

IAS Integral
Ad Science

d3con
THE FUTURE OF
DIGITAL ADVERTISING

Contextual Targeting: IAS' Beantwortung einer Gretchenfrage!



Speaker



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privacy first





CONTEXTUAL TARGETING

**Kontext ist in
aller Munde**

**How contextual targeting will
replace cookies in the privacy age**

VentureBeat

The Future of Targeting is Contextual

ExchangeWire

**State Privacy Laws Ignite The
Contextual Targeting Opportunity**



New Family Electric Car

Vertical Segments

Contextual Targeting

Automotive - Electric & Hybrid Cars

Automotive - Family Car

Insurance - Car Insurance

Other Segments

Contextual Targeting

Car Ownership

Car Enthusiasts

Financial - Family Bank Account

350+ Targeting Segments



Seasonal

- Back to school
- Olympics
- Superbowl
- Black Friday
- Christmas

Vertical

- Financial
- Entertainment
- CPG
- Pharma
- Retail

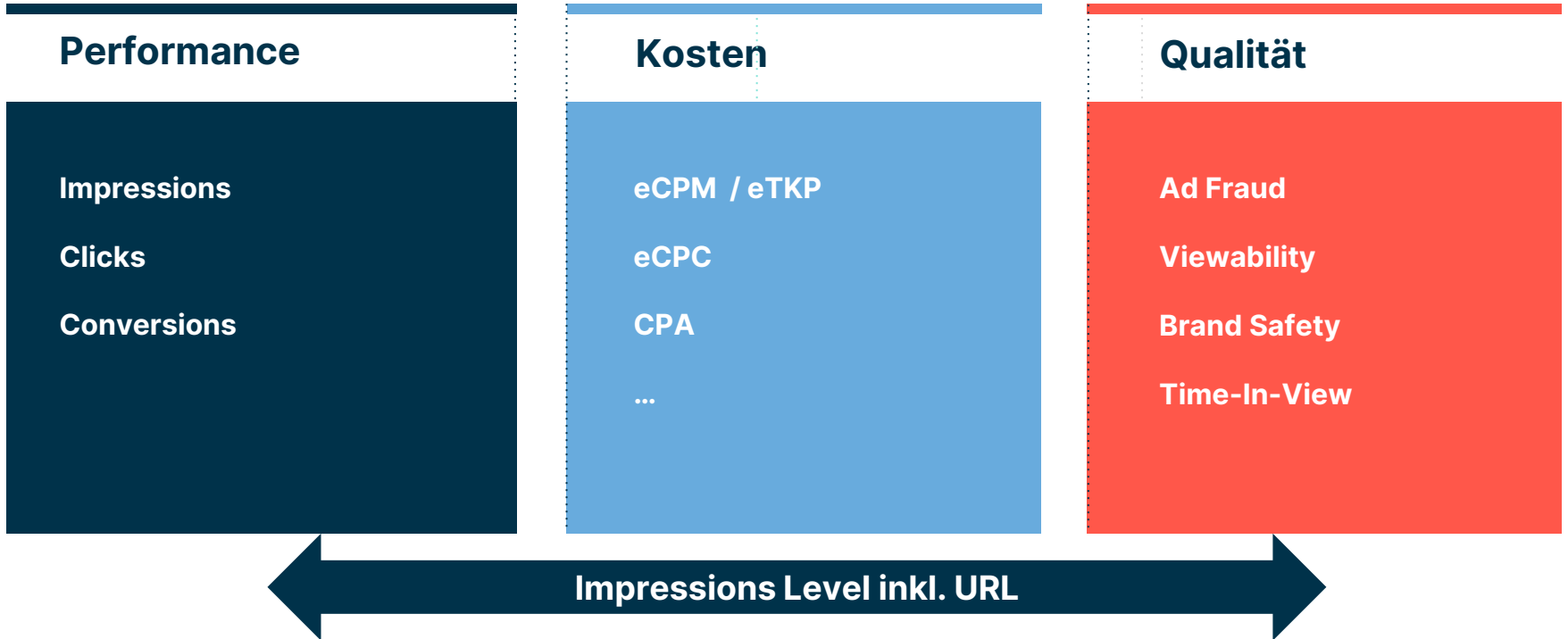
Topical

- Diversity Inclusion
- Positive Content
- Infectious diseases (positive or negative)
- Remote Working

Audience Proxy

- Small Business Owners
- Tech Enthusiasts
- Starting a Family
- Home Ownership

Welche Daten benötigen wir?



Quality & Performance Metrics

Brand X: xxx

	Key Metrics	Baseline Comparison
Impressions	445,104,044	
Viewability Rate	71.00%	99
Brand Safe Rate	98.92%	100
Valid Traffic Rate	99.89%	100
Quality Rate	70.37%	99
Conversion Rate	0.06%	72
CPM	\$2.46	93
qCPM	\$3.49	94
CPA	\$4.31	128

Verglichen mit anderen IAS Kunden
Qualität im Durchschnitt

Kosten eher unterdurchschnittlich,
allerdings Kosteneffizienz auch, da
Conversion Rate unterm
Durchschnitt

→ Mission: CT Segmente finden die
besser performen

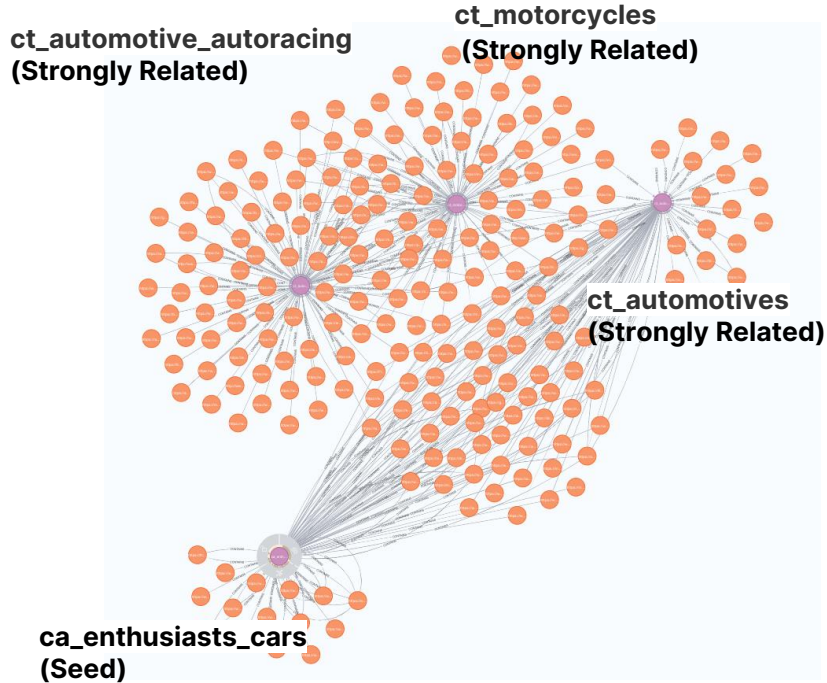
Contextual Analysis

ID	Contextual Segment	Impressions
1505109	ct_retail_artandentertainment	23,443,833
6644	ca_enthusiasts_sports_fans	15,231,260
1505112	ct_retail_food	14,548,682
1505061	ct_entertainment_sportsevents	12,964,978
8617	ct_movie_tv_enthusiasts	10,440,138
6643	ca_enthusiasts_cars	8,544,827
6647	ca_enthusiasts_tech	8,371,555
1505057	ct_entertainment_payperview_services	8,235,478

Performance Data for the Seed Segment	
Viewability Rate	64.6%
Brand Safe Rate	99.8%
Valid Traffic Rate	99.9%
Conversion Rate	0.042%
CPA	\$11.58

Source: IAS measured Brand X impressions matched with xxx logs

Contextual Relevance Analysis



Ranked list of related segments (similar segments that aren't a complete overlap):

ct_automotive_auto_repair_parts
ca_lifestages_buying_a_car
ct_automotive_autoracing
ct_luxury_items
ct_automotives
ct_motorcycles
ct_automotive_familycar
ct_automotive_luxurycar
ct_automotive_suv
ct_financial_loansandmortgages

Note: Contextual relevance strength quantified using Jaccard Similarity Coefficient.
To avoid high URL overlap, we filter out segments with Jaccard coefficients > 0.8.

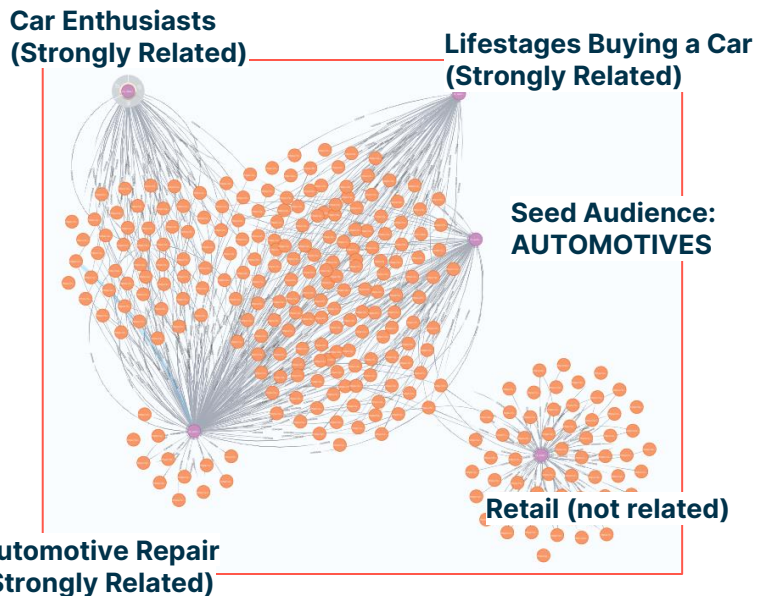
Quality and Performance Metrics by Segment

SEGMENT	ID	TOTAL_IMPS	QUALITY INDEX	PERFORMANCE INDEX	COST EFFICIENCY INDEX
ct_automotive_auto_repair_parts	6608	415,174	104	222	154
ca_lifestages_buying_a_car	6635	6,039,287	97	49	-
ct_automotive_autoracing	6910	896,903	103	157	168
ct_luxury_items	8351	4,099,906	103	112	124
ct_automotives	8527	12,870,572	101	109	111
ct_motorcycles	9532	762,724	101	112	136
ct_automotive_familycar	1505009	1,235,153	105	209	154
ct_automotive_luxurycar	1505022	776,847	103	187	156
ct_automotive_suv	1505032	933,584	105	245	161
ct_financial_loansandmortgages	1505074	6,259,682	97	51	-

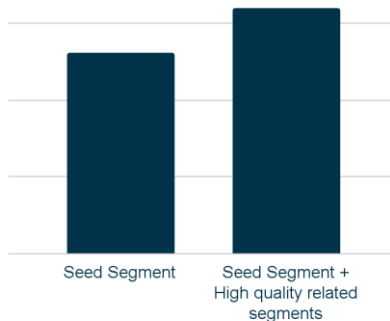
AUTO CASE STUDY:

Incremental Impact of Contextual Targeting Segments

The addition of high-quality related segments increased campaign scale and efficiency while driving campaign performance and ROI



Conversion Rate



+50% more impressions across 8x the inventory

+50% more conversions

-5% lower CPM

+8.5% improvement in ROI

Targeting Recommendation

Here is the list of all recommended segments, including the projected reach, and empirical estimates for media quality, performance and cost efficiency.

SEGMENT_ID	SEGMENT_NAME	QUALITY_RATE	QUALITY_INDEX	PERFORMANCE_INDEX	EFFICIENCY_INDEX
1505109	ct_retail_artandentertainment	84.04%	100	105	84
6643	ca_enthusiasts_cars	84.74%	100	126	100
8351	ct_luxury_items	85.13%	101	116	89
1505071	ct_financial_bankaccountbusiness	81.78%	97	109	81
1505072	ct_financial_bankaccountfamily	83.87%	99	107	84
1505044	ct_cpg_consumerelectronics_apple_iphone	86.86%	103	124	86
1505009	ct_automotive_familycar	88.69%	105	219	70
1505075	ct_financial_personal_familyinvestments	80.35%	95	94	84
1505022	ct_automotive_luxurycar	88.15%	104	137	90
6616	ct_logistics	87.27%	103	156	89
6620	ct_logistics_roadcargo	87.45%	104	167	84
1505040	ct_cpg_consumerelectronics_smartphonetablet	87.34%	103	119	89
1505070	ct_financial_bankaccount	81.32%	96	99	99
6606	ct_automotive_commercial_trucks	88.52%	105	178	67
1505087	ct_gambling_onlinebetting	84.20%	100	171	53
1505088	ct_gambling_onlinegambling	84.07%	100	175	52
6634	ca_lifestages_starting_a_new_job	84.30%	100	108	89
1505073	ct_financial_creditcards	86.28%	102	152	69

Projected Reach

143MM

Quality Rate

84.55%

Quality Index

100

Performance Index

121

Efficiency Index

88

Contextual analysis for **effective performance optimization**

High performing, quality segments	Impression Volume	Quality Index	Performance Index	Efficiency Index
Fashion - Luxury	672,254	99	144	132
Retail - Fashion	5,792,546	100	100	101
Retail - Pharmaceuticals	734,423	102	157	134
Beach Fashion/Swimwear	487,713	100	130	144
New York Fashion Week	5,408,056	100	104	114

Custom curated targeting segments, that deliver maximum quality & efficiency!

The index indicates how each segment compares with the average of all the contextually relevant segments. Above 100 means higher than avg, below 100 means lower than average.

Fragen?

DANKE, d3con!

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