

centro[®] **INSTITUTE**

Thanks for joining, we'll begin shortly.



**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

Over \$2BN+ digital media spend via Basis

700+ Centrons in **41** offices

Innovators in ad technology

Commitment to education



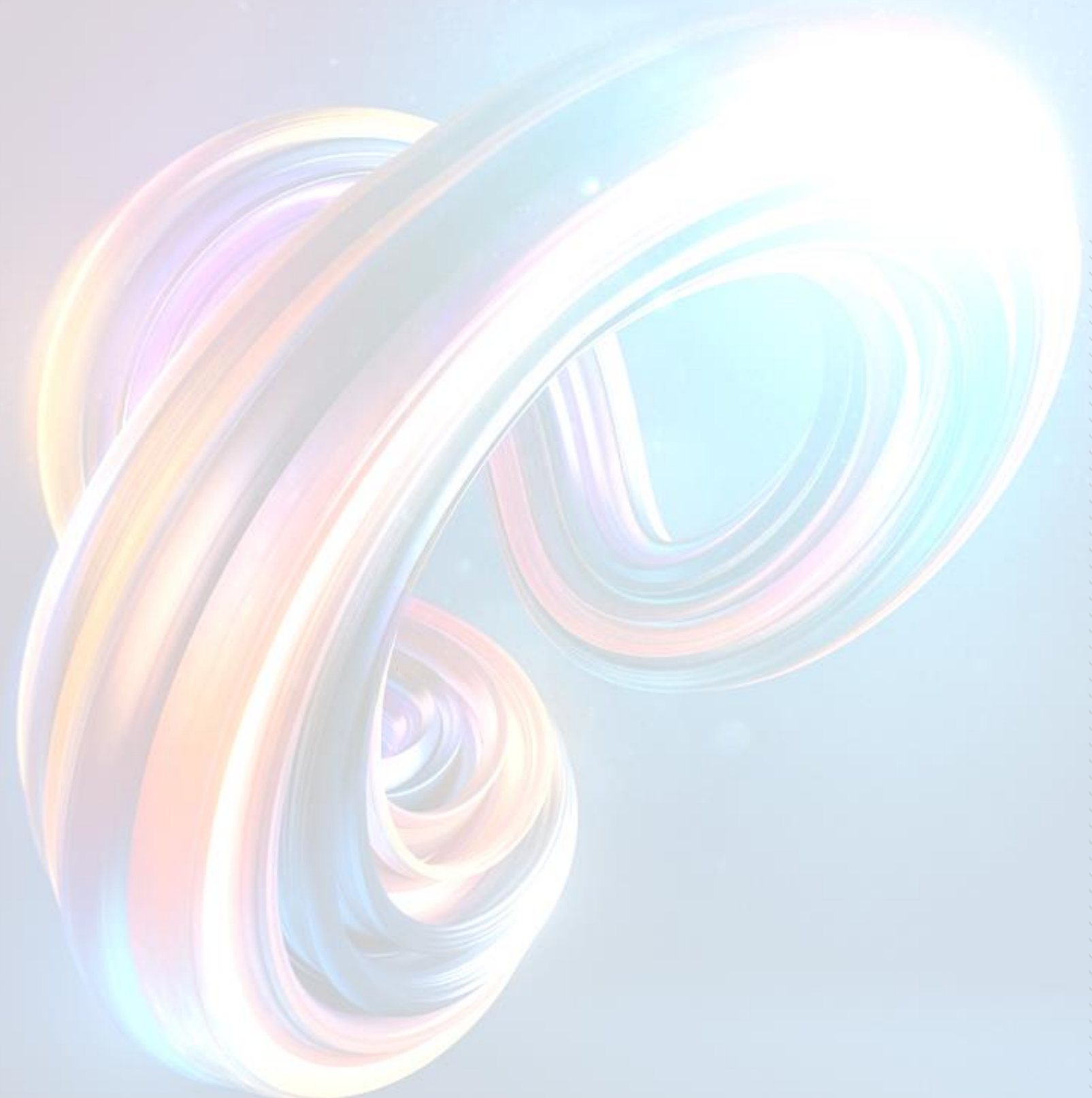
Mario Diez
CEO, PEER³⁹

centro
WEBINAR

THE FUTURE OF TARGETING

Contextual, Semantic and Cookies

Mario Diez, CEO, PEER39 



WHY WE'RE HERE TODAY

To talk about:

- The current state of the targeting market
- What the future holds
- What you can do now

You'll learn:

- The role that semantic and contextual technologies can play
- How to rethink current targeting tactics
- Practical steps you can take

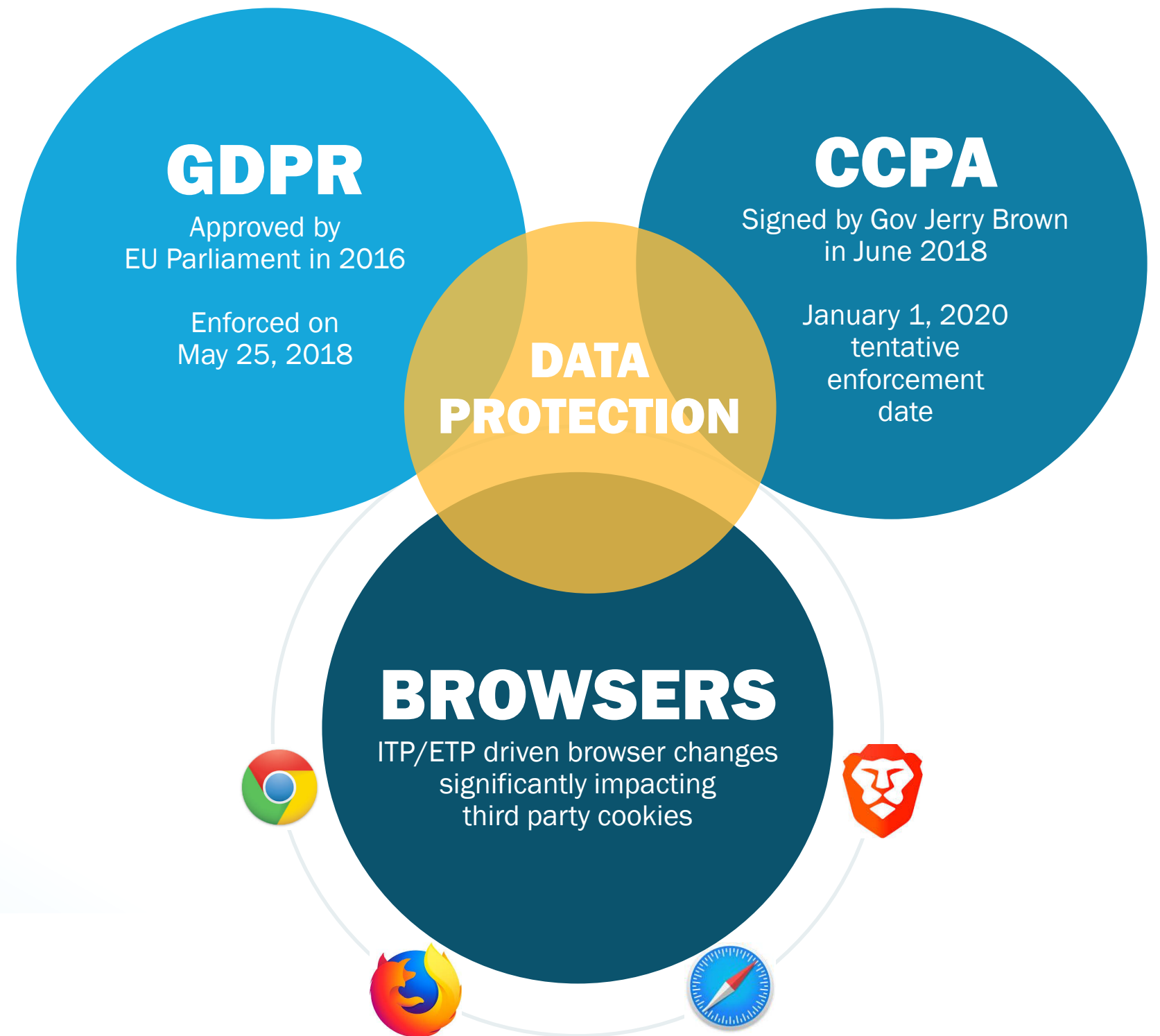


CURRENT STATE

WHAT'S DRIVING THE CHANGE

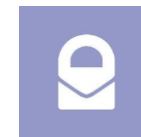
SIGNIFICANT MARKET DRIVERS

Dramatic changes
to sentiment and
awareness of data usage



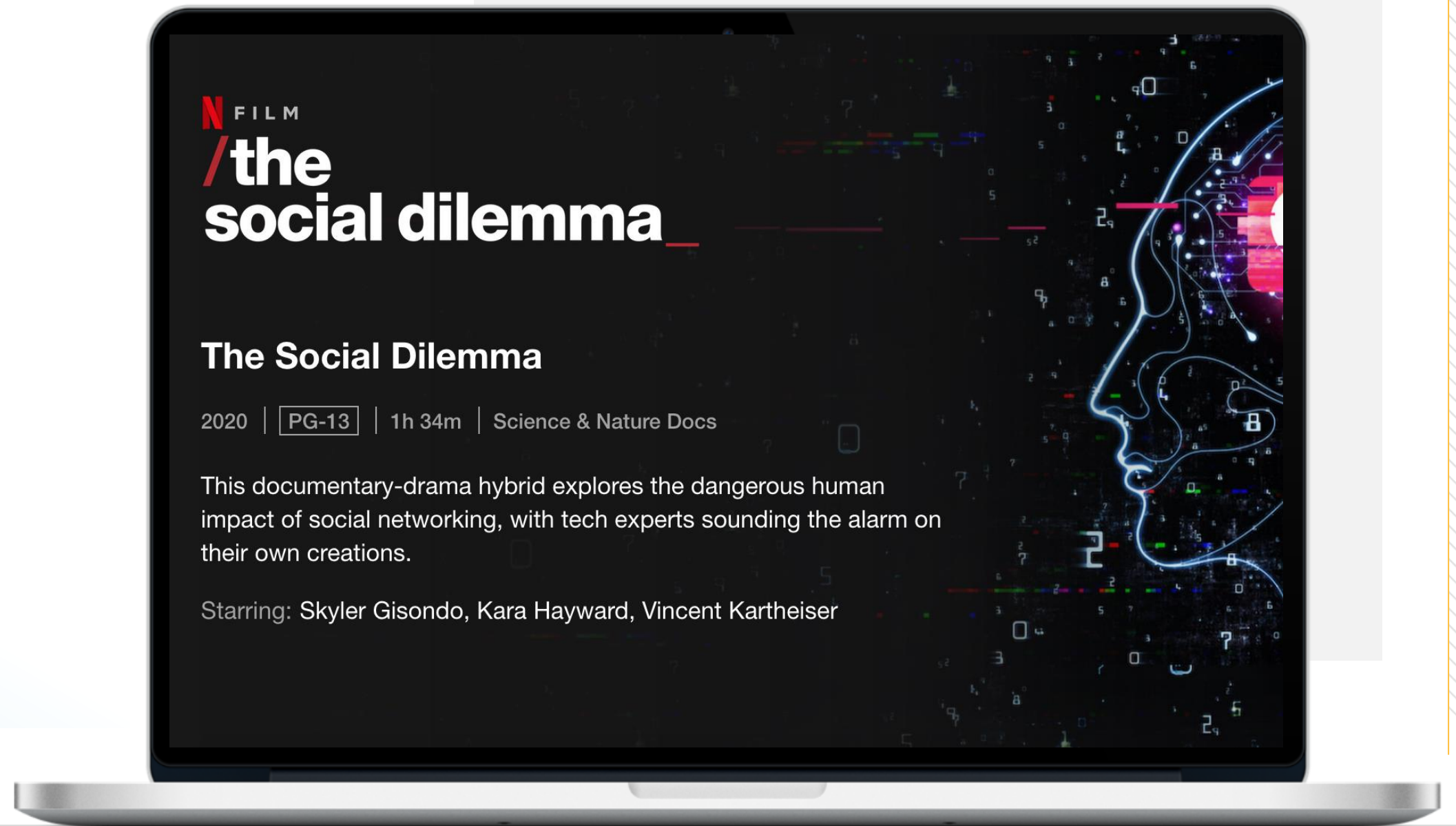


PRIVACY CENTRIC PRODUCTS



Consumers are now initiated...

**...AND
BECOMING
MORE AND
MORE
EDUCATED.**



WE ARE ALREADY STARTING TO SEE IMPACT

- + **3rd Party Audience Pools**
Scale is decreasing and prices are increasing
- + **Cookie Targeting Tactics Under Pressure**
Staples like retargeting and behavioral shrinking
- + **Walled Garden Pricing and Sensitivity**
Increase pricing and brand suitability concerns

THREE MAJOR TRENDS

TARGETING

How will my data strategy for targeting need to adapt?

SUITABILITY

Is my brand authentic and what content is suitable?

COMPLIANCE

Do my data strategies and partners align with our coming privacy standards?



PREPPING FOR THE NEW WORLD

MAIN AREAS BUYERS ARE INVESTING IN

Future proofing your data strategy...



1st Party
Onboarding

MAIN AREAS BUYERS ARE INVESTING IN

Future proofing your data strategy...



1st Party
Onboarding



Direct Publishers,
Platforms
& Enrichment

MAIN AREAS BUYERS ARE INVESTING IN

Future proofing your data strategy...



1st Party
Onboarding



Direct Publishers,
Platforms
& Enrichment



Performance
& Prospecting

MAIN AREAS BUYERS ARE INVESTING IN

Future proofing your data strategy...



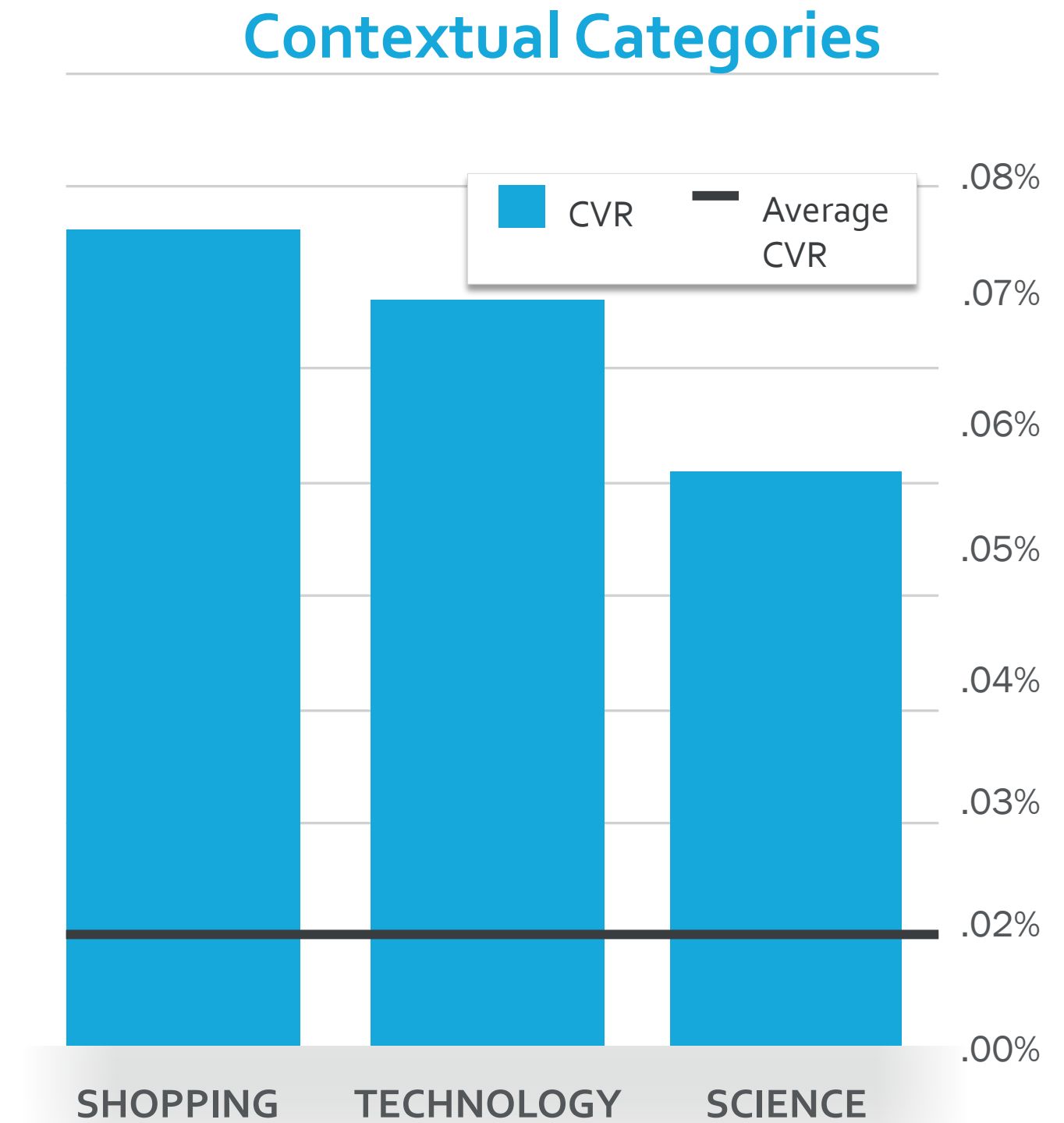
CONTEXT MATTERS

& Enrichment

Performance
& Prospecting

THE RIGHT CONTEXT CAN DRIVE MEANINGFUL PERFORMANCE

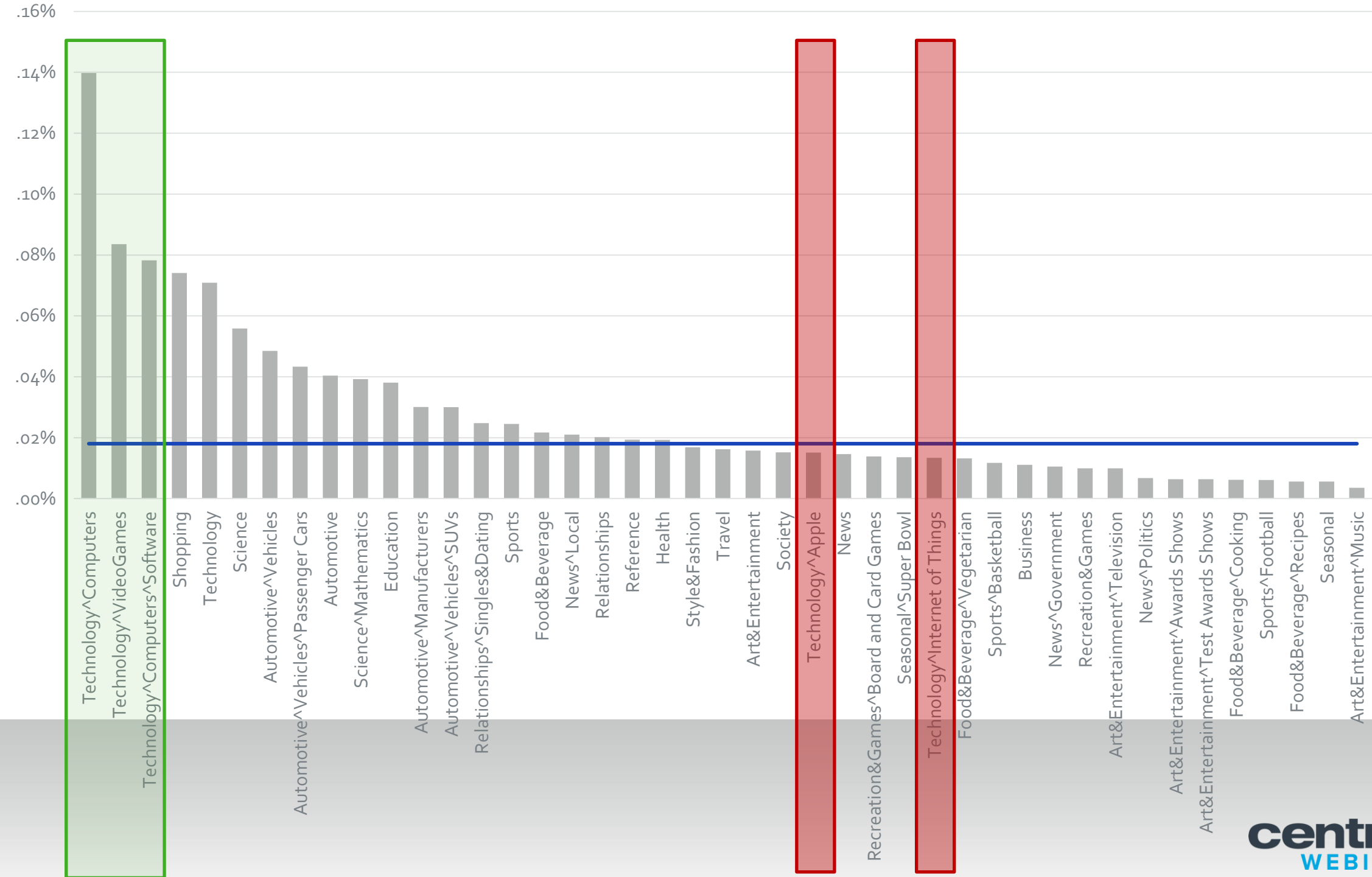
Recent case study research
identified dramatic lift in
performance with correct
contextual signals



GOING BEYOND TOP-LEVEL CATEGORIES WILL REFINE PERFORMANCE FURTHER

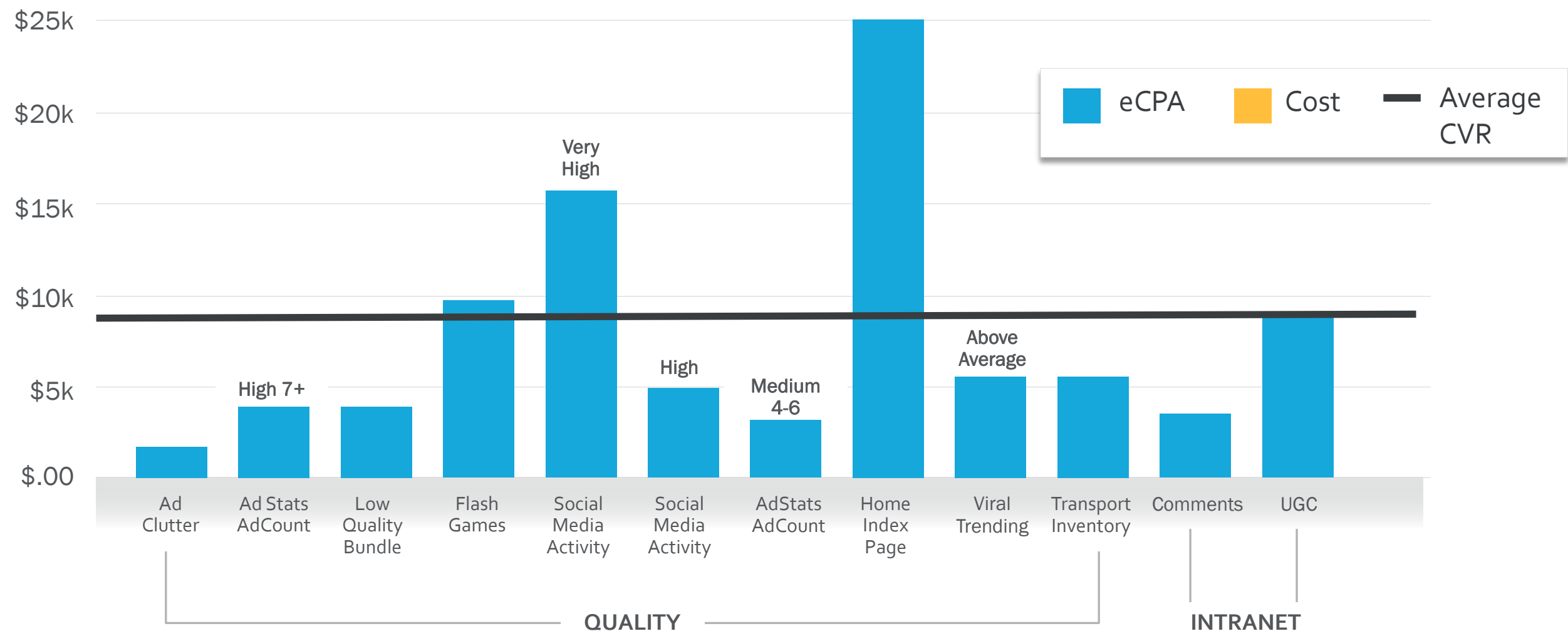
■ CVR — Average CVR

Found that sub-level categories insight of technology pinpointed what works as well as what doesn't.



DON'T FORGET ABOUT THE QUALITY OF AD ENVIRONMENT

Context of the environment (page signals) proved to **reduce eCPA over 50%** while also alerting to negative performing segments



WHY WILL CONTEXTUAL PLAY AN IMPORTANT ROLE?



DETERMINISTIC

Context is a stable data assets that does not change

SCALE

100's of millions of pages are created every day

COMPLIANT

100% supportive for compliance data strategies

CUSTOMIZABLE

Match the moment of the reader at scale



CONTEXTUAL

**WHAT IS IT AND
WHERE'S IT GOING?**

TO UNDERSTAND CONTEXTUAL...

context vs.

key word vs.

key word noun

 Save Word

Definition of *key word*

: a word that is a key: such as

- a** usually **keyword** \ 'kē-wərd \ : a significant word from a title or document used especially as an index to content
- b** : a word exemplifying the meaning or value of a letter or symbol

context noun

 Save Word

con·text | \ 'kän-tekst \

Definition of *context*

- 1** : the parts of a discourse that surround a word or passage and call for its meaning
- 2** : the interrelated conditions in which something exists or occurs : ENVIRONMENT, SETTING
// the historical *context* of the war

semantics

semantics noun, plural in form but singular or plural in construction

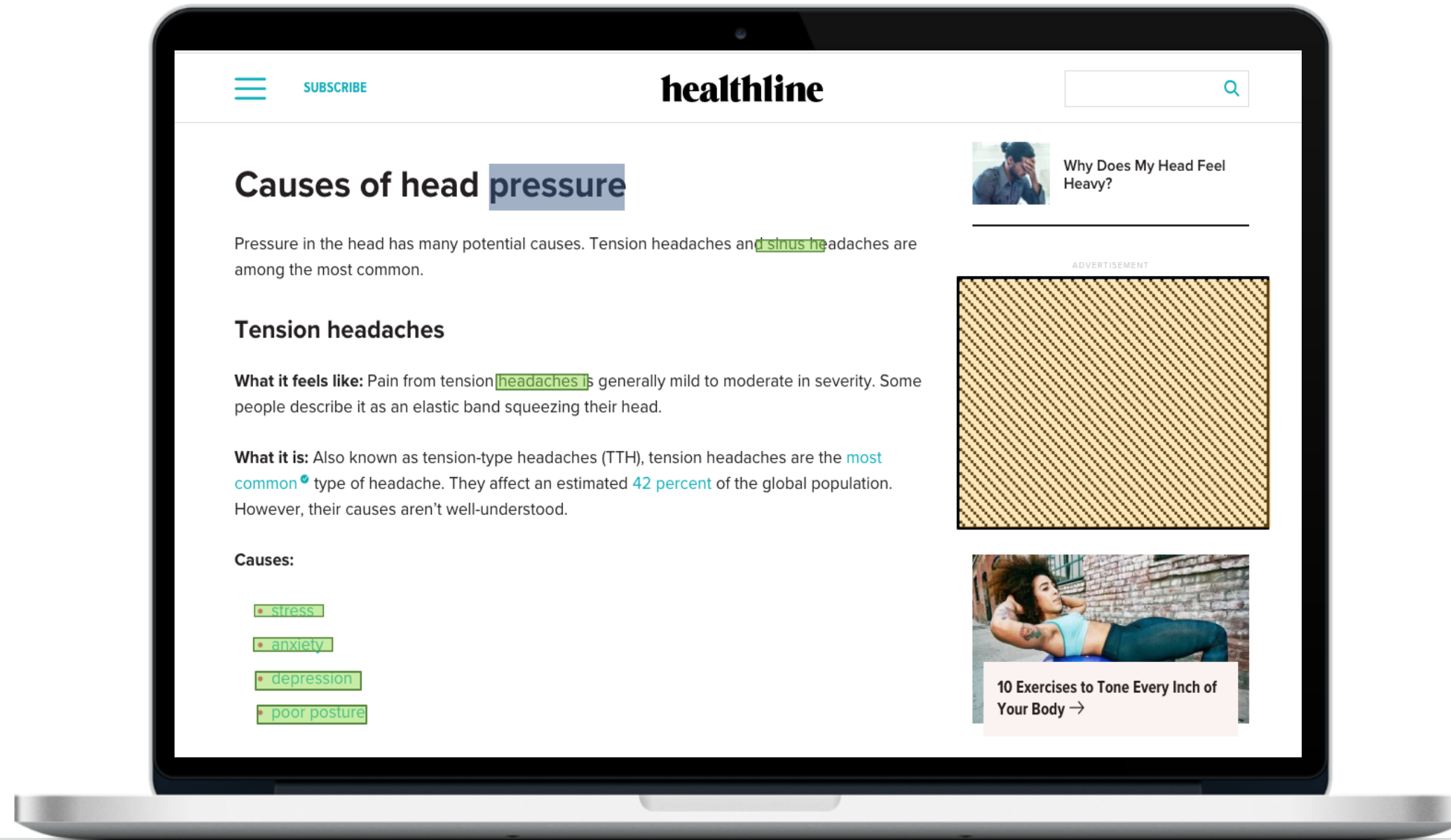
 Save Word

se-man-tics | \ si-'man-tiks \

Definition of *semantics*


- 1** : the study of meanings:
 - a** : the historical and psychological study and the classification of changes in the signification of words or forms viewed as factors in linguistic development
 - b** **(1)** : SEMIOTICS
(2) : a branch of semiotics dealing with the relations between signs and what they refer to and including theories of denotation, extension, naming, and truth
- 2** : GENERAL SEMANTICS
- 3** **a** : the meaning or relationship of meanings of a sign or set of signs
especially : connotative meaning
b : the language used (as in advertising or political propaganda) to achieve a desired effect on an audience especially through the use of words with novel or dual meanings

HOW CRITICAL SEMANTICS ARE...



Semantic Analysis

Health : Conditions & Diseases



Repatha[®]
(evolocumab) injection 140 mg/mL


Your patients are counting on you ►

From a pool of the 52-week trial and seven 12-week trials: Local injection site reactions occurred in 3.2% and 3.0% of Repatha[®]-treated and placebo-treated patients, respectively. The

[See Full Prescribing Information ►](#)

Keyword Targeting

pressure



MICHELIN

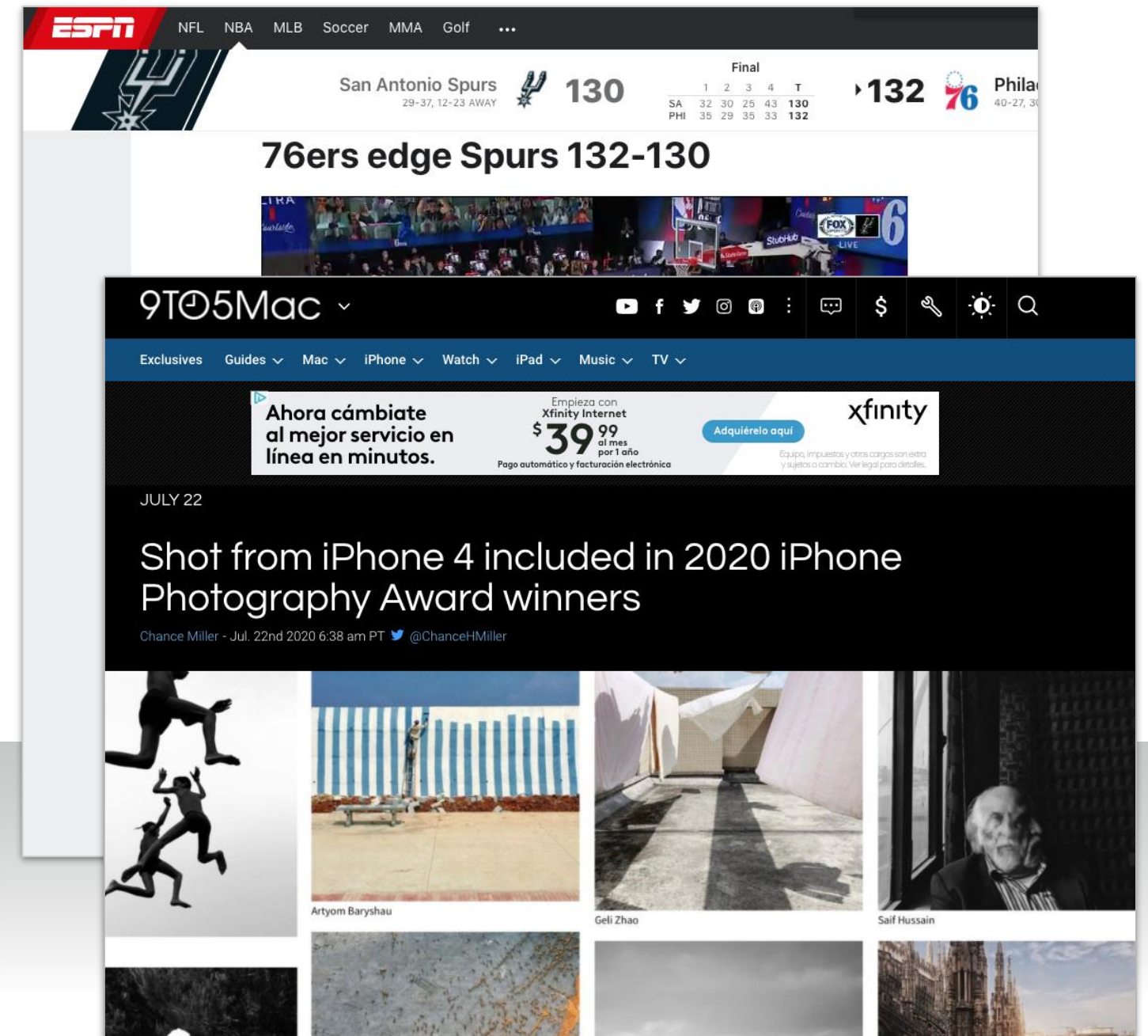
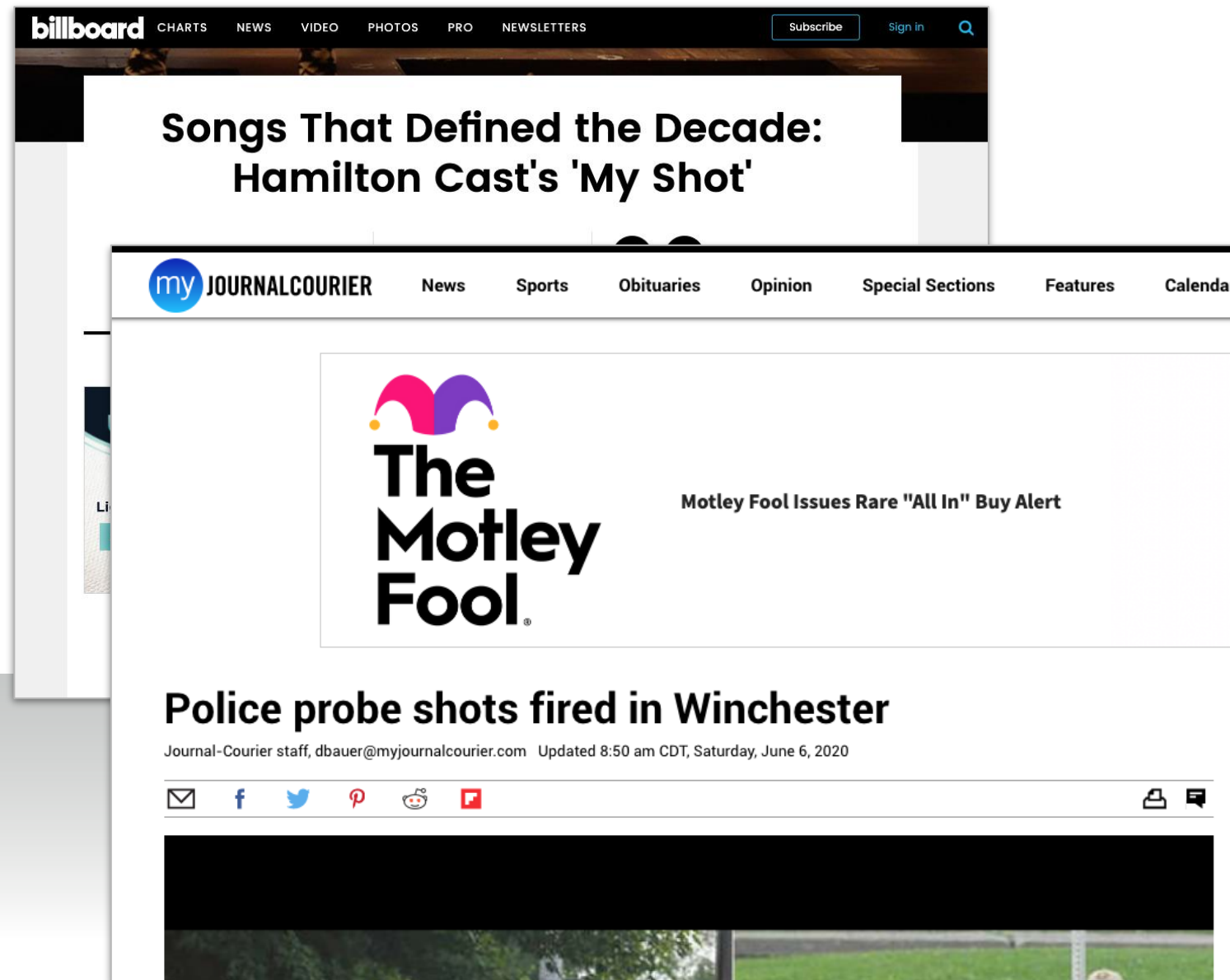
MICHELIN TYRES

FOR THOSE WHO DRIVE THE CHANGE

[READ MORE](#)

ONE WORD

Four completely different environments



WHY IT REALLY MATTERED THIS YEAR

The Pantry Meals Real People Are Cooking Right Now

OLIVIA HARRISON
LAST UPDATED MARCH 20, 2020, 2:30 PM


  



PHOTOGRAPHED BY ALEXANDRA GAVILLET.

As coronavirus continues to spread, many are making the smart decision to [practice social distancing](#) and stay at home. That means we're skipping the weekend brunches and after-work happy hours with friends — many bars and restaurants are [cancelling or limiting service](#) anyway — and instead opting to cook our own meals using ingredients we have on hand. Of course, having to cook every single meal comes with the extra challenge of finding creative recipes that call for mostly [pantry staples](#), which we all dutifully stocked up on what feels like ages ago. That can be especially difficult after the first week or so of being stuck at home, so we rounded up the pantry meals that [real home cooks](#) are making right now.

Read on for dish ideas that [self-quarantined people](#) all over the country are actually cooking up in their kitchens during the [coronavirus pandemic](#) that's happening right now. With a few additional ingredients and substitutions, these recipes will keep you satisfied for a while.

   Popular Latest Sign In

The Atlantic

IDEAS

The Coronavirus Is Creating a Huge, Stressful Experiment in Working From Home

Even before the pandemic struck, remote work was accelerating in the U.S. But the next few months will be a very strange test of our white-collar future.

MARCH 13, 2020

 **Derek Thompson**
Staff writer at *The Atlantic*



RUBY AITKEN

MORE BY DEREK THOMPSON

'Do More—Fast. Don't Wait.'

DEREK THOMPSON

Denmark's Idea Could Help the World Avoid a Great Depression

DEREK THOMPSON

The Coronavirus Will Be a Catastrophe for the Poor

DEREK THOMPSON

Coronavirus in NY: More hospitals forcing women to give birth alone

By Bruce Golding March 24, 2020 | 12:19pm



EPA

Sign up for our [special edition newsletter](#) to get a daily update on the coronavirus pandemic.

MORE ON: CORONAVIRUS IN NY

The Mount Sinai Health System on Tuesday began banning visitors to its maternity and postpartum units in a bid to [prevent the spread](#) of the deadly coronavirus.

Keyword Blocklist



About Coronavirus



Semantic Negative Coronavirus















NEARLY 50% OF COVID CONTENT UNLOCKED

At its height, global traffic for corona related content was 1 in 5 impressions.

Nearly half of that was suitable content

20.3%

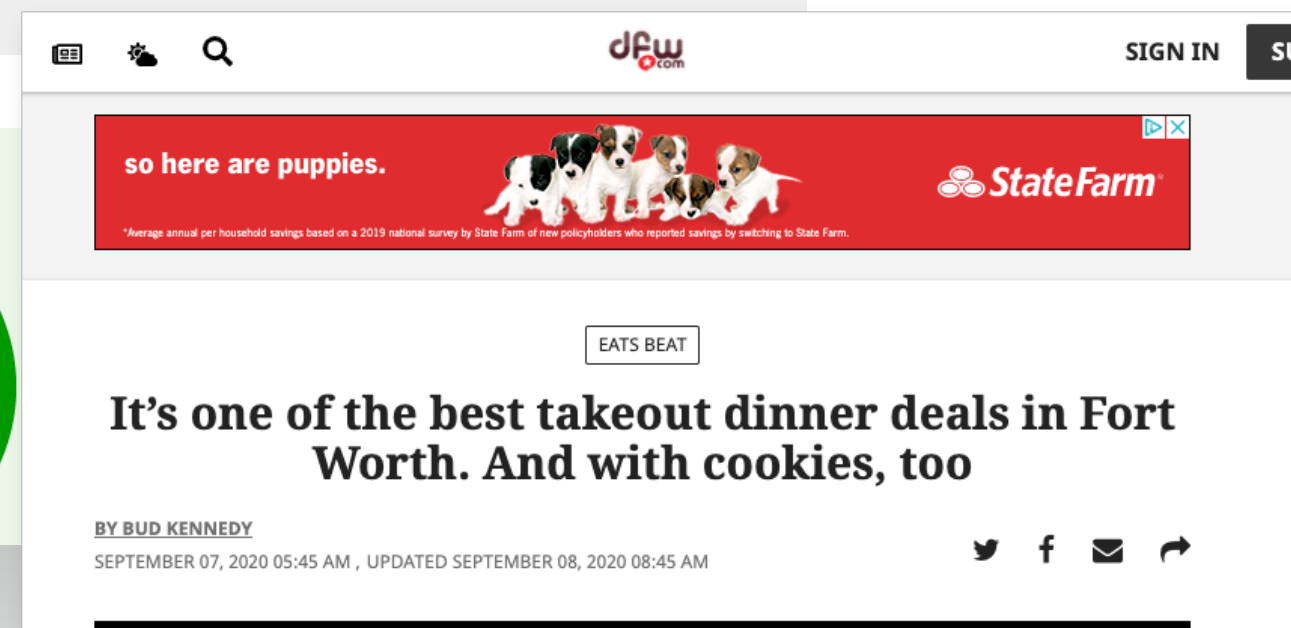
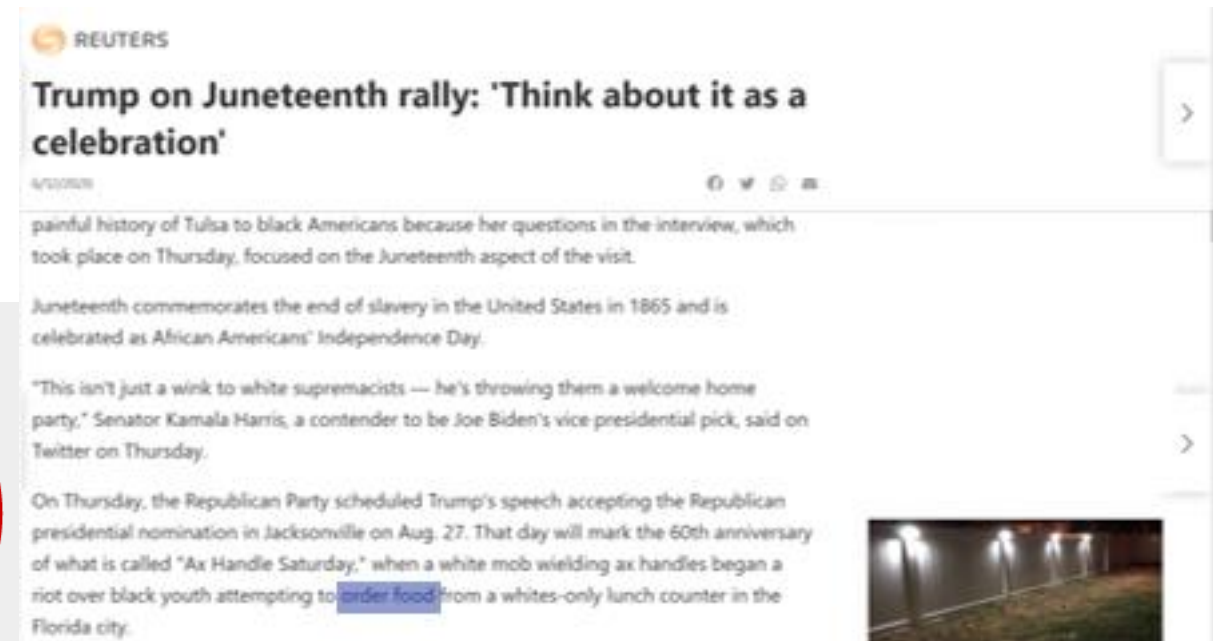
of all global traffic classified having Coronavirus on the page

Only **11.7%**
classified as being
negative Coronavirus

THE TAKE-OUT SITUATION

Restaurant launching curb-side

Keywords by themselves
often can be taken
out of context...



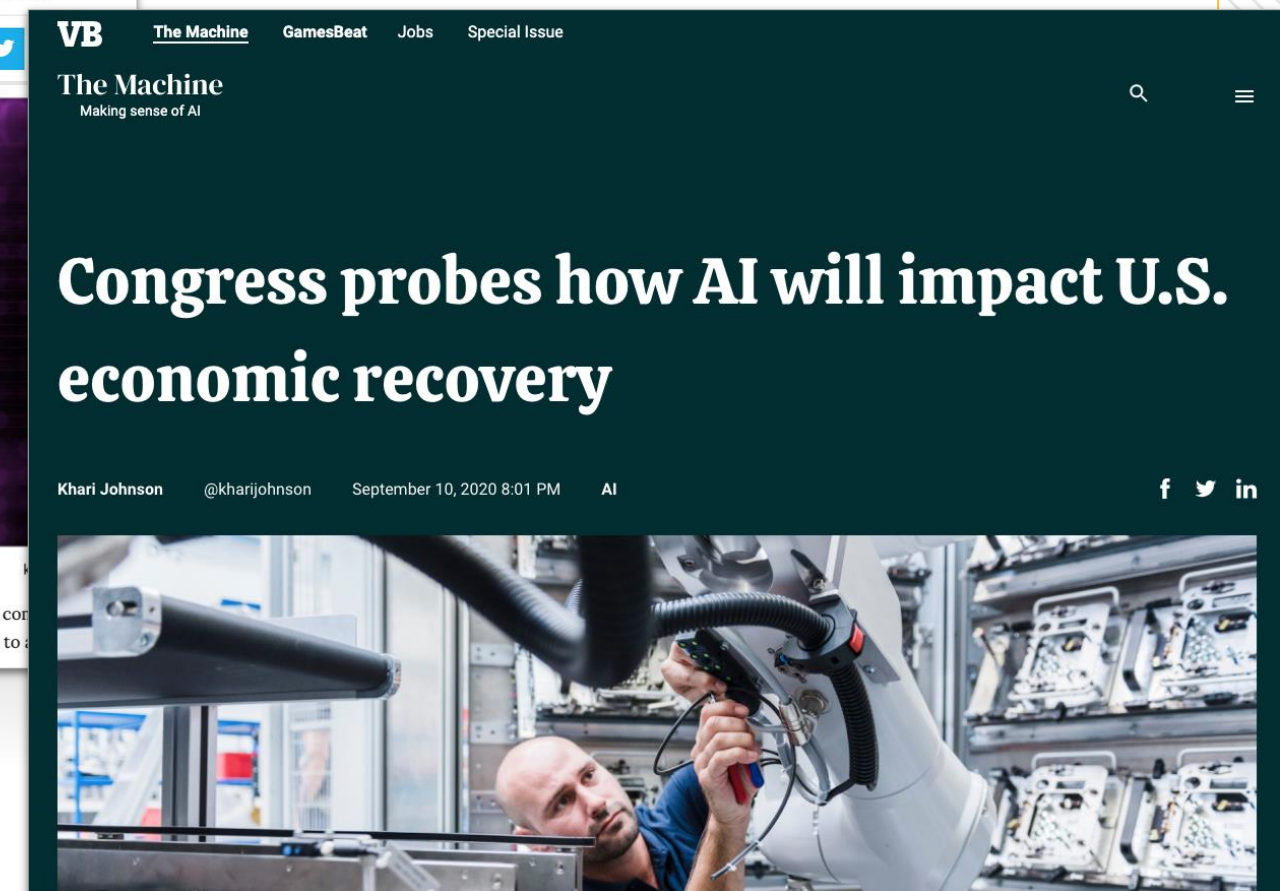
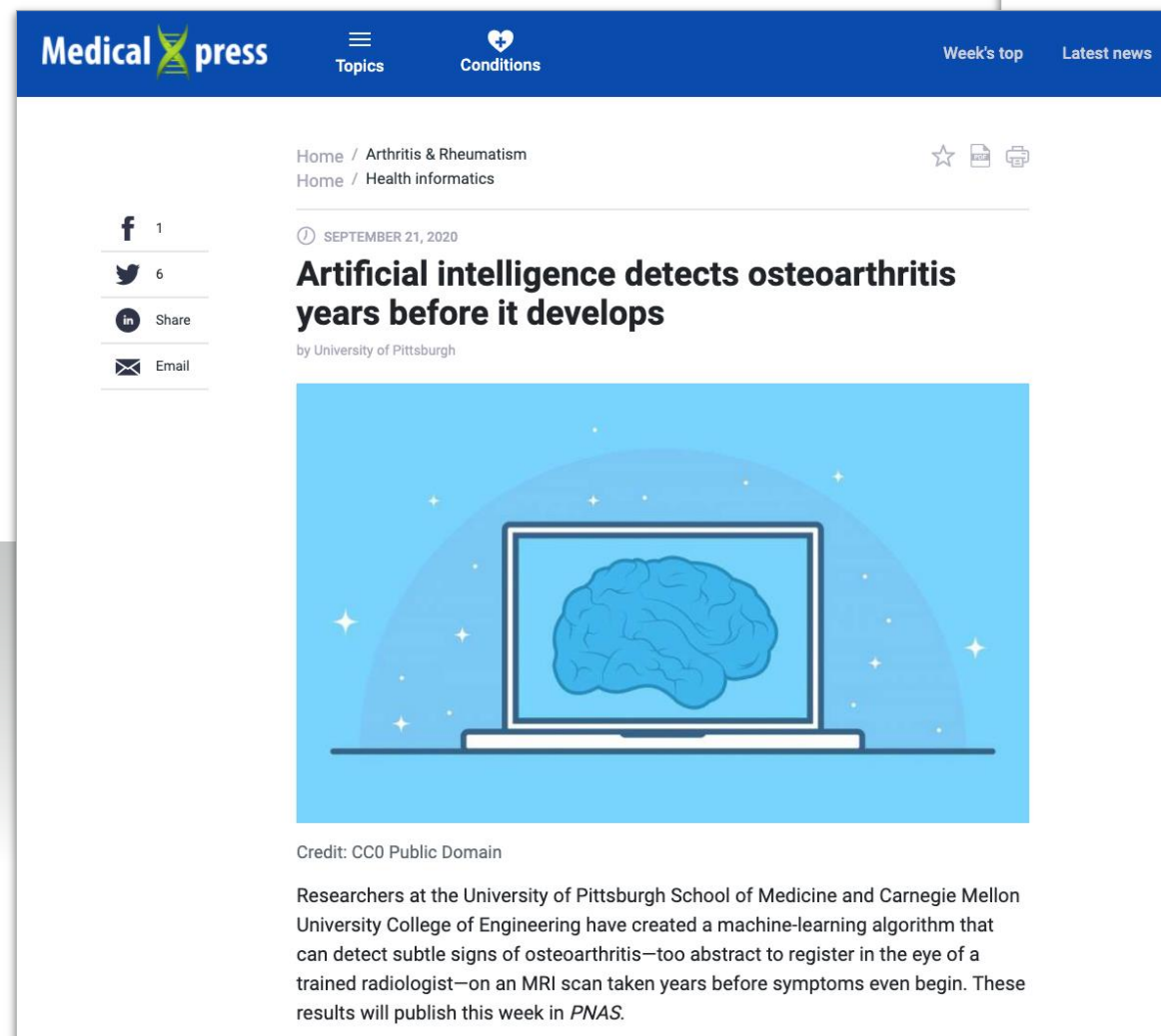
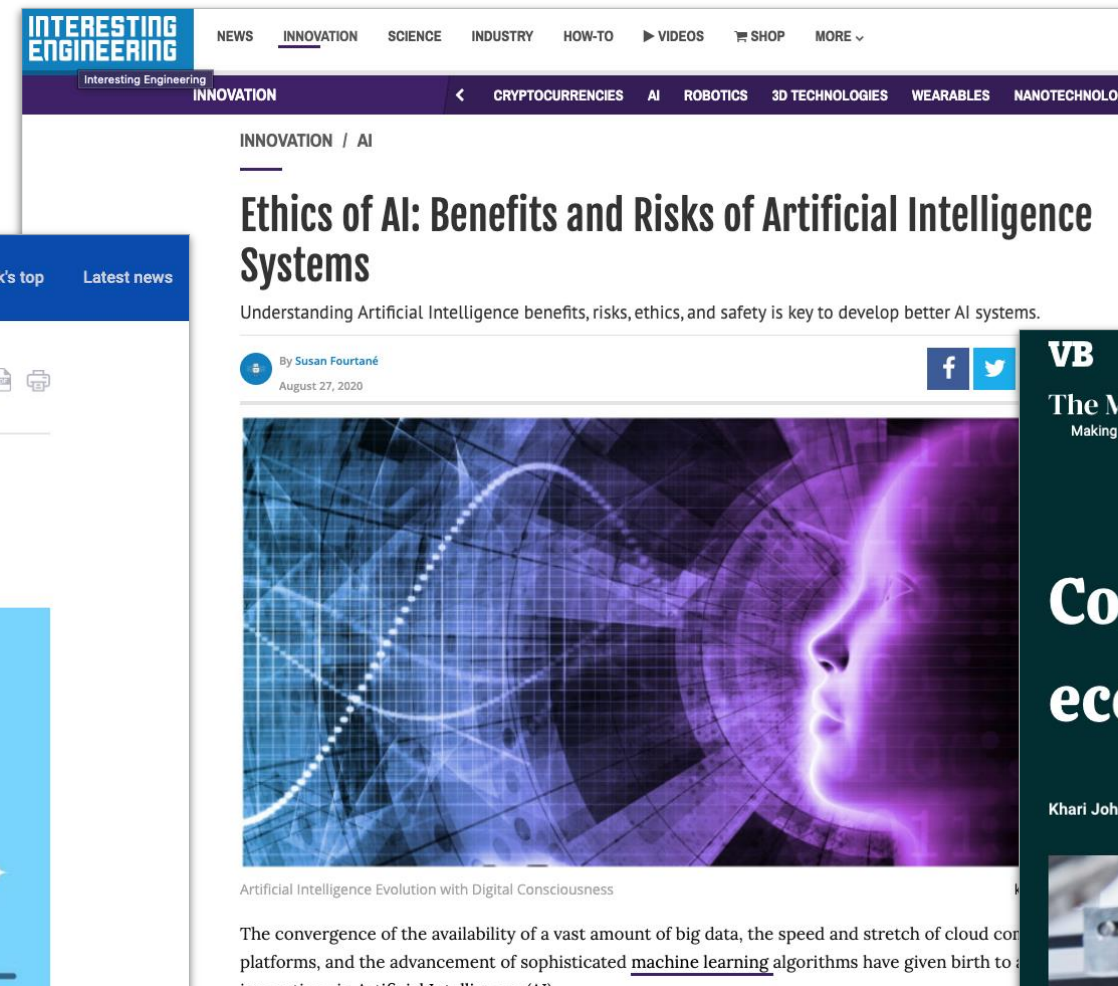
ADVANCES IN CONTEXTUAL - SENTIMENT

The conversation around A.I. has many different tones...

Mixed

Positive

Negative



EMERGING SOLUTIONS

We're in the 1st inning of a broadening of cookie-free market.

- + **Alternative contextual**

Emotional context, journalistic quality, social sensing

- + **CTV**

Solving for content, channel and fragmentation

- + **Mobile signals and quality**

Advancements to supplement for iOS14 changes

- + **Planning and Performance**

Expanded use cases for contextual intelligence



NO SILVER BULLET

HOW TO GET STARTED

Framework to add
contextual intelligence

What environment
will matter for this
campaign?



Environment

HOW TO GET STARTED

Framework to add
contextual intelligence

What environment
will matter for this
campaign?

What moments will the
customer be most receptive?
Will they be reading a page or
engaged with an app?

 Relevance

 Environment

HOW TO GET STARTED

Framework to add contextual intelligence

What environment will matter for this campaign?



Environment



Relevance

What moments will the customer be most receptive?
Will they be reading a page or engaged with an app?

Don't over-block, take a nuanced approach to what content and apps are suitable.



Suitability & Safety

HOW TO GET STARTED

Framework to add contextual intelligence

What environment will matter for this campaign?



Environment

What moments will the customer be most receptive?
Will they be reading a page or engaged with an app?



Relevance

Don't over-block, take a nuanced approach to what content and apps are suitable.



Suitability & Safety

Put the consumer first and evaluate data strategies that are compliant and will survive.



Compliance

EVERYTHING STARTS WITH THE BRIEF

Cookie Free / Contextual Mapping

AUDIENCE

BRIEF Examples



Targeting Criteria:

- Truck segment
- Outdoor
- DIY
- NFL/College Football



Targeting Criteria:


- Luxury Electric conquest
- Eco Friendly
- Healthy Lifestyle
- Tech Adopters

EVERYTHING STARTS WITH THE BRIEF

Cookie Free / Contextual Mapping

AUDIENCE BRIEF Examples

CONTEXTUAL Mapping Framework

		SUITABILITY	SIGNALS	TARGETING
	Targeting Criteria: <ul style="list-style-type: none">• Truck segment• Outdoor• DIY• NFL/College Football	Avoid: <ul style="list-style-type: none">• Negative Auto	Target: <ul style="list-style-type: none">• high viewability• Medium ad count• Content rich environments	Semantic: <ul style="list-style-type: none">• automotive: truck• sports: outdoor recreation• home & garden: DIY• sports: football + Sentiment
	Targeting Criteria: <ul style="list-style-type: none">• Luxury Electric conquest• Eco Friendly• Healthy Lifestyle• Tech Adopters	Avoid: <ul style="list-style-type: none">• Negative Auto	Target: <ul style="list-style-type: none">• high viewability• medium / low ad count	Semantic: <ul style="list-style-type: none">• automotive: electric vehicles• environment: green living• health: diet & fitness• technology: green tech + Sentiment

A woman with curly hair, wearing a red button-down shirt, is smiling and looking down at a small blue sticky note she is holding. She is holding a black marker in her right hand. The background is a wall covered with several yellow and blue sticky notes. The image has a soft, slightly blurred aesthetic. The text 'KEY TAKEAWAYS' is overlaid on the left side in a bold, black, sans-serif font.

KEY TAKEAWAYS



FRIENDLY REMINDERS

Keep these things in mind >>>



Semantics Matter

Let the technology and the advances work for you.



Keywords need context

Don't get "Taken-out"



Unique moment to build learnings

We're on the clock – good time to test

QUESTIONS?
THANK YOU!