Engage Programmatic Day



Next Generation Brand Growth Platform

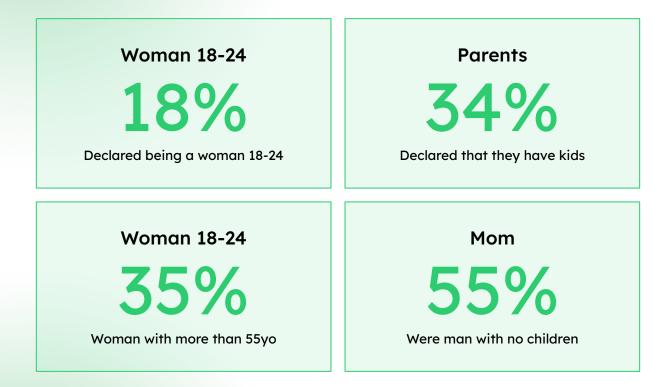


From Data Flows to Data Drips



Contextual Advertising

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Source: Adlook online study, 09/2024; 1 323 surveys filled & collected. Control question to remove users answering randomly

First: find users with purchase intent

| AUTOMOTIVE | TRAVEL | | |
|--|---|-------------------------|-------------------------|
| Are you planning to buy a car in the next 12 months? | When is your next touristic travel likely to happen? | | |
| Possible answers: Yes / Maybe / No | Possible answers: In the next 6 months / Less than 6 months / Less than 3 months / None of the above | | |
| +136% | +38%* | +99%* | +49%* |
| users answered "Yes" with contextual targeting vs control group | "In the next 12 months" | "Less than 6 months" | "Less than 3 months" |

Source: Adlook online study, 09/2024; 1 323 surveys filled & collected. Control question to remove users answering randomly

What a simple, keyword based **context** engine sees:

AUTOMOTIVE CONTEXT

good for targeting people interested in cars & SUVs

CÎNCh Find a car v Part exchange v Car finance v Car care v How cinch works v My Profile (2)

Home / Guides / Choosing a car / The best summer road trip car for large families

The best cars for a family road trip

Your summer road trip with the family can run even smoother if you're in the right car - here's a rundown of our top picks.



Getting on the road with your family can sometimes feel a bit of a hassle - there's a lot to pack and a lot of people to please.

However, if you're prepared, then a <u>road trip</u> with your whole family can be a lot of fun - and part of that comes from having the right car for the job.

Whether you've got a <u>small football team to squeeze in the back seats</u>, favour electric power, or feel like treating your family to something properly luxurious, there will be an ideal family car to accompany you on your next road trip. What a robust, LLM-based **content** engine sees:



also good for reaching travelling families!

Second: users love it!



of consumers value Contextual reference 82%

of consumers prefer ads that demonstrate accurate contextual 65%

of consumers values favorably brands the are in context

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Third: Contextual protect the brand

74%

More probability of gaining market share for Ads in News context

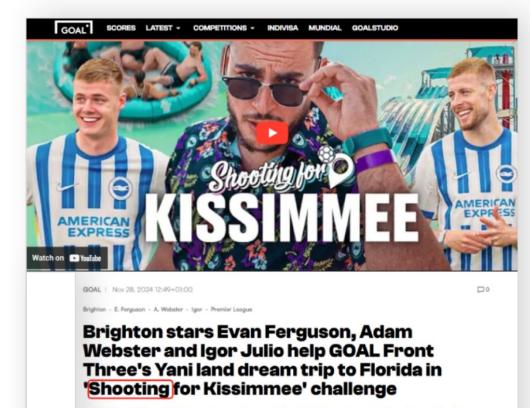
58%

More probability of be more profitable

Source: Adlook online study, 09/2024; 1 323 surveys filled & collected. Control question to remove users answering randomly



Contextual Advertising Powered by AI



GOAL Front Three's Yani got to experience all that Kissimmee has to offer after a trio of Brighton players used their shooting skills to help him

Multi-Layer Brand Safety Mechanism

Brand Safety

Brand Suitability

Brand Responsibility



>99% GIVT & SIVT reduction

Adlook

Contra Alexandra

A new era

Thank you!



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