



Contextual Targeting is Making a Comeback

Contextual targeting allows you and your ad campaigns to target audiences based on content, page, keyword, or subject vertical - in short, the context around which the ad is appearing, hence the name.

Although it is nothing new, the rise of GDPR has renewed interest across the industry for contextual, as well as audience targeting. Here is why contextual is so important right now:



GDPR + BRAND SAFETY



CONTEXT 2.0



MARKETEERS AGREE

New privacy laws mean some advertisers are looking for alternatives to third-party data, which may no longer be so readily available.

Contextual targeting methods have advanced a great deal since Web 1.0. Contextual can be combined with other tactics and provide new ways to drive improved ROI.

According to a recent marketers report, 87% of marketers said they plan to increase their use of contextual targeting over the next year.

Contextual Optimization

In partnership with ComScore, we provide contextual optimization. The tool helps you to surface content that is relevant and unique to your campaign while avoiding issues like brand safety and fraud, ultimately enabling greater ROI in programmatic.

Available Options

- 20 pre-built filters
- IAB categories and sub-categories
- Custom keywords and phrases
- Layer page quality and ad noticeability filters

Benefits

- Unique campaign execution
- Increase campaign relevance
- High ROI
- Improve campaign performance

Contact us to learn more about how our Contextual Optimization solution can increase your campaign performance today!

