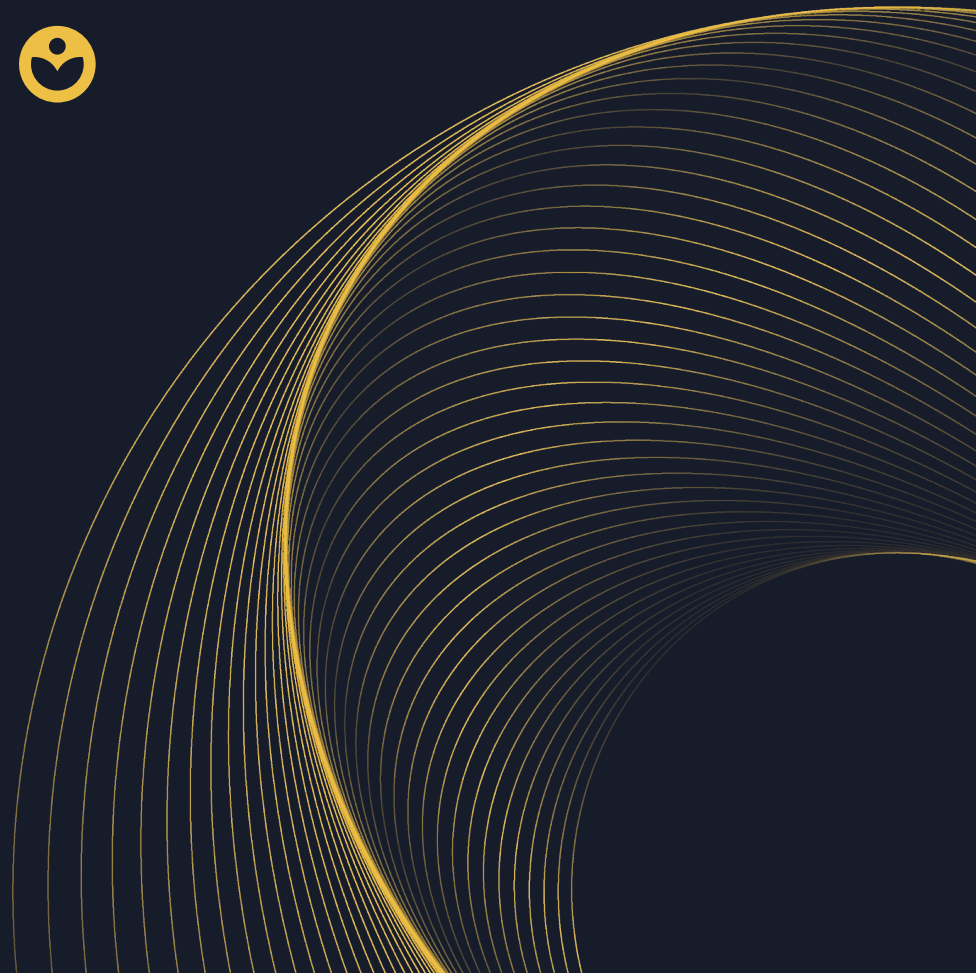


Why Contextual is key

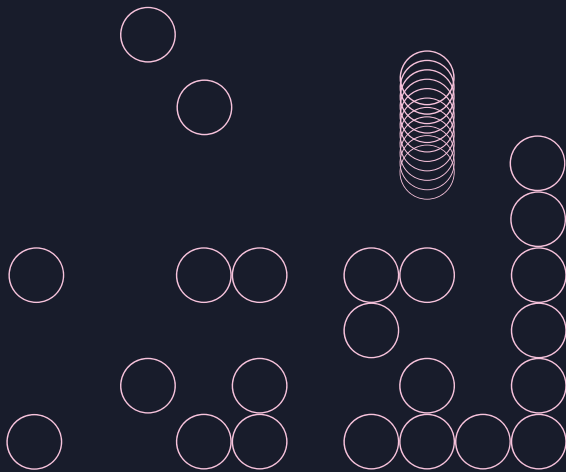
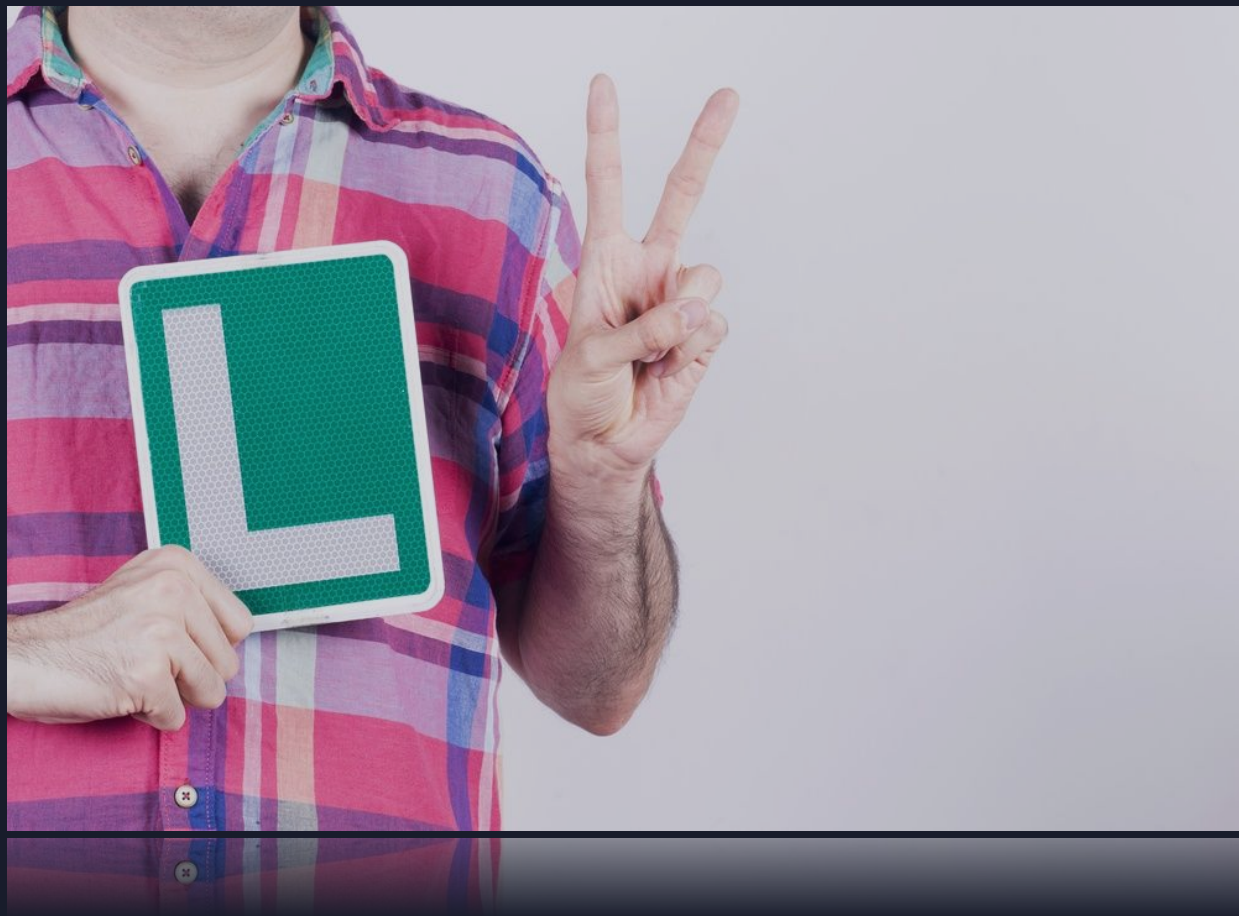
SEEDTAG

d3con

THE FUTURE OF
DIGITAL ADVERTISING















FOR SALE

M XY 1258

Context

is Key 🗝️



Technology Maturity

Thanks to the advances in Machine Learning of the last decade, contextual technology is becoming exponentially more **sophisticated**

	Maturity Level 				
	Site-level Analysis	URL-level Analysis	Page-level Text Analysis	Full-page level Analysis	Full-network Analysis
Vertical Specific Focus and avoidance	✓	✓	✓	✓	✓
Keywords targeting Whitelist and blacklist		✓	✓	✓	✓
Semantic Understanding Text-level Categorisation			✓	✓	✓
Multi-Modal Categorisation NLP, CV, Metadata				✓	✓
Holistic View Low-level understanding of the entire network					✓



Introducing LIZ[©]

Seedtag's Contextual A.I. leverages the power of Machine Learning to provide **human-like content understanding** and the highest level of **Brand Safety** in the market

Pixel analysis of **visuals elements**

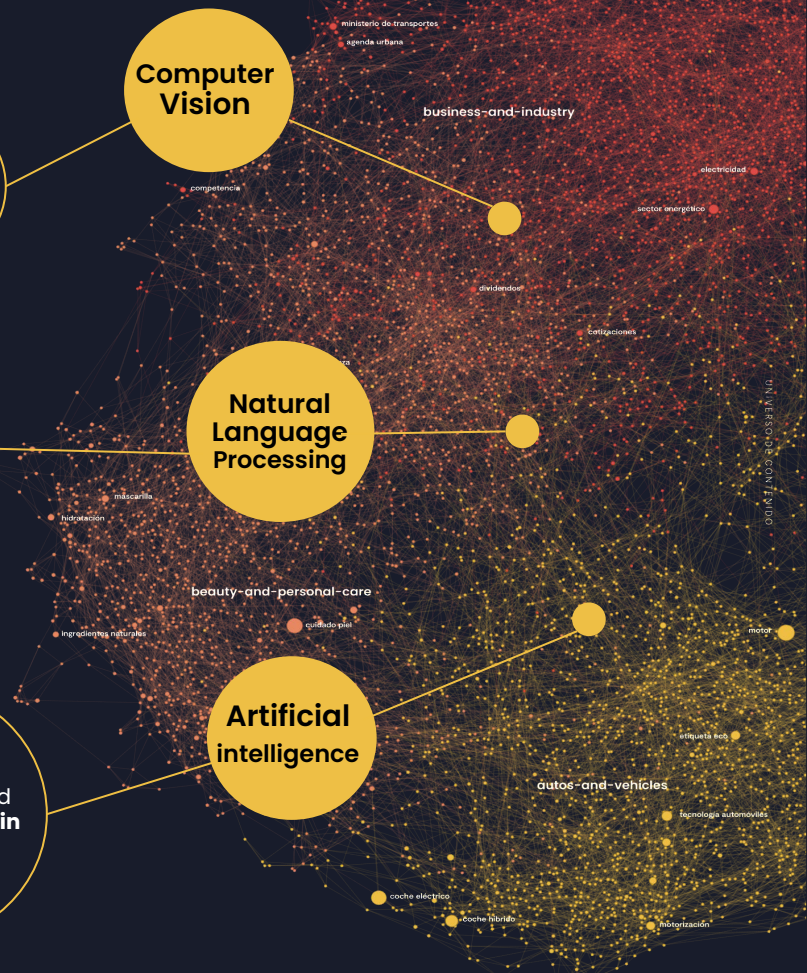
Computer Vision

Semantic analysis, understanding the article as a whole

Natural Language Processing

Accurate, fast and scalable analysis, **in real-time**

Artificial intelligence



Using Contextual to deliver Precision at Scale

**IAB
Categories**

**Network
Level
Analysis**

**Custom
AI**

**1st Party
Data
lookalike**



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Page Level Analysis

1

Full Page Analysis: Semantic + Visual = Human like understanding

2

Classify each page into a **680+ wide content taxonomy + Custom categories for your brand.**

3

Pixel level Analysis on images:

- **Situation recognition** (297 options)
- **Sports recognition** (24 options)
- **Object recognition** (600 options)
- **Brandsafety**



Using Contextual to deliver Precision at Scale



Full Network Level Analysis

1

Holistic view provides full picture of **network** & relationships within it

2

Define your unique **contextual audience** using **real consumer interest data** & elevate performance of your campaigns

3

Network Level Analysis (**NLA**) provides **unmatched insights and trends recognition**

technology

style-and-fashion

Worldwide

ARTICLES IN THE NETWORK

64.387.365

TOTAL TRAFFIC IN THE LAST 7 DAYS

2.784.012.434

sports

news

business-and-industry

Most relevant entities

Top 5

Telecinco

Barça

Disney






Oleo1

Inter

arts-and-entertainment

family-and-parenting

Highest traffic articles

 GOSSIP	https://tendi...
 SPORTS	https://mund...
 GOSSIP	https://revista...
 FOOD AND E	https://tudog...
 SPORTS	https://m.fcin...

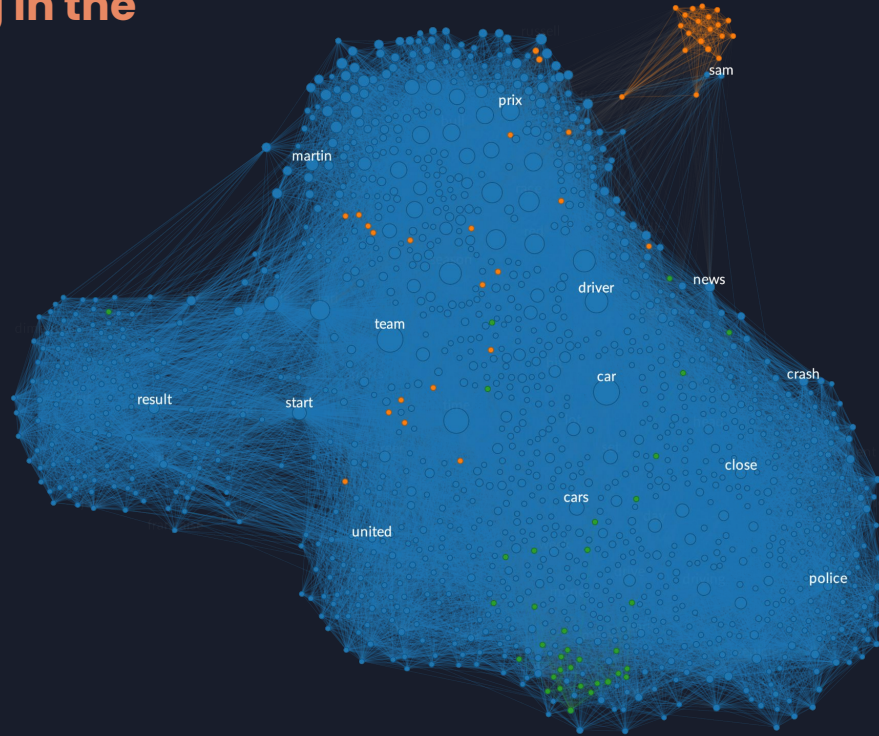
Brand Safety

61% POSITIVE

39% NEGATIVE

Automotive Competitor Analysis

Organic Positioning in the Publishers Network



Automotive Competitor Analysis

Organic Positioning in the Publishers Network



Using Contextual to deliver Precision at Scale

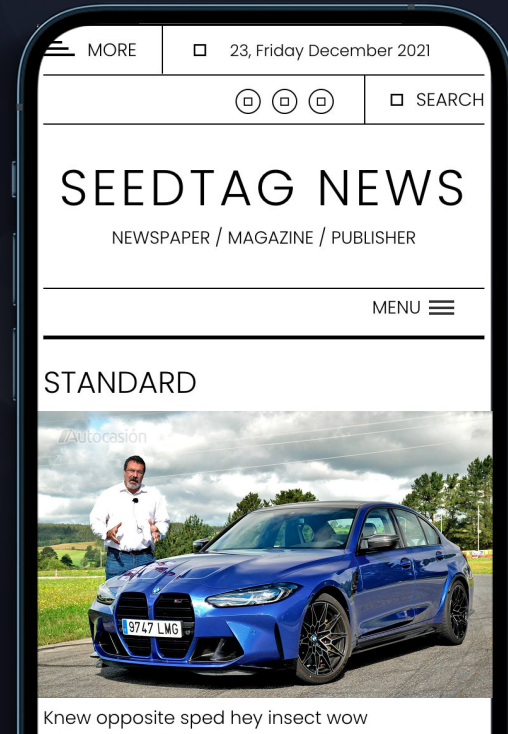


Custom A.I.
Campaigns
fully tailored to
our clients' target
audience



How we Execute

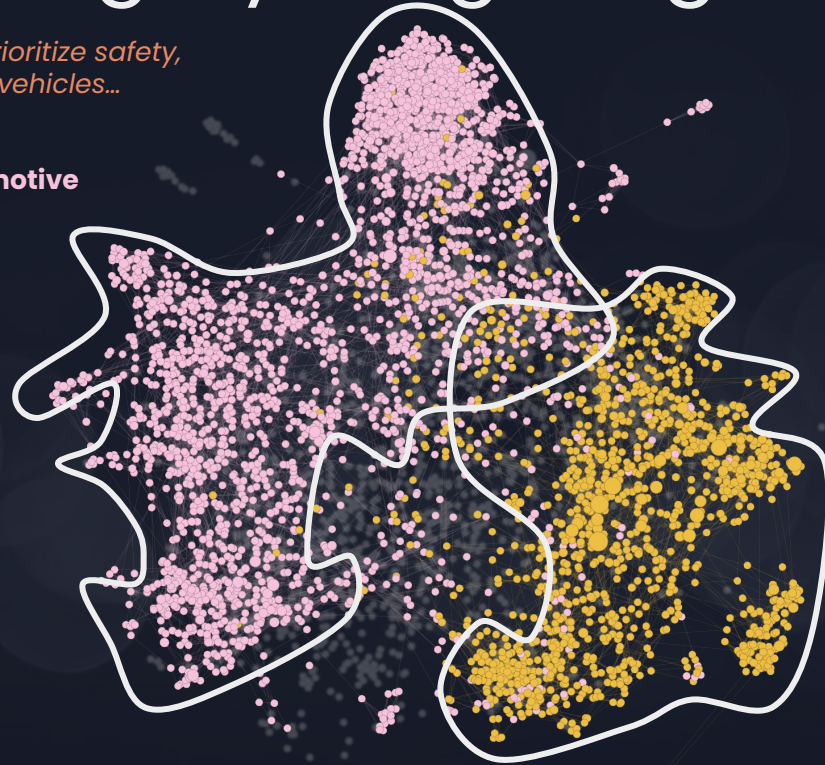
Briefing: *Family audiences who prioritize safety, reliability, and practicality in their vehicles due to their busy lifestyle and responsibilities such as transporting children to school and extracurricular activities.*



Context Category Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive



Family and parenting



Context Category Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive

Are electric cars expensive to charge?
We test Volvo in 350-mile Top
Gear-style challenge

Teacher shares exact time kids should
go to bed on school nights -
depending on age

Family and
parenting



Custom Category Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive

Keyword Targeting: Safety

Aston Martin DBX707 F1 medical car joins Vantage F1 safety car



Family and parenting



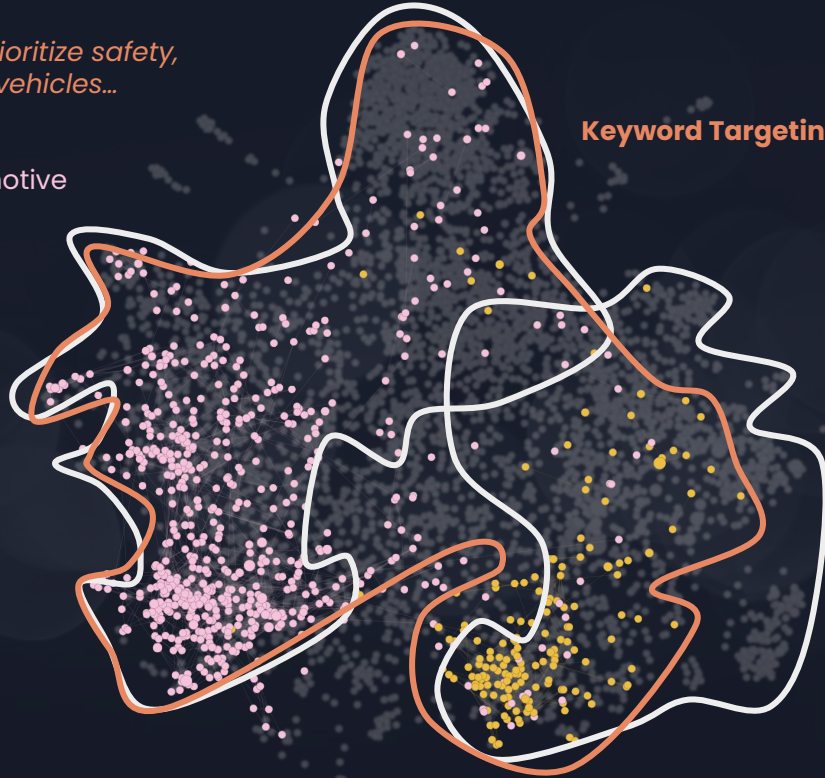
Custom Category Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive

Keyword Targeting: Reliability

Family and parenting



Custom A.I. Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive

Custom AI

Family and parenting



Custom A.I. Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...

Automotive

The top 10 best cars for new parents or
The Most Fuel-Efficient Cars of 2023

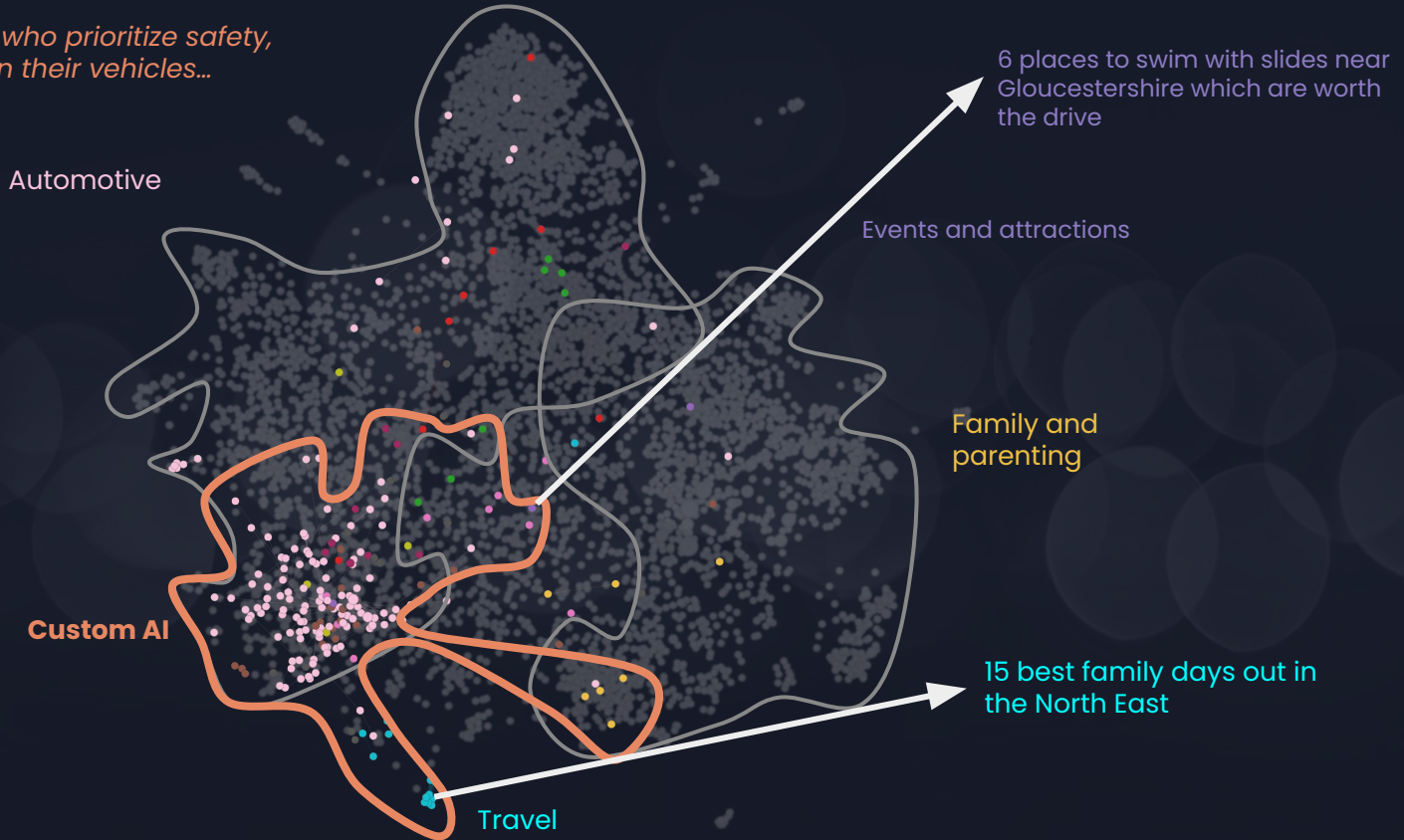
Custom AI

Family and
parenting



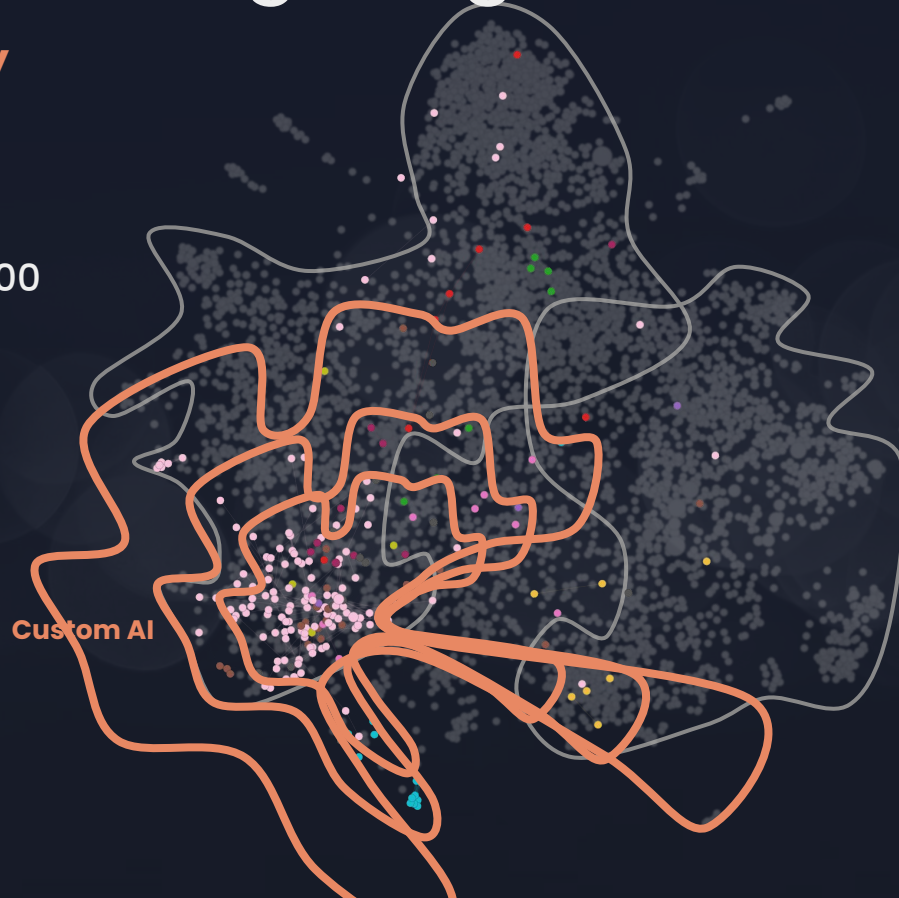
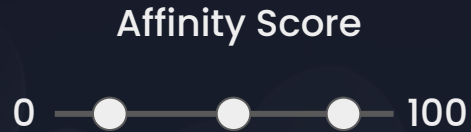
Custom A.I. Targeting

Briefing: Family audiences who prioritize safety, reliability, and practicality in their vehicles...



Custom A.I. Targeting

Serving Flexibility



Using Contextual to deliver Precision at Scale

IAB
Categories

Network
Level
Analysis

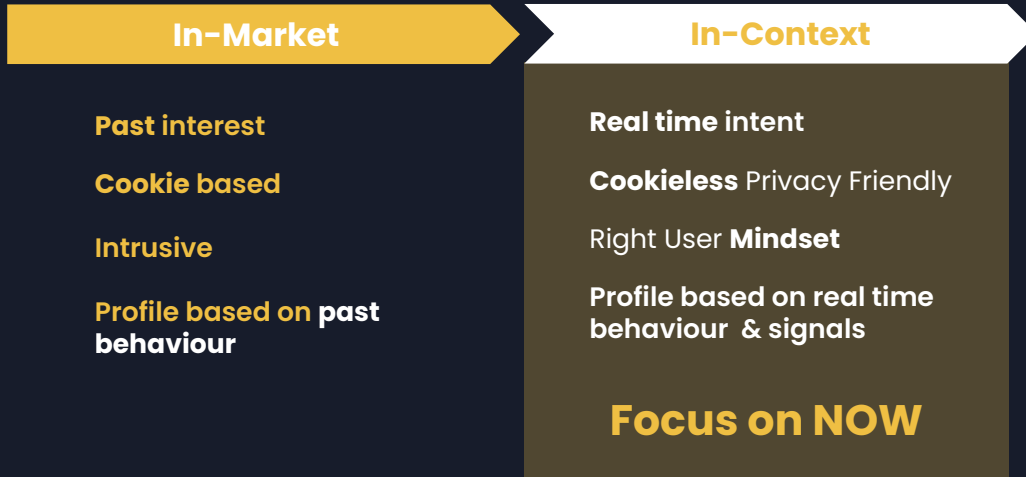
Custom
AI

1st Party
Data
lookalike



Moving from In-Market to **In-Context**

Using full transparent data to build the contextual-profile that predicts **immediate performance**.



Powering Cookieless signals

Our AI learns and optimizes by analyzing performance of your campaign at every stage of the delivery funnel.



Persona Profiling

Ability to create profiling by cookieless signals



Contextual Targeting

Create targeting by real time consumption patterns



AI Algorithms

Rely on LIZ to deliver your campaign

SITUATIONAL CONTEXT

TIME OF DAY - 11am
DAY OF WEEK - Saturday
MONTH - January
Post CODE - W140DX
WEATHER - 18°C, Clear Sky,
Precipitation: 0%
DEVICE - Iphone 13
SCREEN ORIENTATION - Horizontal
SCROLL SPEED - Slow scroller
CARRIER - 214-01
CONNECTION SPEED - 17.7

WEB-CONTEXT

Dakar 2023: Al Attiyah claims fifth career win, Loeb shines in second

Entity recognition	Sentiment analysis	Relevant keywords
DAKAR	POSITIVE	DAKAR

Nasser Al-Attiyah became a five-time winner of the Dakar Rally, cementing his status as the greatest driver in the history of the RACING OUTDOOR DAKAR ROUTES

Brand safe	Most frequent KW
TRUE	DRIVER COMPETITION

STAGES emphatic triumph in Saudi Arabia,

TEXT ANALYSIS

VISUAL ANALYSIS

object recognition:
CAR RACING

situation recognition:
OUTDOOR

First-Party Data Extension

Accurate Lookalike Modelling

Use contextual signals to safely expand your first-party data.

1

Build **lookalike** segments using IP via LIZ

2

Create new audience based on **Cookieless** signals

3

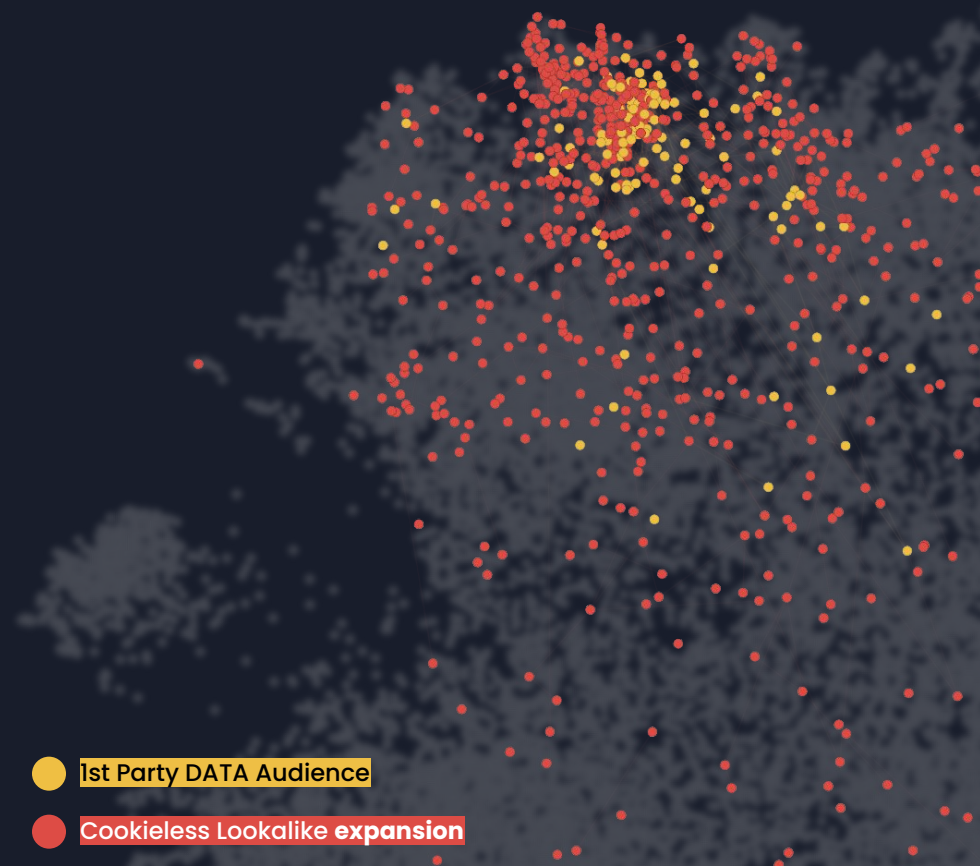
Target your audience without losing the **scale**



1st Party DATA Audience



Cookieless Lookalike expansion



Activation **phases**

01 · **Learning**

Activate your first party data and understand the TOP performing signals.

LIZ's technology to translate Tesco's IPD into contextual signals, helping to identify relevant contextual categories/ territories.

02 · **Cookieless Lookalike Expansion**

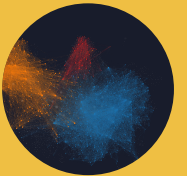
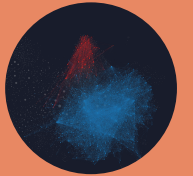
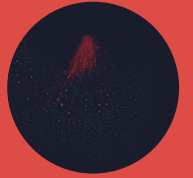
Impact new user with the cookieless Lookalike expansion and understand new territories to focus.

LIZ will have identified the best content categories/ territories and spend/ volume levels as a result will increase.

03 · **Knowledge acquisition**

Take advantage of machine learning to leverage your first-party data and gain scalability by repeating this process.

Campaign Learnings: performance, conclusions and recommendations for future campaigns.





BE RELEVANT

Unleash the
power of LIZ[®] 

SEEDTAG