

How ad targeting works in Kaltura

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 This article is designated for administrators.

About

Ad targeting in Kaltura lets you deliver the right ads to the right audience by passing metadata from Kaltura to your ad server. While all targeting logic is managed on the ad server itself (such as location, device, or user segments), Kaltura plays a key role in sending the relevant data with each ad request.

You can set targeting parameters at the player level, dynamically pull metadata from individual entries, or map fields for advanced server-side integrations. This ensures your ad server can apply its targeting rules effectively while keeping ad configuration in Kaltura simple and flexible.

Configure targeting at the player level

Kaltura supports passing targeting information in the following ways:

- **Per player and ad slot**

Add custom key-value pairs directly in the ad tag URL (e.g., `?playerType=mobile&campaign=promo2024`). These values are sent with the ad request and used by the ad server to decide which ad to serve.

- **Per content item (dynamic targeting)**

The Kaltura VAST module can dynamically pull metadata from each media entry, such as tags, categories, or custom fields, and pass them as parameters in the ad call. This is done using macros in the ad tag URL, like:

```
https://adserver.com/vast?category=${metadata.category}&tags=${metadata.tags}
```

These placeholders are automatically replaced with actual values from the media entry when the player loads.

- **Advanced server-side integrations**

For certain ad servers like Google Ad Manager or FreeWheel, Kaltura supports server-side metadata mapping. In this setup, metadata fields are configured in



Kaltura and mapped to fields expected by the ad server. When an entry is marked for ad targeting in the Rich Media CMS, Kaltura passes the mapped metadata directly to the ad server.



Kaltura does not control whether an ad is served as pre-roll, mid-roll, or post-roll when using server-side ads. That logic should also be defined in the ad server. For client-side ads, however, Kaltura lets you define ad timing and cue points.