

# Targets in IS1

11/13/2023 2:36 pm EST

Targets are the code behind the poll unit that is placed on a media partner's website. They are used to configure how the poll unit looks and what questions will be asked in it. It is common to have separate targets for different website sections, such as news, sports, and weather. We also set up separate targets for the various places the code might be displayed on your site, for instance, a right rail target and an in-article target.

Targets allow you to see how questions were answered on different site sections, e.g., the news vs. the sports sections. Were the age distributions different? What about gender distribution?

---