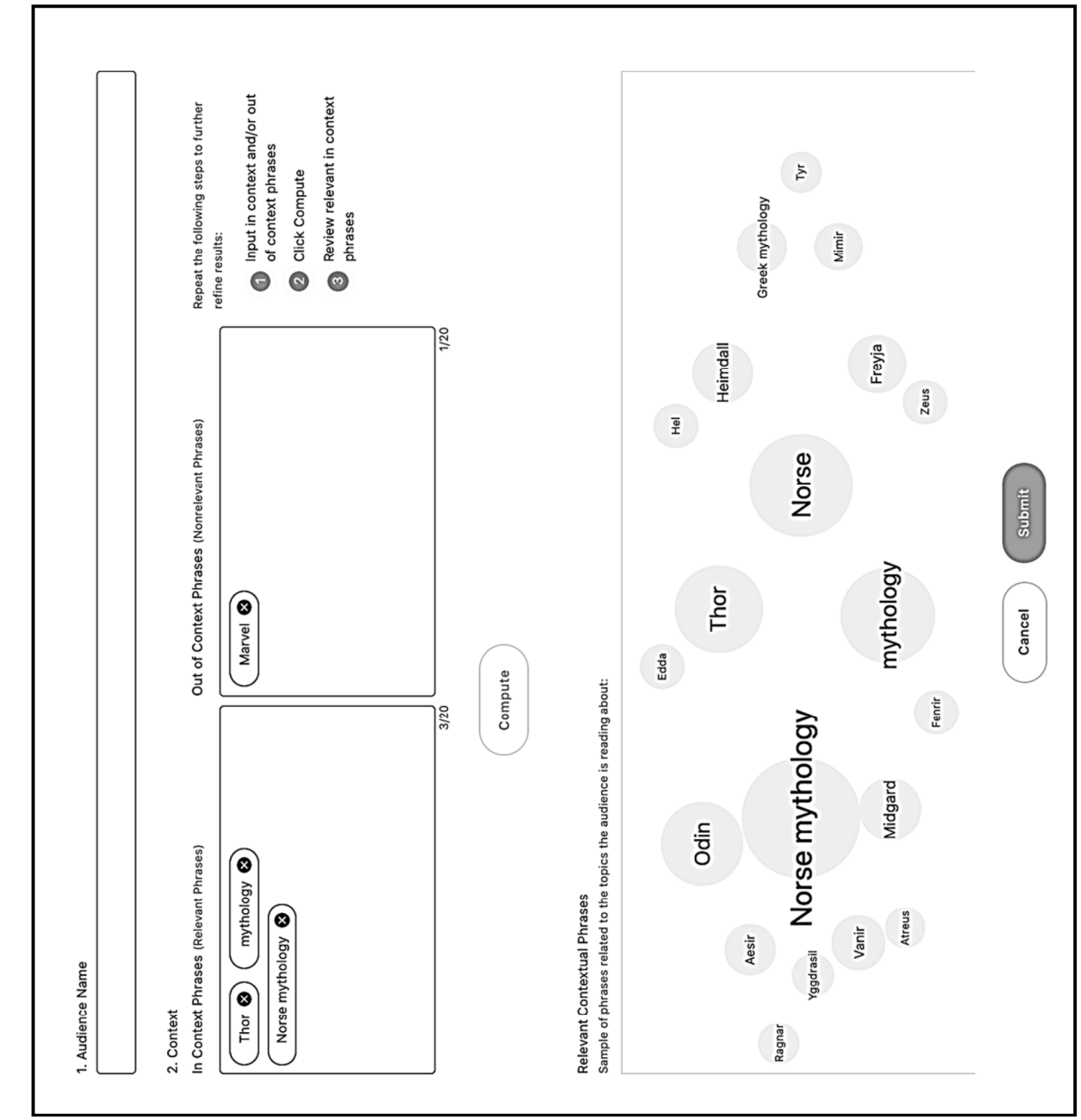
300
1. Audience Name
2. Context
In Context Phrases (Relevant Phrases)
Thor
mythology
Norse mythology
3/20
Out of Context Phrases (Nonrelevant Phrases)
Marvel
1/20
Compute
Repeat the following steps to further refine results:
1 Input in context and/or out of context phrases
2 Click Compute
3 Review relevant in context phrases
Relevant Contextual Phrases
Sample of phrases related to the topics the audience is reading about:
Odin
Thor
Norse
Norse mythology
mythology
Heimdall
Hel
Edda
Freyja
Zeus
Greek mythology
Tyr
Mimir
Aesir
Vanir
Midgard
Yggdrasil
Ragnar
Atreus
Fenrir
Cancel
Submit

FIG. 3

400

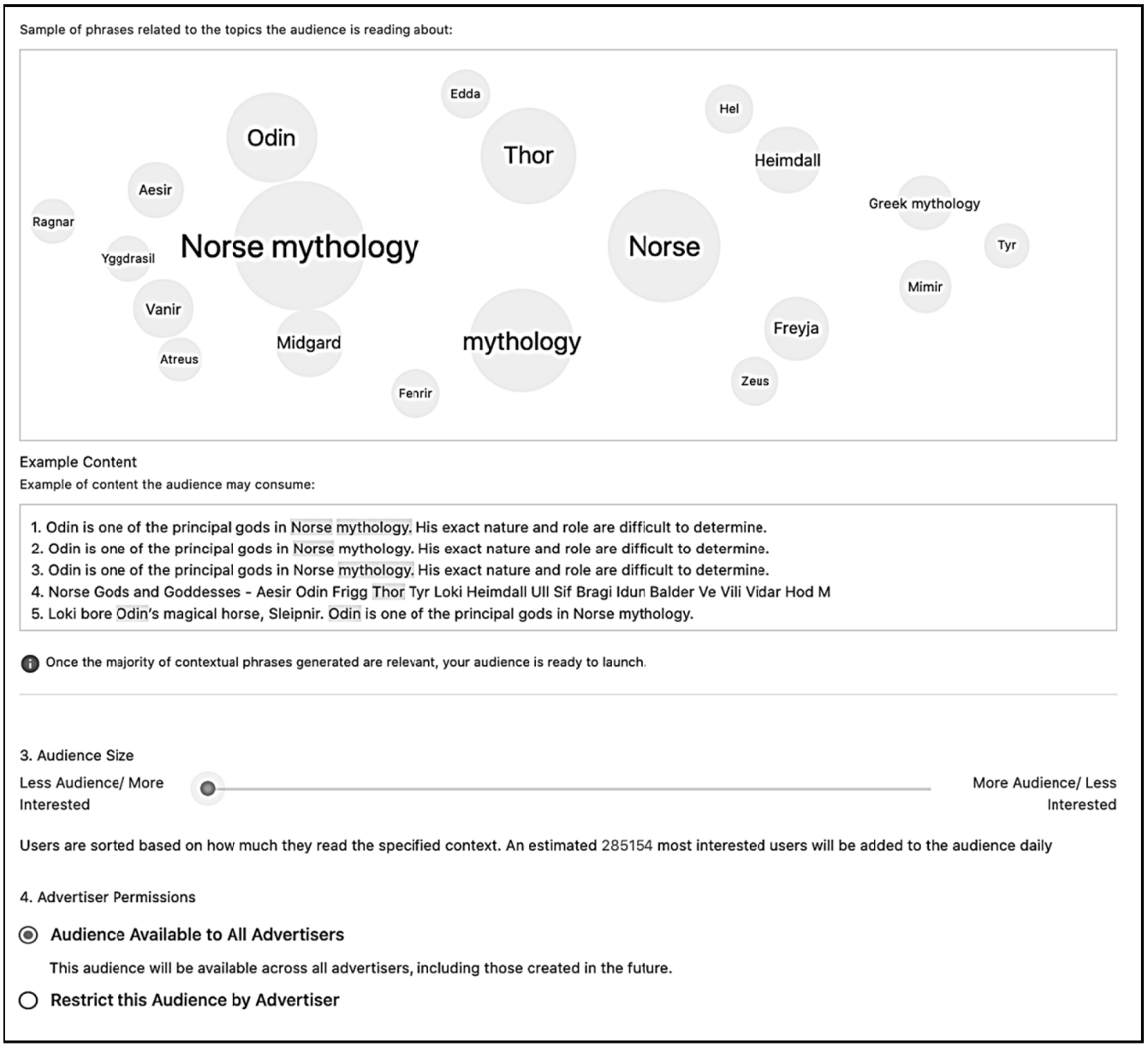
Sample of phrases related to the topics the audience is reading about:
Edda
Hel
Odin
Thor
Heimdall
Aesir
Greek mythology
Ragnar
Norse mythology
Norse
Tyr
Yggdrasil
Mimir
Vanir
Freyja
Midgard
mythology
Atreus
Zeus
Fenrir
Example Content
Example of content the audience may consume:
1. Odin is one of the principal gods in Norse mythology. His exact nature and role are difficult to determine.
2. Odin is one of the principal gods in Norse mythology. His exact nature and role are difficult to determine.
3. Odin is one of the principal gods in Norse mythology. His exact nature and role are difficult to determine.
4. Norse Gods and Goddesses - Aesir Odin Frigg Thor Tyr Loki Heimdall Ull Sif Bragi Idun Balder Ve Vili Vidar Hod M
5. Loki bore Odin's magical horse, Sleipnir. Odin is one of the principal gods in Norse mythology.
Once the majority of contextual phrases generated are relevant, your audience is ready to launch.
3. Audience Size
Less Audience/ More Interested
More Audience/ Less Interested
Users are sorted based on how much they read the specified context. An estimated 285154 most interested users will be added to the audience daily
4. Advertiser Permissions
Audience Available to All Advertisers
This audience will be available across all advertisers, including those created in the future.
Restrict this Audience by Advertiser

FIG. 4