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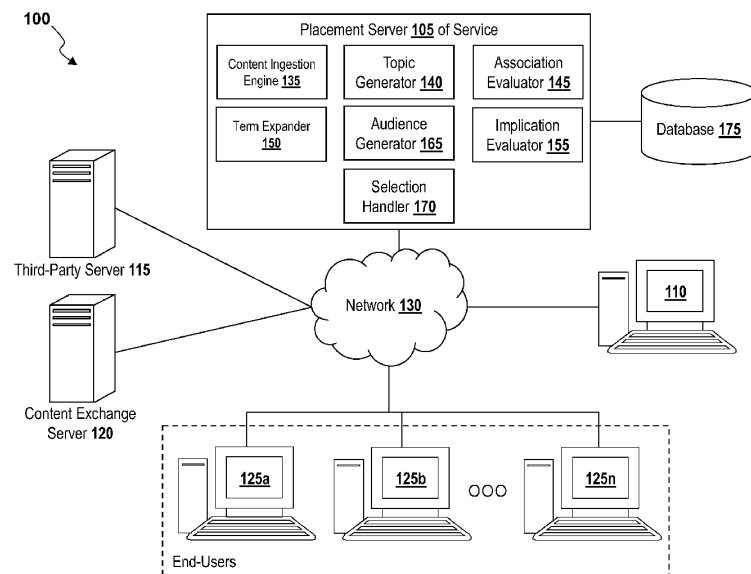


FIG. 1

(57) **Abstract:** Systems and methods described herein may determine audiences for content delivery. A server receives configuration inputs for identifying a target audience from a content-generating user. The configuration inputs indicate the target audience, baseline audience, and special audience. The target audience includes targeted end-users for the content. The baseline audience includes a broad population of end-users having a population characteristic (e.g., geography). The special audience includes a selected population of end-users having a special characteristic in the topics previously accessed by the end-users, such that the server correlates the baseline audience with the special audience to identify the target audience of target users who accessed a webpage having the topic and who are located in, e.g., a geography. The server uses topics terms from all target users to generate a ranked-list of context terms the content-user applies to predict whether webpages have the target audience.

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