Topic Tag Targeting

Exclusive, real interest-based targeting for your banner advertising campaign

Topic tags maintain precision

- Every question has to have at least one Topic Tag.
- Topic Tags match the question content.
- By limiting the number of Topic Tags and requiring at least one, we maintain precision on the question.

Helping write the script of the future by serving developers and technical workers

Visit stackoverflow.com/advertising to learn more.
The origin of a topic tag

Users with a reputation score of 1500 or more are awarded the privilege of creating topic tags. Once a topic tag is created, it’s available for the whole community to use. You can see all the Topic Tags on Stack Overflow by visiting this [page](https://stackoverflow.com/).

How to pick the best topic tags for your campaign

Make a list of the technologies you mention on your landing pages, in your technical documentation, or in your tutorial videos.

Your Account Executive will use these as a starting point to either recommend a pre-built Topic Tag group or build a custom group for your campaign.

We know this is a different way to target for you.

We know you may not know where to start.

We’ve developed topic tag groupings on common technologies to help get you started if you need it.