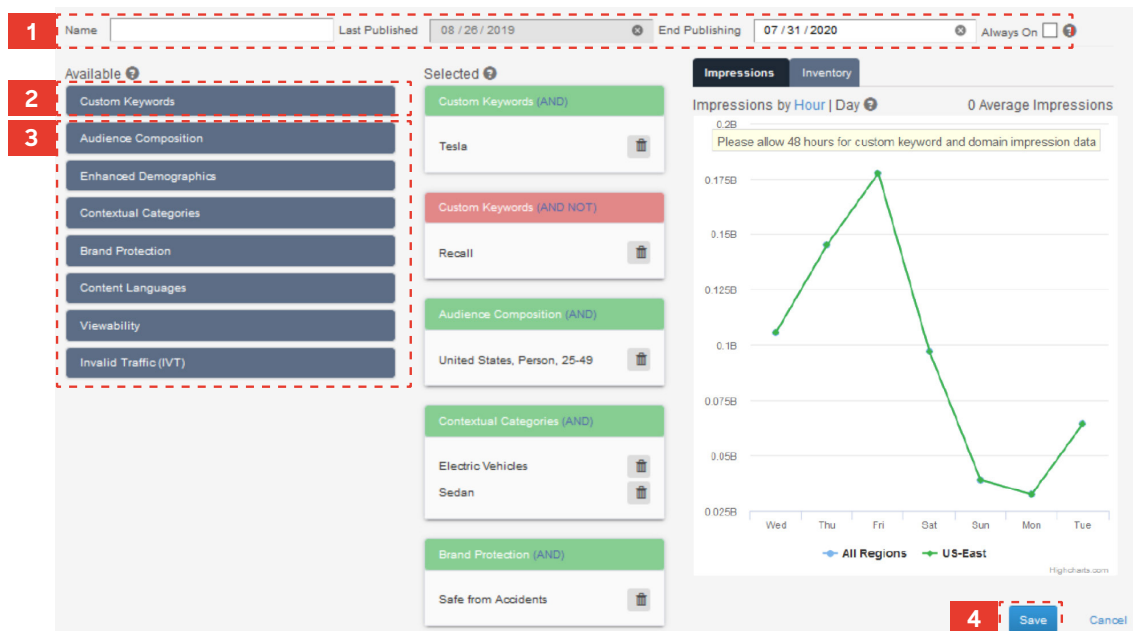# Agents Application

Easily create, customize and activate cost-effective, precise campaign segments with Comscore's Agents App

OVERVIEW

Comscore's Agents App is an easy-to-use application that allows media partners to seamlessly automate their inventory packaging and enables marketers to activate granular contextual targets at scale. Agents App users can combine categories, custom keywords, brand protection filters and page quality attributes into a custom segment that can be applied at the campaign- or brand-level. The app gives you an immediate estimate of impressions available, allows you to optimize and make changes on-the-fly and includes a keyword recommendation engine to help you bolster your keyword targeting and avoidance lists.

SETTING UP A CUSTOM SEGMENT

1. Click "Create Agent", then add a segment name and adjust the dates to match the campaign dates (maximum of 24 months). If a segment will be leveraged across several campaigns as an evergreen segment, select "Always On".

2. Create a keyword list under "Custom Keywords", and choose whether it should be applied as a positively- or negatively-targeted list by selecting the "+" sign or "-" sign.

3. Select the additional criteria needed for the segment, such as brand protection filters or contextual categories.

4. Click "Save", and an ID will be created that is associated with the new segment for targeting via Demand Side Platforms (DSPs) and/or ad servers.

WHAT'S INCLUDED?

| SEGMENTS	DESCRIPTION	EXAMPLE
Custom Keywords	Brand- or campaign-specific keyword target or avoidance lists	Target "Brand X"
Contextual Categories	Contextual segments that align with the IAB taxonomy	Travel::Honeymoons/Getaways
Seasonal Categories	Contextual segments based on specific seasonal events	Cyber Monday
Brand Protection	Non-standard categories that may be inappropriate for brands	Safe from Crime & Violence
Content Ratings	Ratings based on the IAB guidelines for Networks and Exchanges	Rating::PG13
Content Languages	Detection and classification of numerous languages	Spanish
Viewability	Filters based on historical viewability as measured by vCE	250x300::High
Invalid Traffic (IVT)	Filters based on historical IVT incidence as measured by vCE	IVT Rank (<5%)
MMX & VMX Rankings	Segments based on MMX & VMX data for most current month	MMX Rank::Top 500
Audience Composition	Pages that over-index for unique viewers of a specific demographic	Legal Drinking Age (P21+)

KEY USE CASES

"Always On" Brand Protection

A home improvement retailer selects four standard brand safety filters and appends a negative keyword list to create an "always on" segment – which will be leveraged across all of their campaigns throughout the year. If the brand receives negative coverage as the campaign runs, they can update the keyword list to avoid specific names, topics and phrases related to the crisis.

Retailer Ad

|	
Safe from Terrorism	✔
Safe from Offensive	✔
Safe from Porn	✔
Safe from Crime & Violence	✔
Avoid profanity keyword list	✖

Best of Summer Road Trips

Retailer Ad
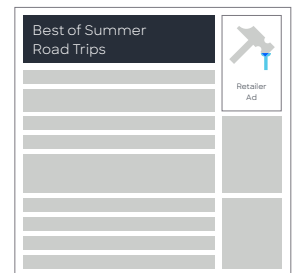
Multi-Layer Criteria

An advertiser is interested in finding pages that are relevant for their family-friendly brand and wants to ensure they run only on quality, appropriate pages with high viewability, low IVT and that are ranked high within Comscore Media Metrix®. The advertiser creates a single custom segment with the selected criteria that can be easily updated as needed.

Brand Ad
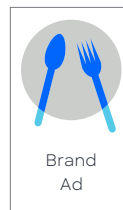
Food & Drink: Healthy Cooking	✔
Food & Drink: Low-Fat Cooking	
US – MMX Rank – Top 500	✔
IVT: Low (<5%)	✔
High Viewability	✔
Content Rating: G or PG13	✔

Easy Weekday Meals for Your Family

Brand Ad
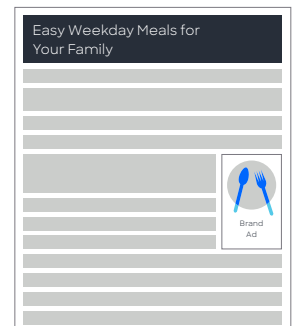
Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email **learnmore@comscore.com**.

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