

Engage Programmatic Day

Adlock

Next Generation
Brand Growth Platform



From Data Flows to Data Drips

Contextual Advertising

Woman 18-24

18%

Declared being a woman 18-24

Parents

34%

Declared that they have kids

Woman 18-24

35%

Woman with more than 55yo

Mom

55%

Were man with no children

First: find users with purchase intent

AUTOMOTIVE

Are you planning to buy a car in the next 12 months?

Possible answers: Yes / Maybe / No

+136%*

users answered **“Yes”** with contextual targeting vs control group

TRAVEL

When is your next touristic travel likely to happen?

Possible answers: In the next 6 months / Less than 6 months / Less than 3 months / None of the above

+38%*

“In the next 12 months”

+99%*

“Less than 6 months”

+49%*

“Less than 3 months”

What a simple,
keyword based
context engine sees:

**AUTOMOTIVE
CONTEXT**




good for targeting people
interested in cars & SUVs

cinch Find a car Part exchange Car finance Car care How cinch works My Profile

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 [road trip](#) 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 [small football team to squeeze in the back seats](#), 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:

**CONTENT FOR
ADVENTUROUS
FAMILIES**



also good for reaching
travelling families!

Second: users love it!

72%

of consumers value
Contextual reference

82%

of consumers prefer
ads that demonstrate
accurate contextual

65%

of consumers values
favorably brands the
are in context

Third: Contextual protect the brand


74%

More probability of
gaining market share for
Ads in News context

58%


More probability of be
more profitable

Contextual Advertising Powered by AI



The video player shows three Brighton players in their blue and white kits. The central player is wearing sunglasses and a floral shirt, holding a soccer ball. The text 'Shooting for KISSIMMEE' is overlaid on the image. A red play button is in the center. The background shows a water park setting with a slide and people in a pool.

GOAL | SCORES LATEST - COMPETITIONS - INDIVISA MUNDIAL GOALSTUDIO

Watch on  YouTube

GOAL | Nov 28, 2024 12:49+01:00 0

Brighton - E. Ferguson - A. Webster - Igor - Premier League

Brighton stars Evan Ferguson, Adam Webster and Igor Julio help GOAL Front Three's Yani land dream trip to Florida in 'Shooting for Kissimmee' challenge

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

A new era



Thank you!

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