

d3con 2022

Die Macht des Contents:

Mit Contextual Solutions zur perfekten Ad Platzierung



Speaker



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Agenda

1

Warum der Content eine **weitreichende** Macht hat

2

Wie können sich Marken vor ungeeignetem Content **schützen?**

3

Wie können Sie den für Sie **perfekten Content** targeten?

4

Tipps für eine **erfolgreiche Contextual Solutions-Strategie** programmatischer Kampagnen

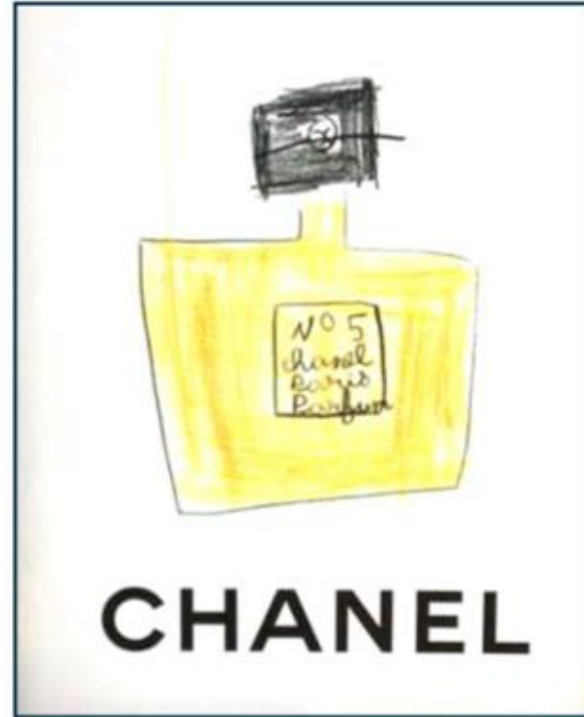
1. Warum Content eine weitreichende **Macht** hat

Wir verstehen Zusammenhänge im Kontext

Geht diese Katze nach **oben** oder nach **unten**?



**Kontext hilft
Konsument*innen,
Markenbotschaften zu
verstehen**



Kontext hilft Konsument*innen, Markenbotschaften zu verstehen



TRENDS

Konsument*innen bemerken die **Macht des Kontexts**

70%

der Verbraucher*innen sagen,
es sei wichtig, dass die
Werbung auf den Kontext
abgestimmt ist.

Source: IAS Power of Context, 2020

Q. How important to you is it that the advertising you see online is relevant to the content you are consuming?

TRENDS

The Halo Effect

Ad environment
& receptivity



IAS Integral
Ad Science

Der Rinkle Effect

Qualität von
Vornehmen

IAS Integral
Ad Science

Die Empfänglichkeit von Werbung auf Social Media

Fördern Sie Engagement
mit In-Feed-Werbung



The Context Effect

A biometric study on
contextual advertising

SEPTEMBER 2021

IAS Integral
Ad Science



Power of Context

How context and sentiment inform
consumer perceptions



NOVEMBER 2020

IAS Integral
Ad Science

IAS Integral
Ad Science

Die IAS Halo Effect Studie

Ads auf hochwertigen Websites
werden besser wahrgenommen

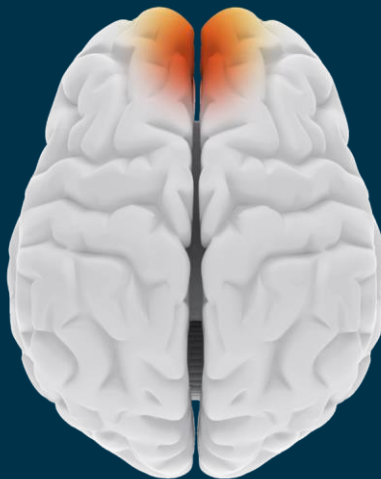


74%

bessere Wahrnehmung

als die gleichen Ads auf Websites
mit niedriger Qualität

Audience auf hochwertigen
Websites zeigte

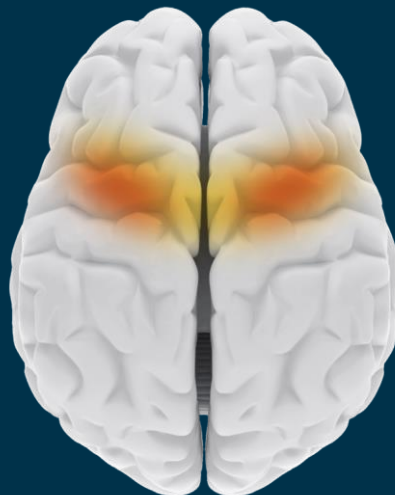


20%

höheres Engagement

als auf low-Quality Sites

Kampagnen auf hochwertigen
Websites profitieren von



30% höherem

Wiedererkennungswert

durch *brand-suitable* Content

Der IAS Ripple Effect

Studie zur Wahrnehmung von Content-Qualität

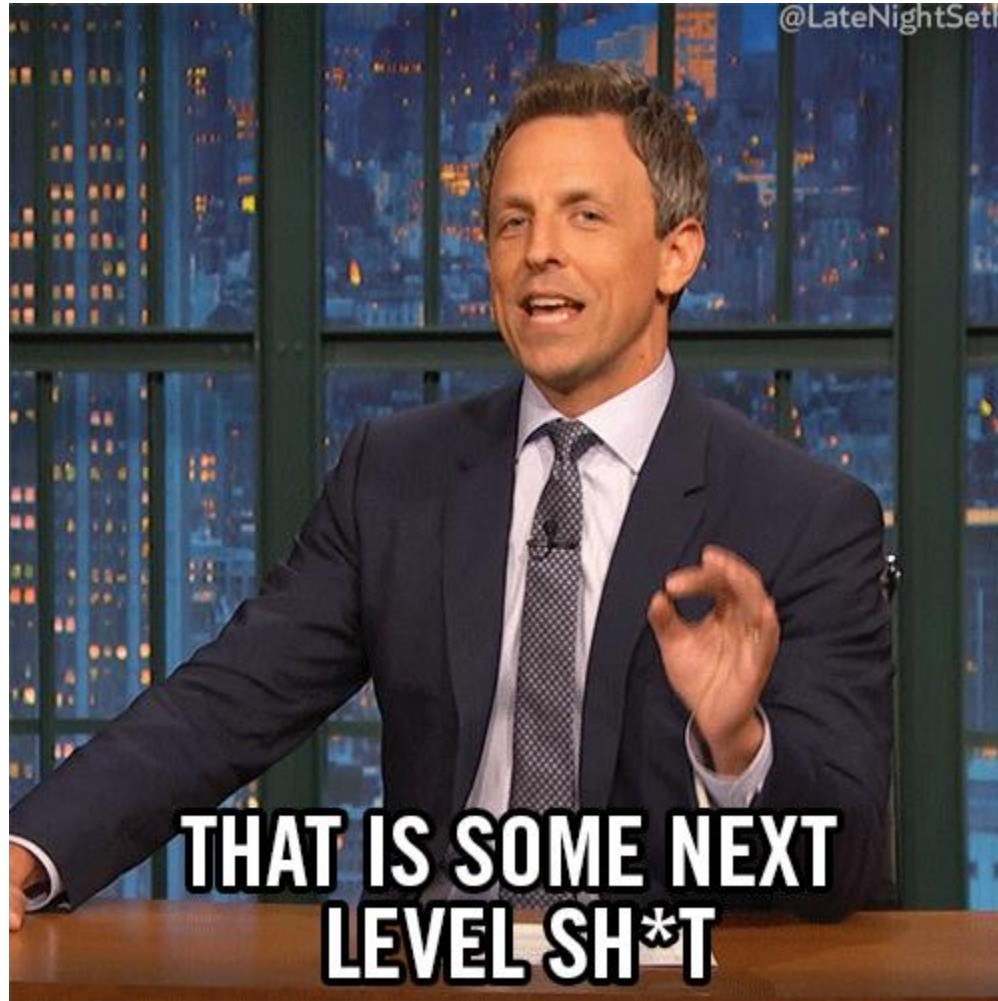
89%

der Verbraucher*innen halten es für wichtig, **wo** eine digitale Ad geschaltet wird.

84%

der Verbraucher*innen wollen Ads mit persönlichem Bezug.

Denken Sie bei Brand Safety an Ihre **Verbraucher*innen**



**THAT IS SOME NEXT
LEVEL SH*T**

2. Wie können Sie Marken vor ungeeignetem Content schützen?

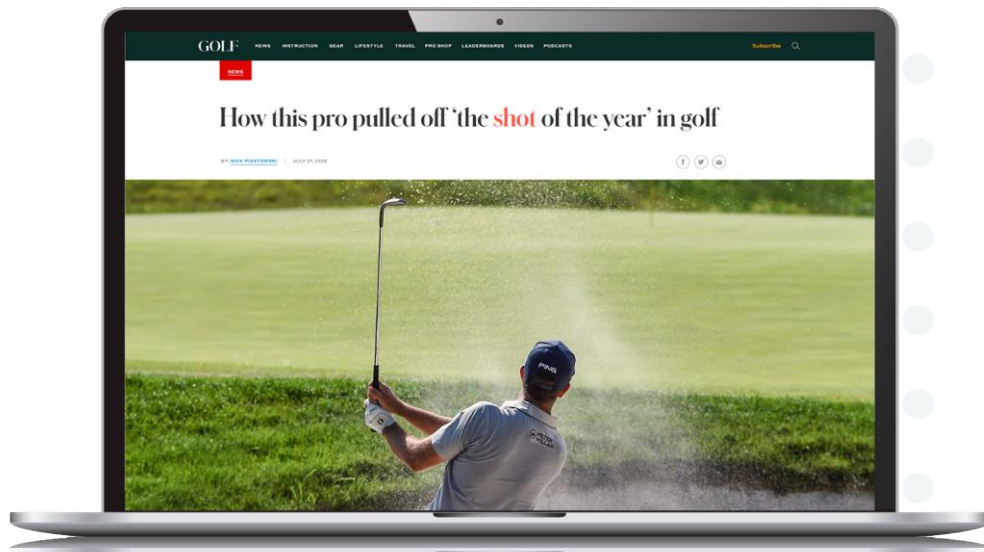
**Keywords
haben
deutliche
Limits**

**war
covid
omicron
fire
invasion
vaccine
crash
shooting
dead
explosion
murder
terror
attack**

CONTEXT CONTROL

Die Kontrolle über den Kontext ist entscheidend

Die **genaue** Klassifizierung
von Inhalten ist der
Schlüsselfaktor für echte
Kontrolle.



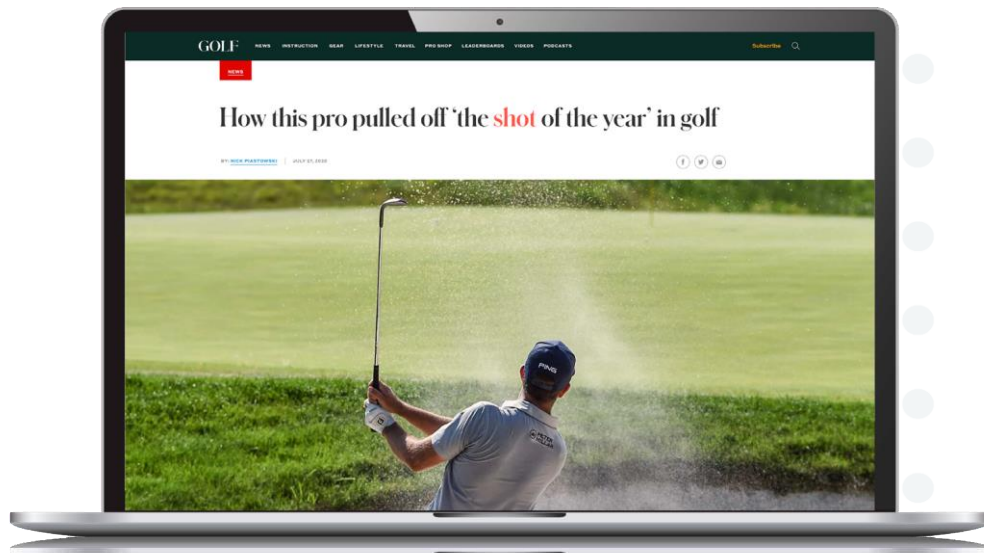
CONTEXT CONTROL

Keyword-basierte
Lösungen sind passé.

76%

auf die Keywords
ausgerichteter Inhalt:

“shot”, “shoot” or “shooting” ist
sicher und suitable für Marken



CONTEXT CONTROL

Kontrolle über
Kontext ist
entscheidend

Beispiel 1: "Jaguar"

Beispiel 2: "Schuss"



Der Kontext macht den Unterschied!

Unsicher?

Sex
Death
Kill
Bomb
Shooting
Suicide
Dead

Sicher?

Shades
Fender
Fast
White
Car

Der Kontext macht den Unterschied!

Fehlende Verbindung (False Positive)

Sex and the City
Death by Chocolate
To Kill a Mockingbird
Bath Bomb
Top 5 Shooting Guards
Killer Outfit Ideas
Grateful Dead

Ungeschützt (False Negative)

50 Shades of Grey
Fender bender
Fast and Furious
White supremacy
Car crash

Context Control in großem Maßstab



**COMPREHENSIVE
KNOWLEDGE MAP**



**COGNITIVE SEMANTIC
TECHNOLOGY**

Der Kontext macht den Unterschied!

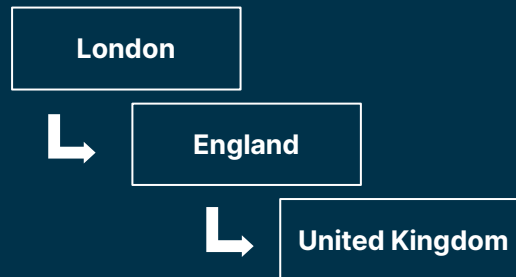
**Gleiche Worte,
Vvelseitige Bedeutungen**



**Unterschiedliche Worte,
gleiche Bedeutung**



**Verschiedene Worte,
ähnliche Bedeutung**



**Unvollständiger Term
oder Phrase**



Sentiment Analyse: Beispiele

2019 was a **good** year for us. This year so far has **not** been so **good**, and we **fear** it's going to get **worse**

Negative

Neutral

Positive

2019 was a **bad year** for us. This year so far has been **great**, and we hope it's going to **get better**

Negative

Neutral

Positive

2019 was a bad year for us. This year so far has been great

Negative

Neutral

Positive

Sentiment ermöglicht Skalierung

US Traffic Analysis, Sept. 2020

6%

Infectious Diseases & Outbreaks

*Data collected from evaluating DSP bid stream traffic

Sentiment ermöglicht Skalierung

US Traffic Analysis, Sept. 2020

2.4%

Infectious Diseases &
Outbreaks with ***Negative
sentiment***

3.6%

Infectious Diseases &
Outbreaks with ***Positive or
Neutral sentiment***

*Data collected from evaluating DSP bid stream traffic

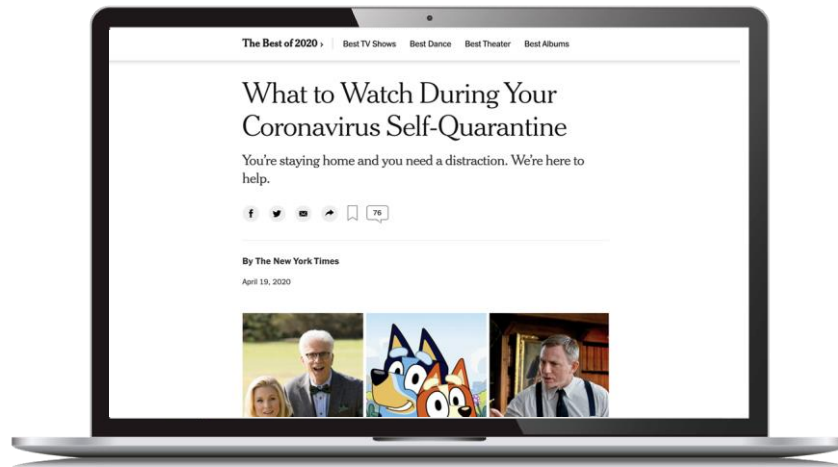
IAS Contextual Avoidance

Infectious Diseases and Outbreaks Negative Sentiment Example

Blocked:



Allowed:



Geopolitische Konflikte

Prioritäten sind:

1. Marke schützen
2. Negativen Content vermeiden
3. Positiven Content freischalten



Politik - Negativer Content

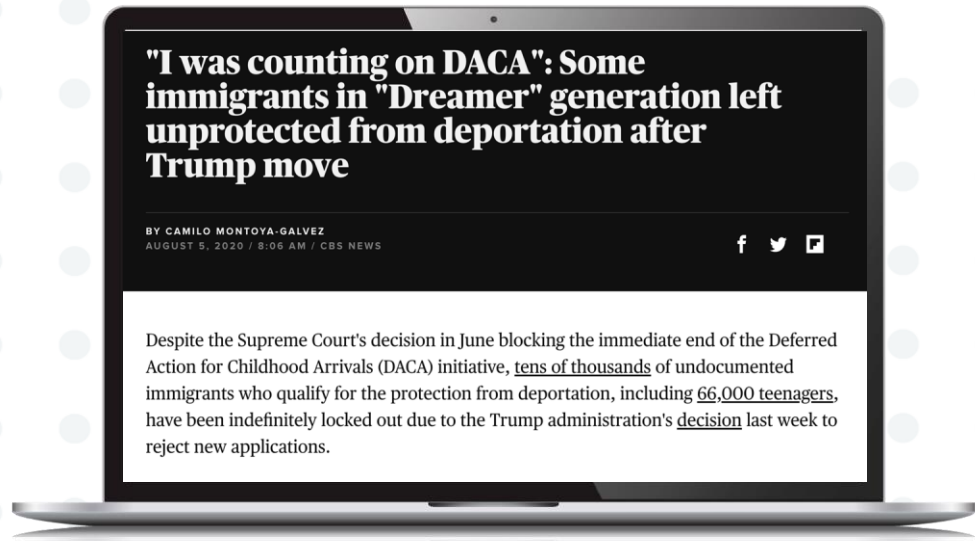
This contextual segment avoids content relating to politics that elicit *negative* feelings such as violence, anger, hatred, disgust, shame, and fear as rated by the IAS semantic intelligence engine.

NOTE: This segment will likely cause block rate to increase if buying across news sites.



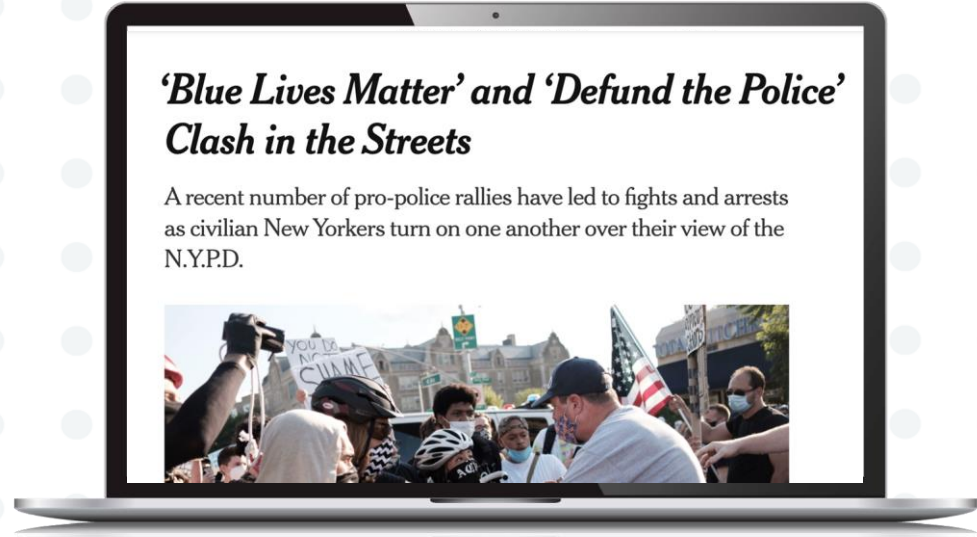
Sensible Social Issues

This contextual segment avoids content relating to *negative* news or sentiment around sensitive social issues such as immigration, abortion, euthanasia, vaccines, and other inflammatory content as rated by the IAS semantic intelligence engine.



Proteste & Demonstrationen

This contextual segment avoids content relating to protests, demonstrations, brutality and riots that elicit *negative* feelings, such as fear, sadness, horror, and suffering as rated by the IAS semantic intelligence engine.



Tod, Verletzungen oder Militärischer Konflikt

This contextual segment avoids content relating to death, injury or military conflict as rated by the IAS semantic intelligence engine.



3. Wie können Sie den für Sie
perfekten Content targeten?

Context Control nutzt zwei Pfade:

CONTENT AVOIDANCE



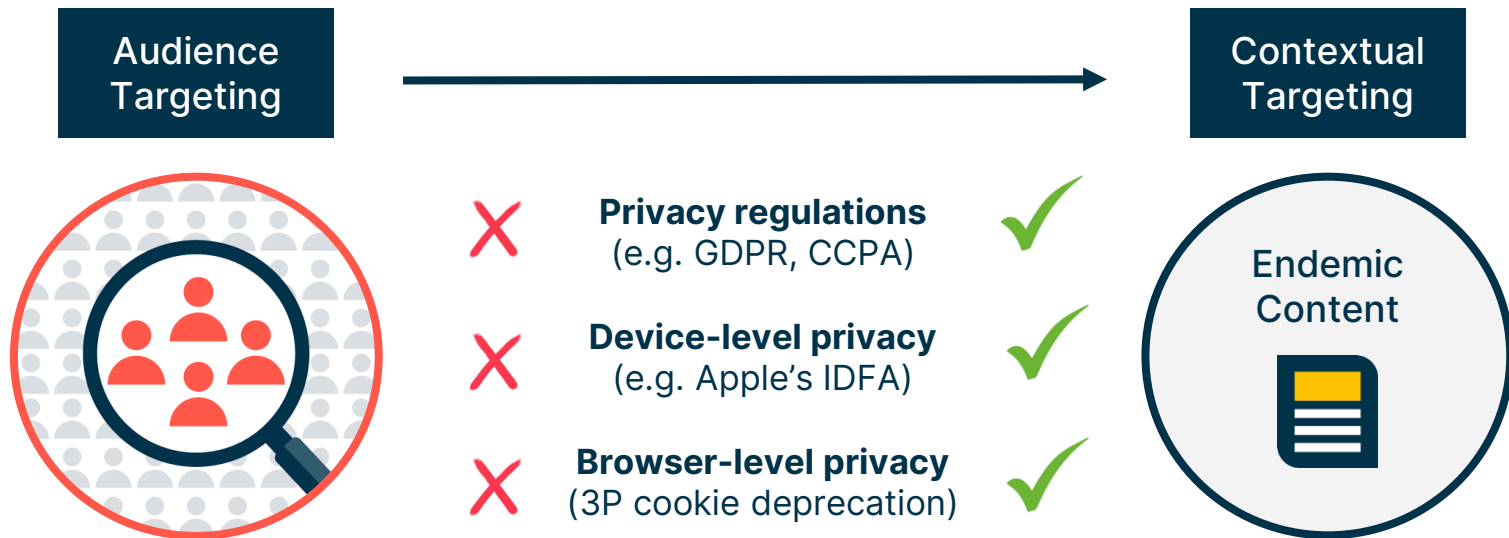
CONTEXTUAL TARGETING



Targeting Shift: Vom Audience Targeting zu **Contextual**

Privacy and effectiveness concerns
are driving a **shift away from**
audience targeting toward contextual

Contextual are **future-proofed and**
privacy-friendly and do not rely on 3P
cookies or identifiers such as IDFA

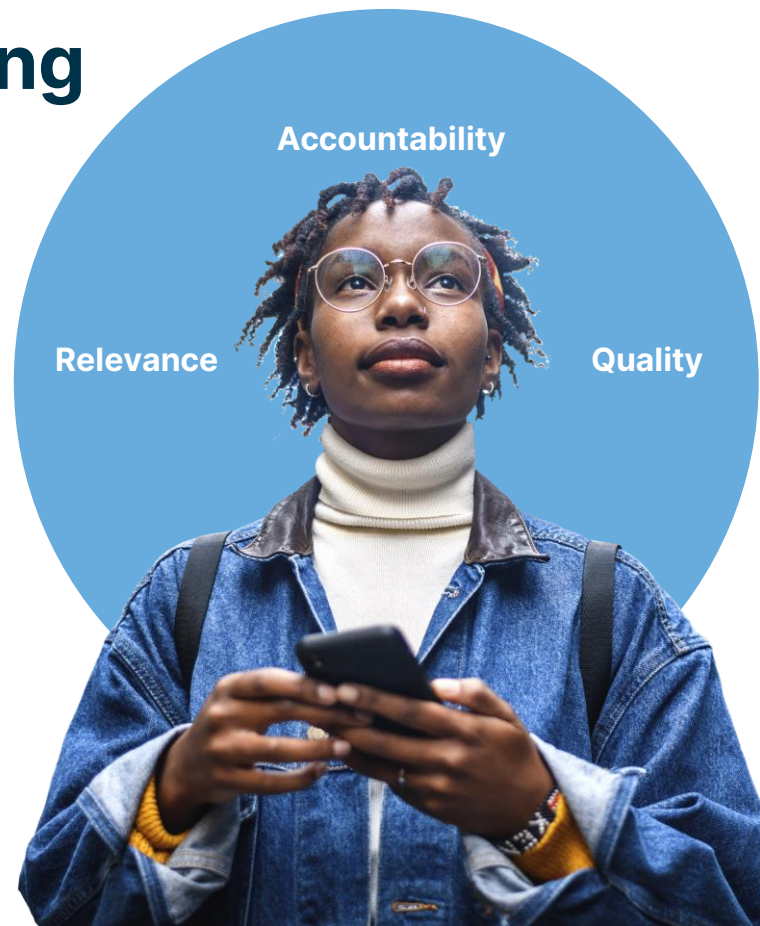


Verbraucher*innen wollen eine positive Online-Erfahrung

74% of consumers say it is important for ads to be **personally relevant**

51% of consumers **hold brands accountable** for content that appears next to their ads

51% of consumers are **likely to engage with ads** found alongside high quality content



**Contextual Targeting
ist nicht neu aber ...**

**Die Technologie ist
besser!**



Fortschrittliche Technologie, die versteht...

word forms

*dog, dogs, and dog-catcher
are closely related*

parts of speech

*"There are over 40 **rows** in the table" Rows =
Noun vs. "She **rows** 5 times a week" Rows = Verb*

relationships

*"Jeffrey Skilling, represented by attorney Daniel
Petrocelli, is married to Rebecca Carter".
Rebecca is married to Jeffrey, not Daniel.*

context of key words

*"I used beef **stock** for my soup." vs. "The
company keeps a lot of **stock** on hand."*

Availability: Context Control für Targeting

 Display & Video 360

 theTradeDesk




ADELPHIC
A VIANT COMPANY







250+ segments available for
pre-bid targeting to reach your
ideal audience at scale

Desktop | Mobile Browser | Video* | Display

Seasonal

Vertical

Topical

Audience Proxy

Top Targeting Segments

Seasonal

Ostern
Muttertag
Champions League
Weihnachten

Vertical

Finanzen
Unterhaltung
Auto
Pharma

Topical

Krankheiten &
Pandemien (positive
or negative)
Homeoffice

Audience Proxy

Kleinunternehmer
Technologie Affinität
Familiengründer

Targeting am Beispiel - Eis -

Über IAS Context Control Targeting Segmente

RECOMMENDED CONTEXTUAL TARGETING SEGMENTS FOR "PLEASURE SEEKERS"

- Diversity & Inclusion
- Food & Beverage- Sweet Snacks
- Entertainment- Music Events
- Entertainment - LGBTQ+ Movies & Books
- Fashion - Luxury
- Fashion - Women's Fashion
- Food & Beverage - Ready-to-eat-meal



Targeting am Beispiel Fußball WM

Über IAS Context Control Targeting Segmente

RECOMMENDED FIFA WORLD CUP CONTEXTUAL TARGETING SEGMENTS

- FIFA Men's World Cup
- Travel - Airline Tickets
- Society- Outdoor Activities
- Retail- Sports Equipment
- Retail- Food
- Retail- Fashion
- Games & Toys- Video & Online Games

- Food & Beverage- Soft Drinks,
- Food & Beverage- Salty Snacks,
- Gambling - Online Betting,
- Entertainment- Sports Events
- Sports Enthusiasts



4. Tipps für eine **erfolgreiche** **Contextual Solutions-Strategie** programmatischer Kampagnen

Safety & Suitability für alle

Tying it together

1

Standard control

for majority of brands

- sexual content
- hate speech
- terrorism

2

Topical control

specific to topical issues

- sensitive social issues
- pandemics
- natural disasters

3

Verticalized control

industry specific coverage

- finance
- automotive
- pharma
- retail

4

Brand specific control

unique to your brand

- Brand + negative sentiment
- non-ambiguous keywords

universal

most brands want to avoid



brand specific

unique to a brand or industry

Empfehlungen Contextual Targeting

1

**Nicht auf Keywords
verlassen - Context is key.**

2

**Audience proxy segments
verwenden um 3rd party
audience targeting zu spiegeln**

3

**Keine inclusion lists - lasst
die Maschinen die Arbeit
übernehmen**

4

**Klare KPI Ziele setzen vor
Kampagnenstart**

5

**Keine Kombination von
contextual und 3rd party
audience targeting**

6

**Mehrere und diverse
Segmente testen und
learnings auf Segment
Ebene sammeln**

Contextual Targeting

CASE STUDY



AS Context Control vertical targeting segments used:

- Automotive - Auto Parts & Auto Repair
- Automotive - Auto Recalls
- Automotive - Auto Shows
- Automotive - City Car
- Automotive - Commercial Trucks
- Automotive - Family Car
- Automotive - Used Cars
- Travel - Family Holidays
- Insurance - Car Insurance
- Financial - Loans & Mortgages
- Financial - Personal/Family Investments

IAS Context Control audience proxy targeting segments used:

- Starting a Family
- Car Enthusiasts
- Car Ownership



Contextual Targeting

CASE STUDY



The Results: Improvements Across KPIs

CTR

53%

increase

in click-through rate

Conversions

8.4%

increase

in conversion rate

CPC

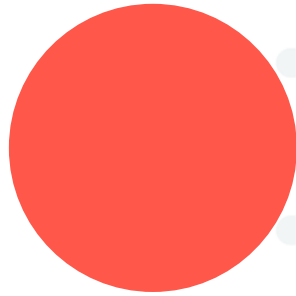
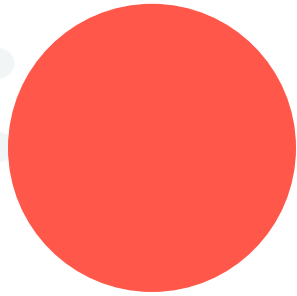
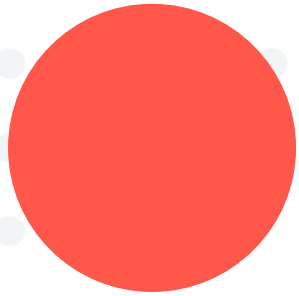
3%

improvement

in Cost Per Click



Q&A



DANKE, d3con!