

Frequently asked questions

List of frequently asked questions and answers.

- [What is a context variable ?](#)

What is a context variable ?

A **Context Variable** is a piece of information about the user's current environment that can be used to personalize an ad in real time. It can represent raw data (such as the user's city, current temperature, or device type) or derived data (such as whether it's work hours or whether the weather is warm). Context variables are resolved before the creative is rendered, allowing components to dynamically display content, adjust layouts, or change behavior without requiring custom JavaScript.

Examples:

- `geo.city` → New York
- `weather.temp` → 21.2
- `device.is_mobile` → true
- `time.daypart` → morning
- `weather.temperature_band` → warm