

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

Revision #1

Created 30 June 2026 13:32:38 by Aparna

Updated 30 June 2026 13:34:55 by Aparna