

Placement workflow

To create and use a [placement](#):

1. Create the placement. You can either [start from scratch](#) or [duplicate an existing placement](#).
2. [Select the placement in a modification](#).



You can use the placement in multiple modifications to target the same location on a page with alternative pieces of content. Which modification gets displayed in the placement depends on the [segments and affinity groups](#) and [advanced audience targeting settings](#) defined for the modifications.

You can freely [edit the placement](#) after creating it.

You can also [check in which modifications the placement is currently used](#) and [remove the placement](#) when you no longer need it.