

Managing Targets

Important rules to keep in mind when working with targets:

1. The code cannot contain any punctuation. The only exceptions allowed are an underscore (`_`), an ampersand (`&`) (to add two or more codes in one target), and an exclamation mark (`!`) (for negative targets).
2. Using a '-' will cause problems in the backend (rotation file) once the target is used in a booking
3. Targets have a character limit of 40. If a single target would exceed 40 characters, consider using [advanced targeting](#).

To manage targets in Adhese, click the *Targets - Manage targets* link in the administration screen. The following screen is then displayed:

Manage targets [View logs](#)

Select target type

Target Types	Editable
gender	☐
city	☐
city_group	☐
brand	☒
interest	☒
Context	☒
quarks	☒
category	☒
multicountry zipcodes	☒

Add new target

Name	Code	
		Add Target

Target values

Search	Back	Next	1 out of 13	☒ Hide inactive entries
#	Name	Code		
234	aardbeving japan	aardbeving+japan	Deactivate	Save
100	ab klink	ab+klink	Deactivate	Save
155	achmea	achmea	Deactivate	Save
319	Achmea	Achmea	Deactivate	Save
241	adrian j. bradshaw	adrian+j.+bradshaw	Deactivate	Save
201	afghanistan	afghanistan	Deactivate	Save
125	agnes jongerius	agnes+jongerius	Deactivate	Save
271	ai weiwei	ai+weiwei	Deactivate	Save
320	Aipec	Aipec	Deactivate	Save
154	airbus	airbus	Deactivate	Save
277	alaska	alaska	Deactivate	Save
227	aleid wolfsen	aleid+wolfsen	Deactivate	Save
135	alexander pechtold	alexander+pechtold	Deactivate	Save
269	ali khamenei	ali+khamenei	Deactivate	Save
278	amsterdam	amsterdam	Deactivate	Save
71	amsterdam arena	amsterdam+arena	Deactivate	Save
225	ananda marchildon	ananda+marchildon	Deactivate	Save
249	anders behring breivik	anders+behring+breivik	Deactivate	Save
314	Android & NOT Chrome	!chrome&android	Deactivate	Save
315	Android & NOT Chrome &	!chrome&!firefox&android	Deactivate	Save
258	antillianen	antillianen	Deactivate	Save
232	arabische liga	arabische+liga	Deactivate	Save
173	arbeidsmarkt	arbeidsmarkt	Deactivate	Save
198	arnon grunberg	arnon+grunberg	Deactivate	Save
262	arraial do cabo	arraial+do+cabo	Deactivate	Save

The screen is divided into two parts:

- Select target types on the left side

- Add new target values on the right side

The **Select target types** part shows all the available target types and indicates whether they are editable or not. Ticked boxes are editable. Empty boxes are not editable. When you select a target type, the colour changes from yellow to orange, and your selection is displayed in the *Add new target/target values* part of the screen.

Click **Add new target** if you want to add a new target value. To add a new target, fill in a name, give it a code and hit the *Add Target* button.

The code has to be unique to be accepted by the application.

- a search box
- a back and next button showing the number of pages for this particular target
- a checkbox to hide or show inactive entries.

The list can be sorted by clicking the #, *name* or *code*.

You can edit the name of each target. After editing, you can save your changes by clicking the *save* button.

To deactivate a target, simply click on the *deactivate* button. Once deactivated, the button's label will change to *activate*.

To find out more about how targeting can be used within a booking, see the [Targeting](#) section of the **Bookings** page

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