# Engage Programmatic Day



Next Generation Brand Growth Platform

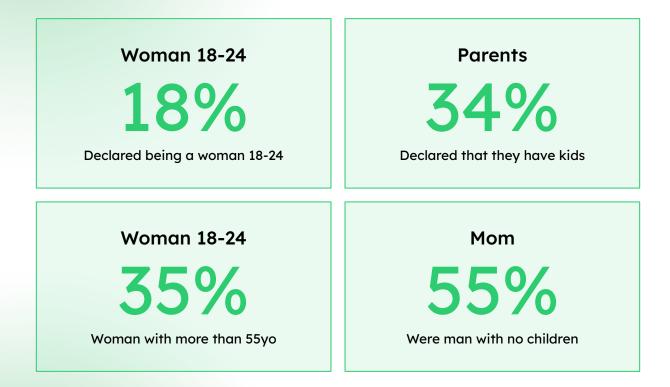


# From Data Flows to Data Drips



# **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 <b>"Yes"</b> 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

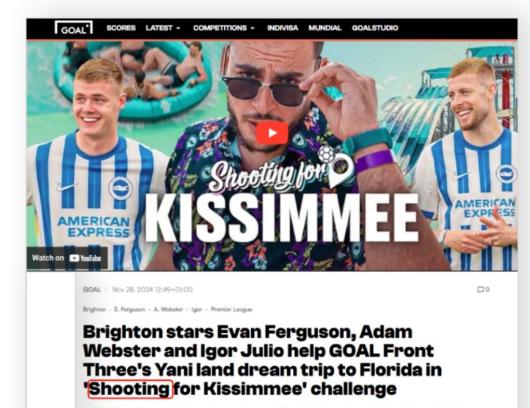
### 58%

More probability of be more profitable

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## 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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