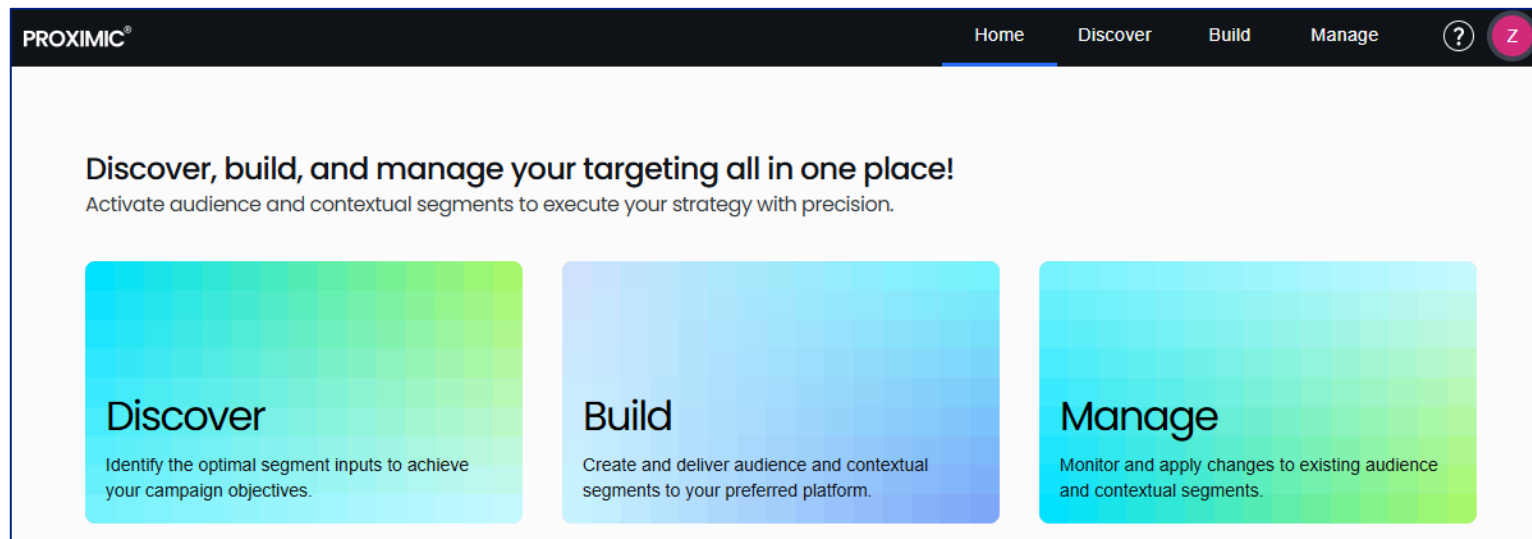
Identify the optimal segment inputs to achieve your campaign objectives.

Build

Create and deliver audience and contextual segments to your preferred platform.

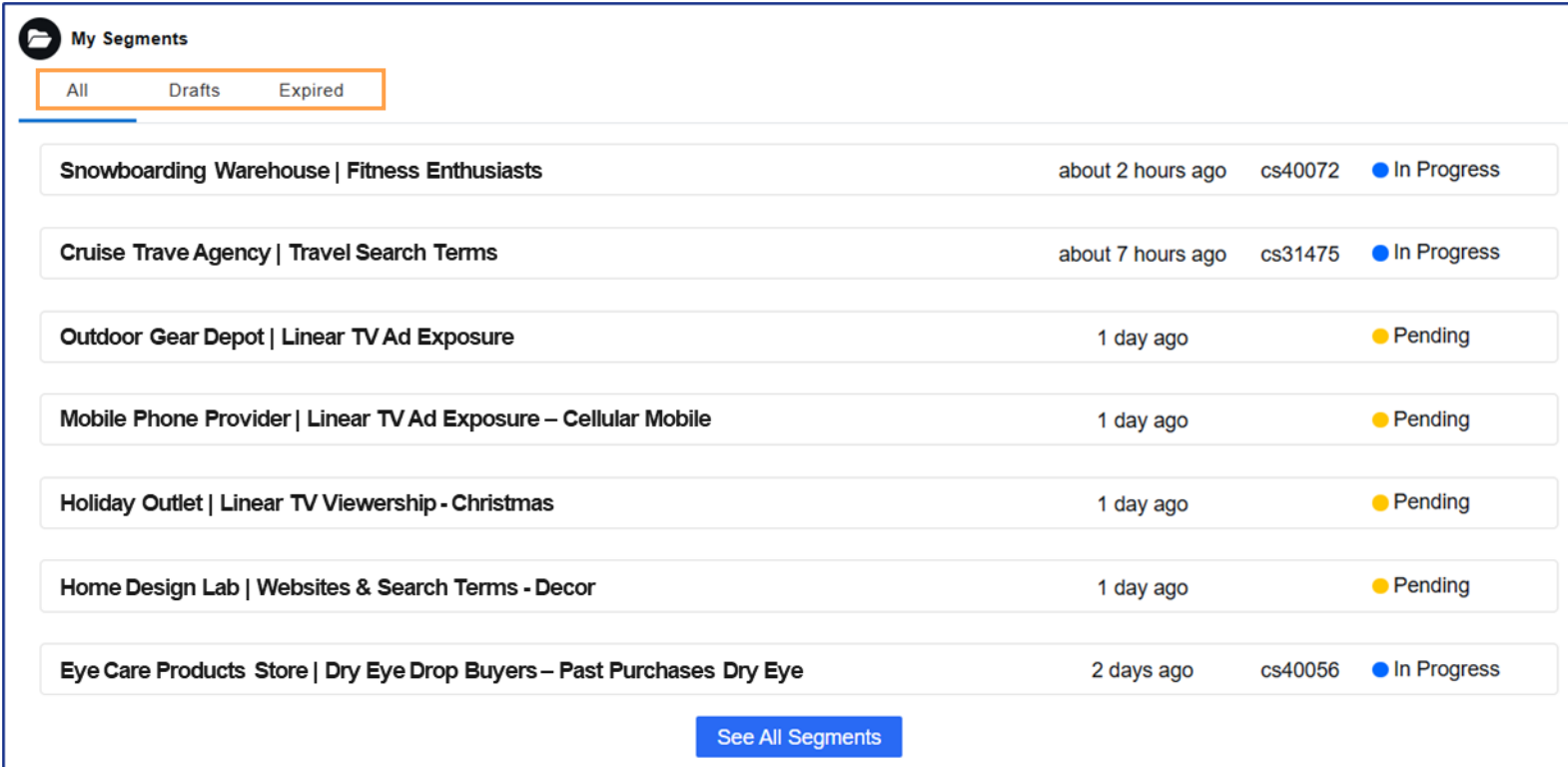
Manage

Monitor and apply changes to existing audience and contextual segments.



My Segments Module

Utilize the toggles in the **My Segments** module to quickly view your **Activated**, **Draft**, and **Expired** segments.



The screenshot displays the 'My Segments' interface. At the top, there is a header with a folder icon and the text 'My Segments'. Below the header are three tabs: 'All', 'Drafts', and 'Expired'. The 'All' tab is selected and highlighted with an orange border. The main content area shows a list of seven segments, each in a white box with a light blue border. Each segment entry includes the segment name, the time it was created, a unique ID, and its current status. The status is indicated by a colored dot: a blue dot for 'In Progress' and a yellow dot for 'Pending'. At the bottom right of the list, there is a blue button labeled 'See All Segments'.

Segment Name	Created	ID	Status
Snowboarding Warehouse Fitness Enthusiasts	about 2 hours ago	cs40072	In Progress
Cruise Trave Agency Travel Search Terms	about 7 hours ago	cs31475	In Progress
Outdoor Gear Depot Linear TV Ad Exposure	1 day ago		Pending
Mobile Phone Provider Linear TV Ad Exposure – Cellular Mobile	1 day ago		Pending
Holiday Outlet Linear TV Viewership - Christmas	1 day ago		Pending
Home Design Lab Websites & Search Terms - Decor	1 day ago		Pending
Eye Care Products Store Dry Eye Drop Buyers – Past Purchases Dry Eye	2 days ago	cs40056	In Progress

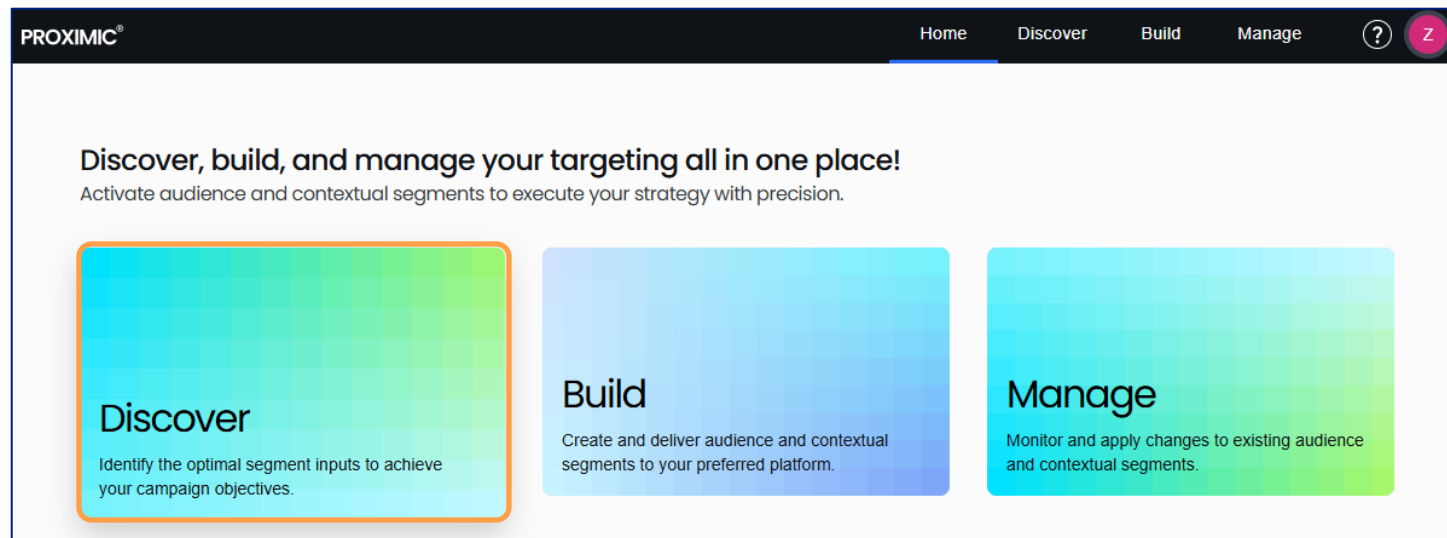


Discover Segments



Start from the Proximic Platform Homepage

1. Log into the **Proximic Activation Platform**.
2. From the homepage, select the **Discover** tile.
3. From here, you'll be led to **Segment Seeker** to begin your search.



Describe your Target Audience

1. Use the search bar to briefly describe the audience you want to reach. Keep it short and clear.

Examples:

- “Grandparents shopping for holiday gifts”
- “Fans of prestige television dramas and reality TV”

2. Click the blue **Search** button.

The screenshot displays the Proximic Segment Seeker interface. At the top, there is a navigation bar with 'Home', 'Discover', 'Build', and 'Manage' options. The main heading is 'Proximic Segment Seeker' with the subtitle 'Discover the optimal audience and contextual segment inputs to reach your target audience with precision.' A search bar contains the text 'Grandparents shopping for holiday gifts' and a blue search button. Below the search bar, it shows '393 Results for Grandparents shopping for holiday gifts'. There are two filter tabs: 'Customizable' (83) and 'Off-the-shelf' (310). Below these are two dropdown menus for 'Filter by Category' and 'Filter by Type'. To the right are buttons for 'Export Results' and 'My Selections (0)'. The main content is a table with the following columns: ID Type, Segment Inputs, Description, Category, Platforms, Sizing, and Type.

ID Type	Segment Inputs	Description	Category	Platforms	Sizing	Type
<input type="checkbox"/> ID-Free	Websites & Search Terms > Search Terms > christmas gifts, gifts, gift,...	Audiences likely to be a member of one or more made-to-order segments based on search behaviors	Search Terms	Custom	< 1 MM - 1400 B	Predictive Audience
<input type="checkbox"/> ID-Free	Contextual > IAB 2.0 > Shopping > Holiday Shopping	Use IAB contextual categories to target content related to Holiday Shopping	IAB	Custom	< 1 MM	Contextual
<input type="checkbox"/> ID-Free	Contextual > IAB 2.0 > Shopping > Gifts & Greetings Cards	Use IAB contextual categories to target content related to Gifts & Greetings Cards	IAB	Custom	< 1 MM	Contextual

View Your Results

Segment results will appear across two tabs:

Customizable:

Flexible segment inputs that can be combined prior to activation to meet campaign needs

Note: Customizable segments must be created in the Proximic Activation platform before being delivered to your platform.

Off-the-Shelf:

Pre-built segments ready for immediate activation in your preferred platform

The screenshot displays the Proximic Segment Seeker interface. At the top, there is a navigation bar with 'Home', 'Discover', 'Build', and 'Manage' tabs, along with a user profile icon. The main heading is 'Proximic Segment Seeker' with the subtitle 'Discover the optimal audience and contextual segment inputs to reach your target audience with precision.' Below this is a search bar containing the text 'grandparents shopping for holiday gifts' and a search button. The results section shows '393 Results for grandparents shopping for holiday gifts'. Two filter tabs are visible: 'Customizable' with 83 results and 'Off-the-shelf' with 310 results. Below the filters are two dropdown menus for 'Filter by Category' and 'Filter by Type', both currently set to 'Select an option'. On the right side, there are buttons for 'Export Results' and 'My Selections (0)'. The 'Customizable' filter tab is highlighted with an orange border.



Use Filters to Refine your Results

Platform (Off-the-Shelf Only):

- Filter segments available for immediate activation in your preferred platform.

Note: The Trade Desk is selected by default

Filter by Category:

- e.g., Search Terms, Brands, IAB, Personas, Contextual Topics, Series, Data Partners, and more

Filter by Type:

- Predictive Audience (ID-Free)
- Audience (ID-Based)
- Contextual

The screenshot displays the Proxemic Segment Seeker interface. At the top, there is a navigation bar with the Proxemic logo and links for Home, Discover, Build, and Manage. The main heading is "Proxemic Segment Seeker" with the subtitle "Discover the optimal audience and contextual segment inputs to reach your target audience with precision." Below this is a search bar containing the text "grandparents shopping for holiday gifts" and a search button. The results section shows "393 Results for grandparents shopping for holiday gifts" and two filter tabs: "Customizable" (83) and "Off-the-shelf" (310). Below the tabs are three filter sections: "Platform" (The Trade Desk), "Filter by Category" (Select an option), and "Filter by Type" (Select an option). An "Export Results" button is located on the right side of the filter section.



Interpret your Results

ID Type:

Indicates whether the segment is **ID-Based** or **ID-Free**

Segment Inputs:

How the segment will appear in your platform

Description:

Indicates the segment's targeting criteria

Category:

How the segment is categorized

Platforms:

Where the segment is available

- **Customizable:** Requires activation via the Proximic Activation Platform
- **Off-the-shelf:** Preferred platform is listed

Sizing (only available for Customizable):

Displays estimated impressions and ID counts to help gauge potential reach

Type:

Indicates whether the segments is a Predictive Audience, Audience, or Contextual

393 Results for grandparents shopping for holiday gifts

Customizable 83 Off-the-shelf 310

Filter by Category Filter by Type

Select an option Select an option

Export Results My Selections (0)

<input type="checkbox"/>	ID Type	Segment Inputs	Description	Category	Platforms	Sizing ⓘ	Type
<input type="checkbox"/>	ID-Free	Websites & Search Terms > Search Terms > christmas gifts, gifts, gift,...	Audiences likely to be a member of one or more made-to-order segments based on search behaviors	Search Terms	Custom	< 1 MM - 1400 B	Predictive Audience
<input type="checkbox"/>	ID-Free	Contextual > IAB 2.0 > Shopping > Holiday Shopping	Use IAB contextual categories to target content related to Holiday Shopping	IAB	Custom	< 1 MM	Contextual
<input type="checkbox"/>	ID-Free	Contextual > IAB 2.0 > Shopping > Gifts & Greetings Cards	Use IAB contextual categories to target content related to Gifts & Greetings Cards	IAB	Custom	< 1 MM	Contextual



Activating Segments Customizable Tab

1. Select your desired segments by clicking the checkboxes on the left side.
2. Click **My Selections** in the upper right corner.
3. Selected segments will appear in a new window, and you will be presented with the option to **Build in Proxemic**.

Note: You must be logged into the Proxemic Platform to beginning building segments. If you do not have an existing account, you can create a free account to proceed.

393 Results for grandparents shopping for holiday gifts

Customizable 83 Off-the-shelf 310

Filter by Category: Select an option Filter by Type: Select an option

Export Results My Selections (3)

<input type="checkbox"/>	ID Type	Segment Inputs	Description	Category	Platforms	Sizing	Type
<input checked="" type="checkbox"/>		Websites & Search Terms > Search Terms > christmas gifts, gifts, gift,...	Audiences likely to be a member of one or more made-to-order segments based on search behaviors	Search Terms	Custom	< 1 MM - 1400 B	Predictive Audience
<input checked="" type="checkbox"/>	ID-Free	Contextual > IAB 2.0 > Shopping > Holiday Shopping	Use IAB contextual categories to target content related to Holiday Shopping	IAB	Custom	< 1 MM	Contextual
<input checked="" type="checkbox"/>	ID-Free	Contextual > IAB 2.0 > Shopping > Gifts & Greetings Cards	Use IAB contextual categories to target content related to Gifts & Greetings Cards	IAB	Custom	< 1 MM	Contextual

Saved Segments

There is a limit of 40 segment inputs for segments of the same type. You will be able to modify your selections in the next step. Note: Each segment represents a collection of segment inputs. Even if you have only selected one segment below, the number of segment inputs may be greater.

ID Type	Segment Inputs	Description	Category	Platforms	Sizing	Type
ID-Free	Websites & Search Terms > Search Terms > christmas gifts,...	Audiences likely to be a member of one or more made-to-order segments based on search behaviors	Search Terms	Custom	< 1 MM - 1400 B	Predictive Audience
ID-Free	Contextual > IAB 2.0 > Shopping > Holiday Shopping	Use IAB contextual categories to target content related to Holiday Shopping	IAB	Custom	< 1 MM	Contextual
ID-Free	Contextual > IAB 2.0 > Shopping > Gifts & Greetings Cards	Use IAB contextual categories to target content related to Gifts & Greetings Cards	IAB	Custom	< 1 MM	Contextual

Clear List Export List CSV Continue Searching Build in Proxemic



Activating Segments Customizable Tab (Cont'd)

4. Upon clicking **Build in Proximic**, you will be prompted to enter a segment name and click **Continue**.

As a first step, add your segment name

Add the name or prefix for your segment, this will make it easier to identify the segments created.

Enter your segment name

4

Cancel

Continue



Activating Segments Customizable Tab (Cont'd)

5. Your chosen segment inputs will be categorized across two tabs – **Audience** & **Content**.

- Choose which type of segment you want to activate first (Audience or Content) and click **Continue** to activate your segment.
- The remaining segment(s) will be saved as a **Draft** in the Proximic Activation Platform.

Audience Selection

We are almost ready, select the type of segment you want to build.
Choose one segment type to continue the process, your other segment(s) will be available as a draft.

Grandparents Holiday Shopping /

Audience **1**

Content **2**

Back to search Export Save all as drafts Continue

Grandparents Holiday Shopping/Websites & Search Terms/Keyword **30**
▼

ID-Free	Websites & Search Terms > Search Terms > christmas... Show more	Audiences likely to be a member of one or more made-to-order segments based on search behaviors	domains&keywords	{Custom Configuration}	Predictive Audience
---------	--	---	------------------	------------------------	---------------------

Remove

Content Selection

We are almost ready, select the type of segment you want to build.
Choose one segment type to continue the process, your other segment(s) will be available as a draft.

Grandparents Holiday Shopping /

Audience **1**

Content **2**

Back to search Export Save all as drafts Continue

Grandparents Holiday Shopping **2**
▼

ID-Free	Contextual > IAB 2.0 > Shopping > Holiday Shopping	Use IAB contextual categories to target content related to Holiday Shopping	IAB	{Custom Configuration}	Contextual
ID-Free	Contextual > IAB 2.0 > Shopping > Gifts & Greeting... Show more	Use IAB contextual categories to target content related to Gifts & Greetings Cards	IAB	{Custom Configuration}	Contextual

Remove



Activating Segments Customizable Tab (Cont'd)

6. Your segment selections will automatically populate in the platform.

- Select your **Platform Destination**
- Enter an **End Date**
- Click **Save & Activate**

The screenshot displays the PROXIMIC platform interface for segment activation. The top navigation bar includes 'Home', 'Discover', 'Build', and 'Manage'. The main content area is divided into three sections:

- Search & Select Segments:** Features a search bar with 'Exact matches only' checkbox, a breadcrumb trail (Keyword List, Demographics, Predictive Audience, Contextual Categories, Brand Safe), and a table of segments. The table includes columns for segment names and actions (Target, Exclude, and a menu icon).

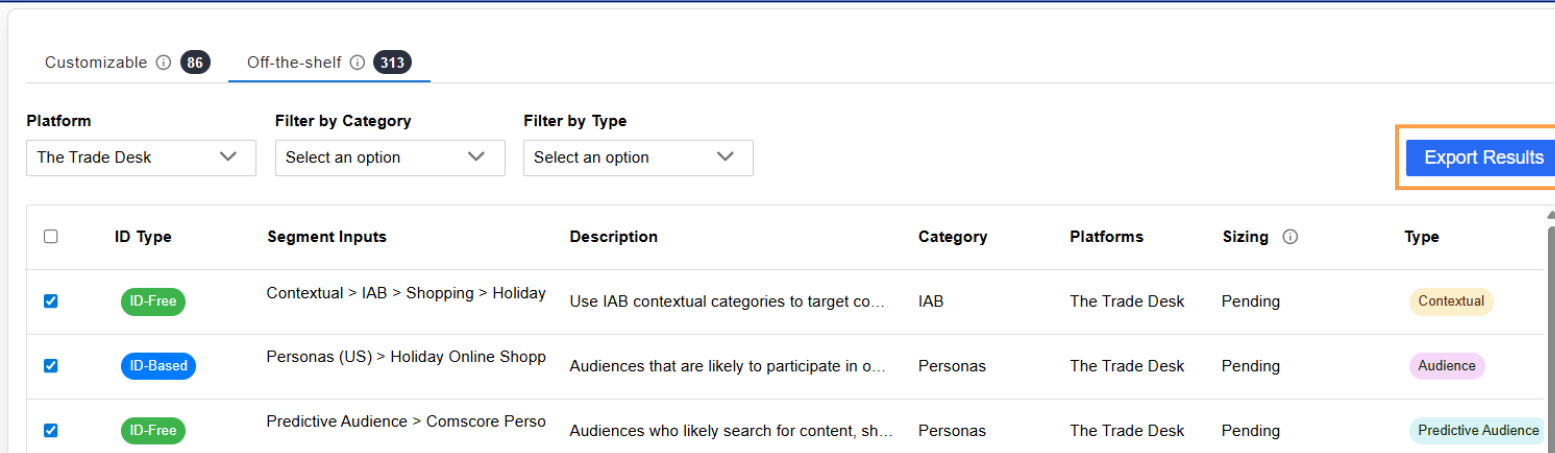
Segment Name	Target	Exclude	Menu
\$isTheMotivation	Target	Exclude	⋮
1 - Avoid unhappy	Target	Exclude	⋮
1 - Happy Targeting	Target	Exclude	⋮
1 - Samsung L2 D Series	Target	Exclude	⋮
- Selections:** Shows 'Clear All' and a 'Contextual' selection panel with 'Holiday Shopping' and 'Gifts & Greetings Cards' (separated by 'OR').
- Delivery Platforms:** A dropdown menu showing 'Destinations' with '1 selected'. The search bar contains 'the trade desk'. The dropdown list includes 'Causal IQ', 'The Trade Desk (ID-Less)' (checked), and 'Xaxis'.

At the bottom, the 'Segment Name' field contains 'Grandparents Holiday Shopping' and the 'End Date' field contains '02 Jan, 2026'. The 'Save & Activate' button is highlighted with an orange border.

Activating Segments Off-the-Shelf Tab

Off-the-shelf segments are readily available within your preferred platform and do not require any additional steps to activate.

Simply search for the segment name listed under the **Segment Inputs** column in your chosen platform and initiate activation.



The screenshot displays the Proxemic interface for segment activation. At the top, there are two tabs: 'Customizable' (86) and 'Off-the-shelf' (313). Below the tabs, there are three filter sections: 'Platform' (The Trade Desk), 'Filter by Category' (Select an option), and 'Filter by Type' (Select an option). An 'Export Results' button is highlighted with an orange border. The main content is a table with the following columns: ID Type, Segment Inputs, Description, Category, Platforms, Sizing, and Type. Three segments are listed, all with 'Pending' status and 'The Trade Desk' platform.

<input type="checkbox"/>	ID Type	Segment Inputs	Description	Category	Platforms	Sizing	Type
<input checked="" type="checkbox"/>	ID-Free	Contextual > IAB > Shopping > Holiday	Use IAB contextual categories to target co...	IAB	The Trade Desk	Pending	Contextual
<input checked="" type="checkbox"/>	ID-Based	Personas (US) > Holiday Online Shopp	Audiences that are likely to participate in o...	Personas	The Trade Desk	Pending	Audience
<input checked="" type="checkbox"/>	ID-Free	Predictive Audience > Comscore Perso	Audiences who likely search for content, sh...	Personas	The Trade Desk	Pending	Predictive Audience



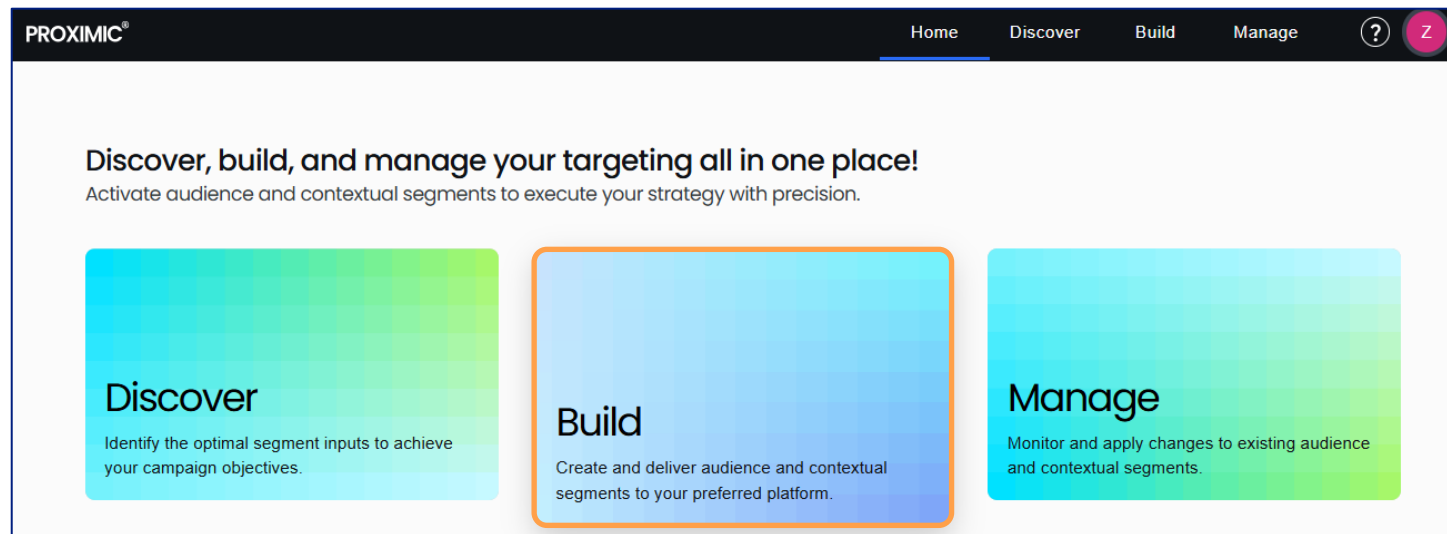
Build Segments



Start from the Proximic Platform Homepage

Users who already know which segments they want to activate—or who prefer to bypass the Discover step—can begin building custom segments directly within the platform.

1. Log into the **Proximic Activation Platform**.
2. From the homepage, select the **Build** tile.




Choose Your Segment Type

Select **Contextual** or **Audience** based on your targeting needs and click **Continue**.

- **Contextual:** Segments based on keywords, demographic data, IAB topics, and brand safety & suitability categories.
- **Audience:** Segments based on user behaviors such as linear TV viewership, exposure to TV ads, website visitation, and search activity.


What kind of segment would you like to create? ✕

Choose between custom contextual or audience segments to reach your target with precision.



Contextual

Build contextual segments based on keywords, demographic data, IAB topics, and brand safety & suitability categories.



Audience

Build audience segments based on user behaviors such as linear TV viewership, exposure to TV ads, website visitation, and search activity.

Build Segments

Contextual Tab



Search for Segments

- Under **Search & Select Segments**, type your criteria and toggle between targeting types to select different types of segments.

proximic
comscore

Home Discover **Build** Manage ? Z

Segments Selected (0) Delivery Platforms

Search & Select Segments

Enter your search Exact matches only

Keyword List ⁰ Demographics ⁴² **Predictive Audience ⁹⁹⁺** Contextual Categories ⁹⁹⁺ Brand Safety & Suitability ⁶⁹

View By Partner

✓ Commerce Signals

- > Retail Category
- > Retail Merchant
- > Retail Seasons & Holidays



Create & Activate Segments

1. Select the segment(s) you wish to target.
2. Apply Boolean logic (optional – see next slide for details)
3. Select your platform destination.
4. Check size estimates.
5. Enter your segment name and end date.
6. Click **Save & Activate** to deliver the custom segment in 1 business day.

PROXIMIC® Home Discover Build Manage

Search & Select Segments

Keyword List 0 Demographics 0 Predictive Audience 19 Contextual Categories 0 Brand Safety & Suitability 0

View By Partner

Comscore

Personas

Sports Fans

American Football Fans Up to 163.64M Target

Award Show Fans Up to 418.47M Target

Baseball Fans Up to 456.81M Target

Selections Clear All

Predictive Audience Group Ungroup

American Football Fans X

AND

Predictive Audience Group Ungroup

Baseball Fans X

AND

Predictive Audience Group Ungroup

Basketball Fans X

Delivery Platforms

Destinations

Selected Destinations

Segment Name 0 / 100 End Date Maximum of 2 years

10 Jan, 2026 Cancel Save Draft Save & Activate



Applying Boolean Logic

1. Check the box for the Predictive Audiences you want grouped with “AND” logic. Click **Group**.
2. To remove this “AND” logic and go back to “OR”, select the Predictive Audiences and select **Ungroup**.

Note: By default, within the same content segment type, there is an "OR" statement, and across content segment types there is an "AND" statement.

The screenshot displays the ProximiC interface for segment selection and boolean logic application. The interface is divided into two main panels: "Search & Select Segments" on the left and "Selections" on the right.

Search & Select Segments: This panel shows a list of segments with checkboxes and "Up to 0" indicators. The segments are categorized as follows:

- % Composition UV 90+** (checked)
- Males** (expanded)
- Persons** (expanded)
- 18-24** (checked)
- 21+** (checked)
- 25-34** (checked)
- 35-44** (checked)
- 45-54** (checked)
- 55-64** (checked)
- 65+** (checked)

Each segment has a "Target" button next to it. The "55-64" segment's "Target" button is highlighted in blue.

Selections: This panel shows the selected segments and their boolean logic. The segments are grouped into three categories:

- Demographics:** 25-34 and 55-64 (OR logic)
- Predictive Audience:** Interest - Health & Fitness (checked)
- Contextual:** Books and Literature

The "AND" logic is applied across the categories. The "Group" button is highlighted in blue, indicating that the "AND" logic is currently active.



Creating & Targeting Keyword Lists

Creating a Keyword List

1. Click the **Keyword List** tab.
2. Click **Add New**.
3. Name your list and enter your keywords. Keywords can be entered on individual rows or as a comma-separated list. Click **Save List**.

Enter your search Exact matches only

Search

1 Keyword List Graphics Predictive Audience Contextual Categories Brand Safety & Suitability

Manage your keywords
! You can create complete lists of keywords, and add them to your selection.

Order by
Alphabetically **2**

Create your keyword list

Keyword list name
New Keyword List

Find your suggestions
Search

Keyword List
Proximic
Targeting
Comscore

3



Creating & Targeting Keyword Lists

Targeting a Keyword List

4. Search for your Keyword List alphabetically or by most recent.
5. **Target** or **Exclude** your selected list.

Search & Select Segments

Enter your search Exact matches only

Q Search

Keyword List Demographics Predictive Audience Contextual Categories Brand Safety & Suitability

Manage your **4** You can delete lists of keywords, and add them to your selection.

Order by Most recent

New Keyword List **5**

Selections [Clear All](#)

Keywords

+ New Keyword List X

Build Segments

Audience Tab



Search for and Activate Segments

1. Enter your search criteria into the search bar and toggle between targeting types to select different types of segments.
2. Select the segments you wish to target.
3. Review your targeting selection.
4. Select your platform destination and review size estimates.
5. Enter your segment name and end date.
6. Click **Save & Place Order** to deliver the custom segment in 1 business day.

Note: You can select multiple platforms, whether ID-less, ID-based or both audience types. If you do NOT see your targeting platform, click on "My Delivery Platforms" in the top righthand corner of the black bar.

The screenshot displays the PROXIMIC interface with the following elements and annotations:

- 1:** Search bar containing "Nike".
- 2:** Checkboxes for "Nike" and "Air Jordan" under the "Brands" section.
- 3:** "Linear TV Ad Exposure" selected in the "Selections (2/40)" panel.
- 4:** "Google DV360" selected in the "Destinations" panel, showing "641 B - 1092 B Impressions".
- 5:** "Audience Name 0 / 100" input field.
- 6:** "Save & Place Order" button.

Additional interface details include:

- Navigation tabs: Home, Discover, Build, Manage.
- Platform indicators: Linear TV Ad Exposure (99+), Linear TV Viewership (99+), Websites & Search Terms (99+), Connected TV Viewership (53), Third-Party Data (99+).
- Buttons: "Exact matches only", "Clear all", "Instant Estimates".
- Form fields: "Audience Name 0 / 100", "Expire Date: In 3 months (03/11/2026)", "Cancel", "Save", "Save & Place Order".

Note: Instant Estimates ID-based audience estimates will populate with ID estimates and ID-less Predictive Audiences will populate Impression estimates. Estimates will only appear for the platforms that you have set up in the My Delivery Platforms section.

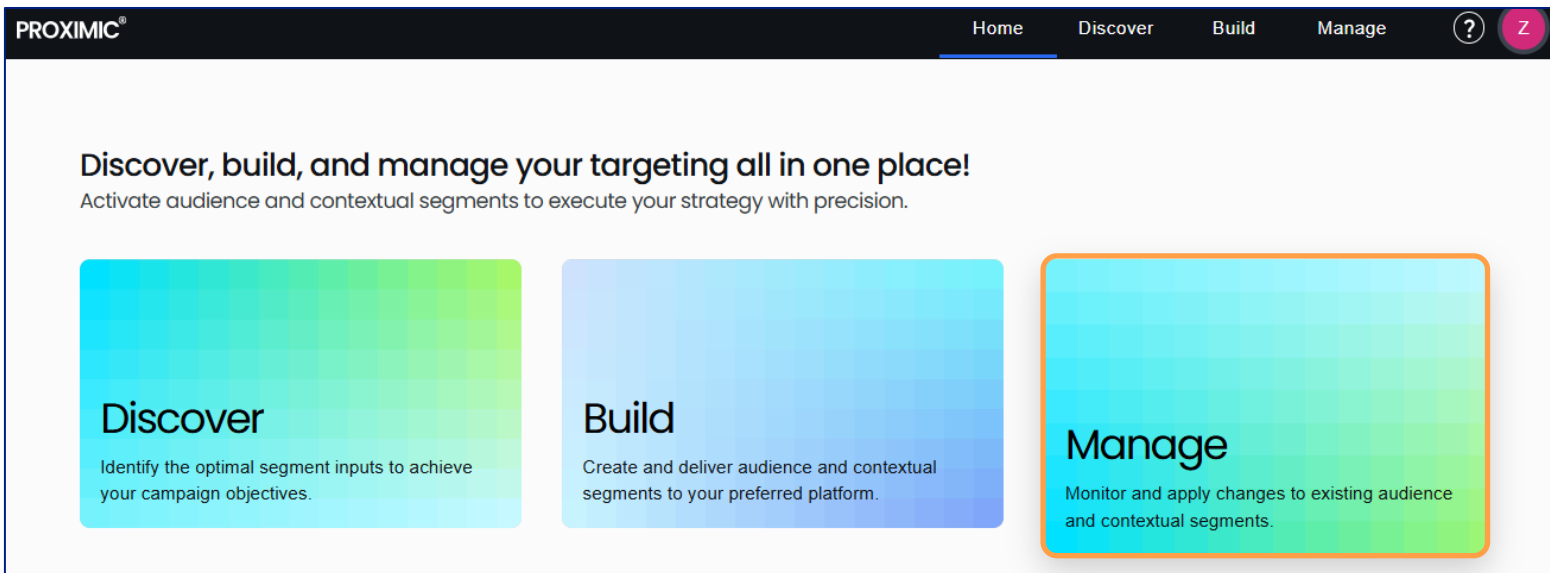


Manage Segments



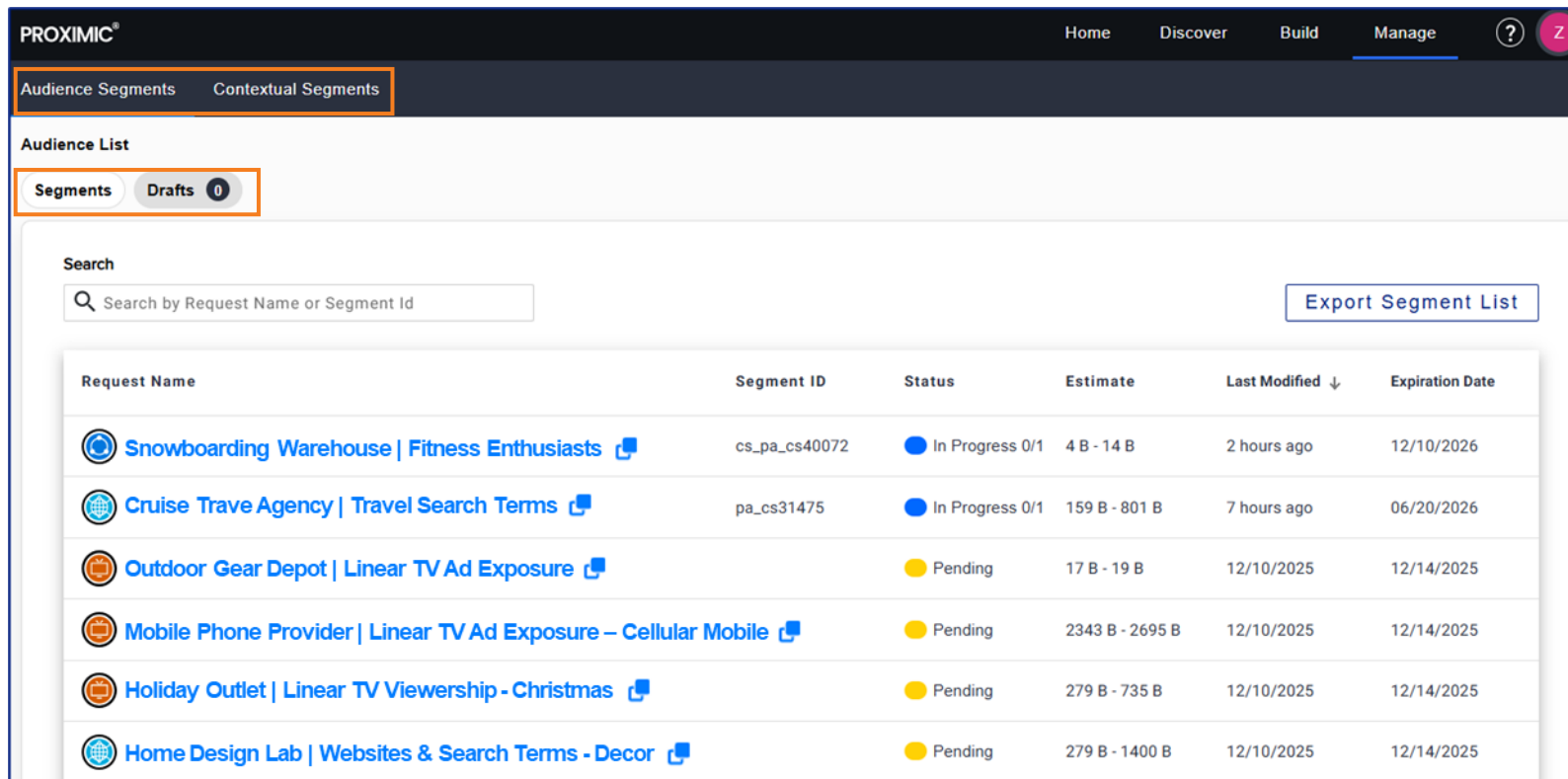
Start from the Proximic Platform Homepage

1. Log into the **Proximic Activation Platform**.
2. From the homepage, select the **Manage** tile.





















View Your Audience and Contextual Segments



- Click the **Audience Segments** or **Contextual Segments** tabs to view your relevant segments.
- Toggle between **Segments** and **Drafts** to view your activated and in-progress segments.

















The screenshot displays the PROXIMIC interface for viewing audience segments. The top navigation bar includes 'Home', 'Discover', 'Build', and 'Manage'. Below the navigation, there are tabs for 'Audience Segments' and 'Contextual Segments'. The 'Audience List' section has a toggle for 'Segments' and 'Drafts' (0). A search bar is present with the text 'Search by Request Name or Segment Id'. An 'Export Segment List' button is located in the top right of the table area. The table lists several segments with their respective details.

Request Name	Segment ID	Status	Estimate	Last Modified ↓	Expiration Date
 Snowboarding Warehouse Fitness Enthusiasts 	cs_pa_cs40072	 In Progress 0/1	4 B - 14 B	2 hours ago	12/10/2026
 Cruise Trave Agency Travel Search Terms 	pa_cs31475	 In Progress 0/1	159 B - 801 B	7 hours ago	06/20/2026
 Outdoor Gear Depot Linear TV Ad Exposure 		 Pending	17 B - 19 B	12/10/2025	12/14/2025
 Mobile Phone Provider Linear TV Ad Exposure – Cellular Mobile 		 Pending	2343 B - 2695 B	12/10/2025	12/14/2025
 Holiday Outlet Linear TV Viewership - Christmas 		 Pending	279 B - 735 B	12/10/2025	12/14/2025
 Home Design Lab Websites & Search Terms - Decor 		 Pending	279 B - 1400 B	12/10/2025	12/14/2025

Extend Expired Segments

- Expired segments and segments expiring within 30 days will be indicated by a red alert symbol.
- Select  to set a new custom expiration date or extend campaign flight date by 30, 60, or 90 days.
- Alternatively, you can click into the segment summary and select  to extend the campaign flight date or click **Edit** to revise the segment.


 Snowboarding Warehouse Fitness Enthusiasts 		● Pending	180 MM - 227 MM	06/02/25	<div style="border: 1px solid orange; padding: 5px;"> <p>Add 30 Days from Today</p> <p>Add 60 Days from Today</p> <p>Add 90 Days from Today</p> <p>Set a new Custom Date</p> </div>
 Cruise Trave Agency Travel Search Terms 		● Pending	14 MM - 26 MM	06/02/25	
 Outdoor Gear Depot Linear TV Ad Exposure 	cs30504	● Delivered 1/1	4 MM - 8 MM	05/28/25	
 Mobile Phone Provider Linear TV Ad Exposure 	T0_cs30473	● Delivered 1/1	37 MM - 42 MM	05/22/25	
 Holiday Outlet Linear TV Viewership - Christmas 	cs_pa_cs30394	● Expired	743 B - 1048 B	05/21/2025 ▲ 07/30/2025 	
 Home Design Lab Websites & Search Terms - Decor 	cs_pa_cs30393	● Expired	1013 B - 1398 B	05/21/2025 ▲ 07/30/2025 	

Summary


What type of request is this?
Third-Party Data



Targets Criteria
Eyeota / US Dun & Bradstreet - Travel - Intent - Destinations - North America - United States, Eyeota / US Dun & Bradstreet - Travel - Intent - Destinations - Europe - United Kingdom

Targeting Platforms
The Trade Desk (Wise)

Campaign End Date
▲07/30/2025 

Delivery Timing
Most audiences are delivered to the Targeting Platform in 1 business day.

Platform	Group	Estimate	Targeting Type
 TradeDesk	(empty)	Pending	ID-less Predictive Audiences

BACK TO LIST
EDIT 
CLONE  1

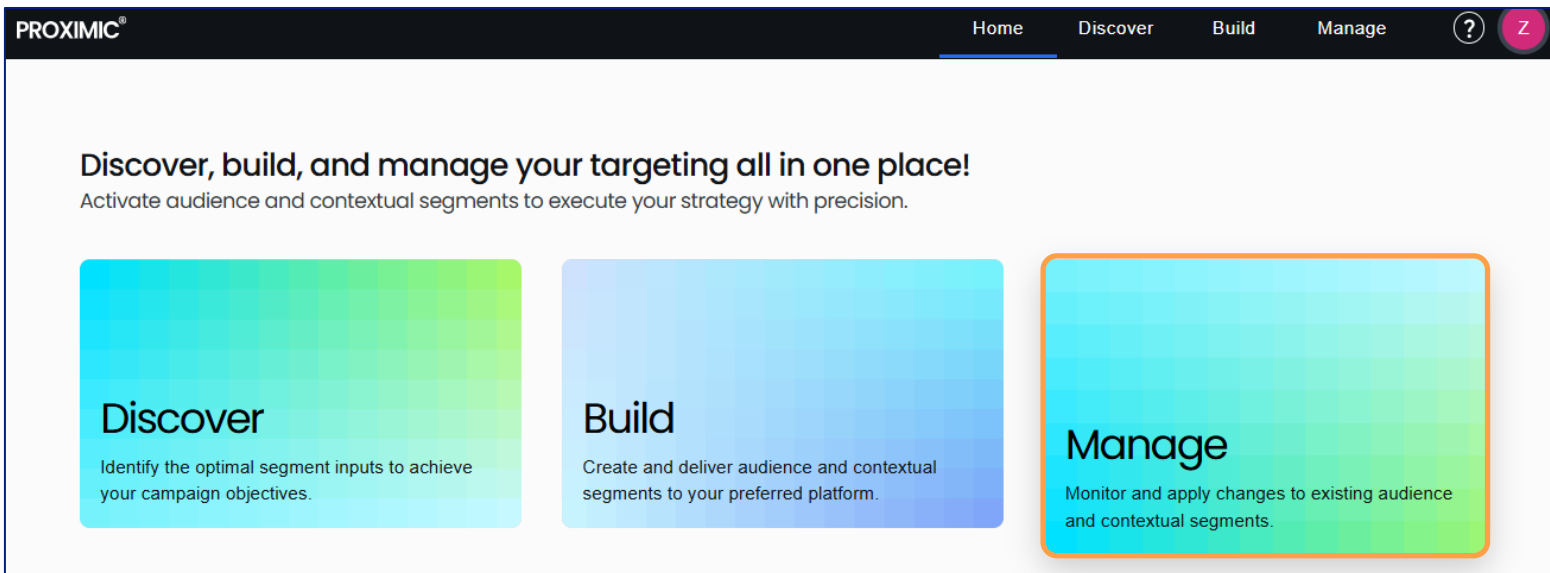


Manage Platform Destinations



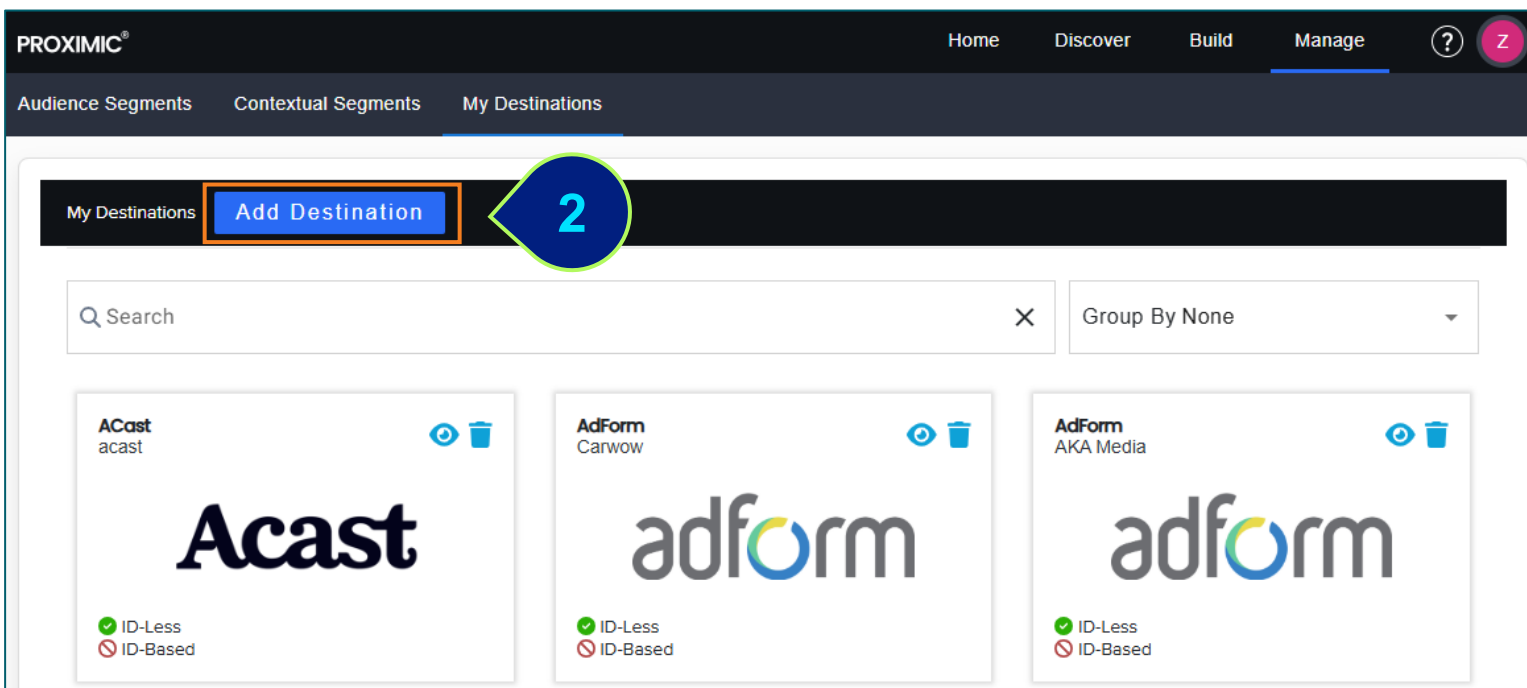
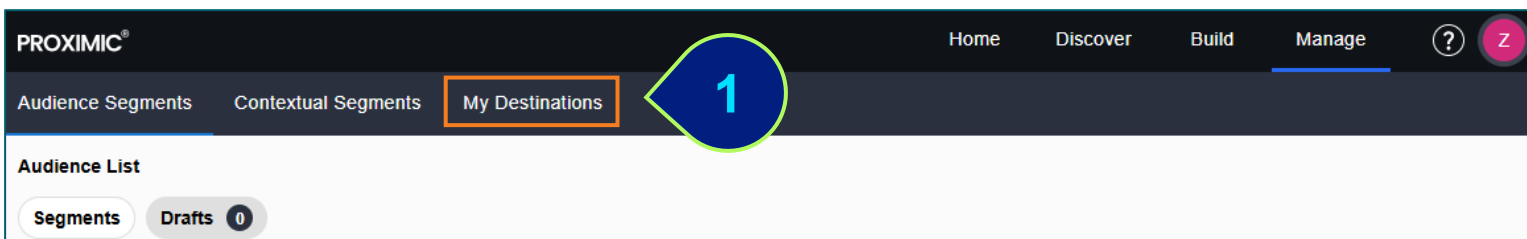
Start from the Proximic Platform Homepage

- Log into the **Proximic Activation Platform**.
- From the homepage, select the **Manage** tile.



View and Add New Platform Destinations

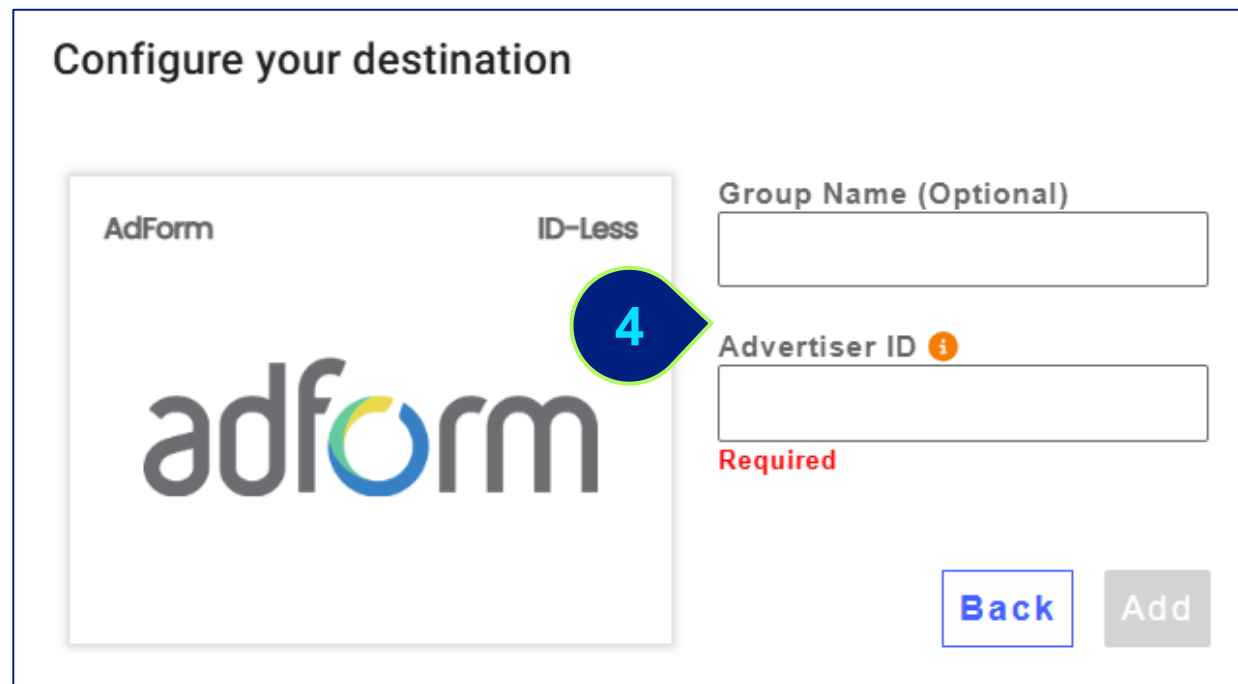
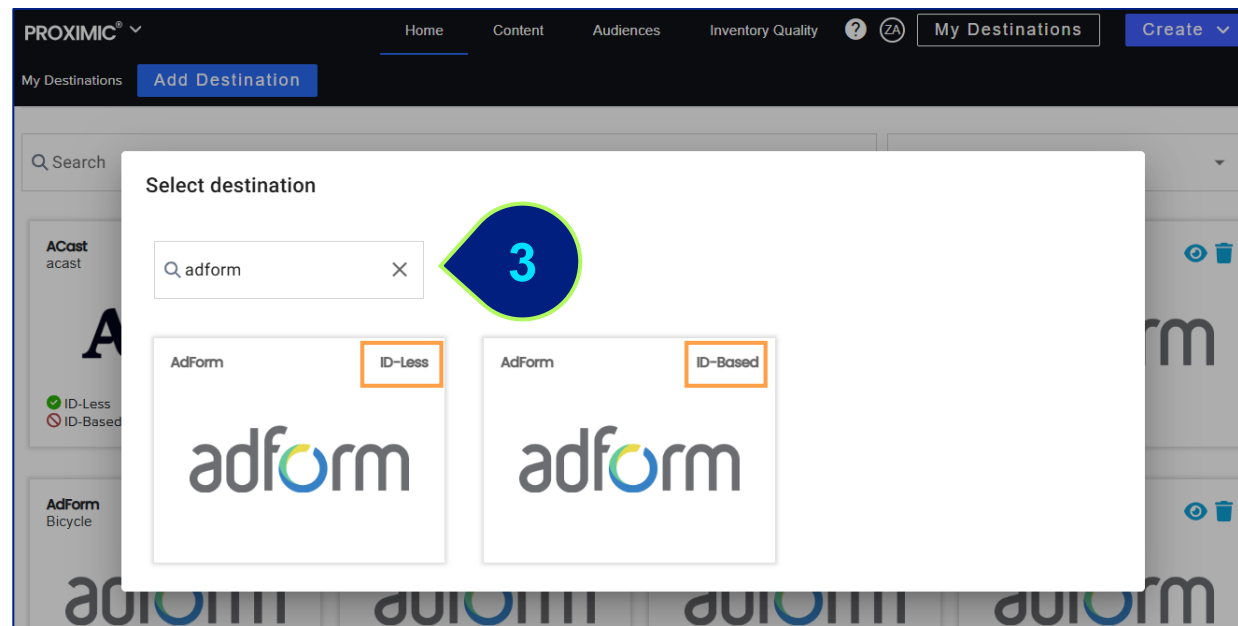
1. Select **My Destinations**.
2. From here, you can view existing platform destinations or new ones by clicking **Add Destinations**.



Adding Platform Destinations

3. Search for your delivery platform and choose whether you want it to be **ID-Less** or **ID-Based**.
4. Configure your platform name and include the seat ID for the new platform tile.

Best Practice: Name the tile something related to the Seat ID, such as the advertiser, brand, etc. This name will help you identify & select the delivery platforms when creating segments.



Editing Platform Destinations

Once a new platform tile is created, you can Edit/Delete the tile at any time.

You will see the name you selected below the platform name on the tile and detail on the audience type supported (i.e. - ID-less, ID-based or both).

Note: Each tile will correspond to a single seat ID, therefore it is expected to have multiple tiles for the same platform.

