

# contextual targeting handbook.

June 2021

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australia

## introduction

Over the last decade or so, the industry has become highly focussed on audience-based buying and how to most efficiently and effectively leverage third-party data. More recently a nostalgic trend has emerged of a return to contextual attributes, driven by an increased focus on consumer privacy and the deprecation of third-party cookies for campaign targeting, management and measurement.

This timing of this handbook being published by the IAB Australia Data Council is very conscious of the phase that we are currently in with third party cookies being gradually deprecated and a greater interest returning the contextual targeting. Our intention is to help define what contextual targeting is, how it works, how it differs from behavioural targeting and to provide some best practices and recommendations for the future – based upon what we already know and where we are seeing increased innovation and investment.

All of the case-studies and product examples referenced in this document will also be made available online to IAB Australia members. We hope that you find it useful.



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# background to contextual targeting

Contextual Targeting is having a makeover. It never really went anywhere, but its importance and role in digital media has certainly lost prominence in the time data-fueled strategies have developed. The challenge for most, if not all of us, is a marketing and advertising supply chain reliant upon compromised foundations.

“The pace of change has never been this fast, yet it will never be this slow again.” Justin Trudeau, Feb 2018

Consumer privacy improvements are instigating rapid change across the wider marketing and advertising supply chain. The days of targeting individuals and measuring the impact of advertising spend in a granular way are numbered. We’ve already observed the impact of Apple’s changes, giving an insight into how significantly different things will look in the coming years.

Importantly, this is not a terminal change. If anything, it presents an opportunity for our industry to re-invent itself and to get creative with the resources we have available. It should ultimately lead us to creating and shaping a better overall experience for consumers of our content and advertising, and ultimately provide consumers with improved products and services.

“It presents an opportunity for our industry to re-invent itself and get creative with the resources we have available”

Contextual targeting is not something we are stepping into for the first time. It’s something we have deep experience in. We know that people have a higher recall of brands and products when those brands are integrated closely with content they are highly engaged in.



We have seen this working with great effect in television and we have an opportunity to re-shape our strategies and approaches with the knowledge we have developed over time, and with an open mind about what is possible. We now need to re-learn what works for us when some of our most critical resources have been removed.

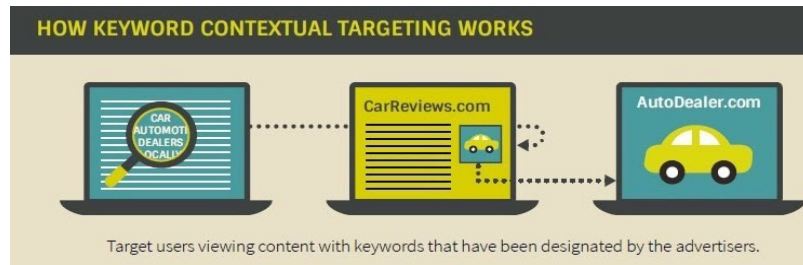
More recently the supply of advertising has been largely dictated by users, rather than the context - and ultimately the content. Any future shift towards contextually targeted offerings should provide an advantage and commercial opportunities for those publishers focused on creating quality content and being more cognisant of the environment consumers are in as a result and which brands would most appropriately co-exist in tandem with their content, within those environments.

This handbook has been developed with this point of view in mind, and aims to help provide greater insight into the context of the changes occurring, as well as best practice approaches, use cases and importantly what the future of contextual targeting might look like.

# how contextual targeting works and how it differs from behavioural targeting

We firstly need to define exactly what contextual targeting is and how it works. Contextual targeting is the practice of delivering ads relevant to the content being consumed and the contextual environment that the user is in during that session. It's less about the demographic profile of the user, their past browsing behaviours, known interests and previous interactions. The standard approach is to have both category-based and keyword-based contextual targeting.

Keyword contextual targeting deliver ads targeted to pages that match specific keywords:



The standard contextual targeting process is:

1. A crawler scans the web and categorises URLs and pages based upon the content, context and any related semantics. Any appropriate consumer taxonomy categories would be registered and passed on before a page loads and can be read by advertising platforms in order to target consumer profiles within specific segments and without using cookies or other identifiers for profile-based targeting.
2. As a user visits any particular page, the information containing the URL and the relevant contextual data points are passed in the request through to the ad server. The ad server can then match these variables with any relevant ads based upon the keywords and content from the data collected by the crawler for the specific URL and page.

Category-based contextual ads are targeted to those pages that fall into pre-assigned categories:

The more proficient your systems are at understanding the true underlying context of a page and its content, the better your ad matching capabilities will be.

Behavioural targeting, on the other hand, is the practice of segmenting customers based upon web browsing behaviour, including things like pages visited, searches performed, links clicked, and products purchased. If you add mobile and physical store data into the mix, that can also include variables such as location and in-store purchases. Visitors with similar behaviours are then grouped into pre-defined audience segments, allowing advertisers to target them with specific, relevant ads and content based on their browsing activities and purchase history.

Deeper semantic targeting as opposed to simply utilising simple keywords incorporates more complex taxonomies and natural language processing. Traditional keyword targeting relies on scanning page content and then matching the content to keywords found on a page or in the URL. This requires marketers to curate and manage large lists of keywords.

A more ontological approach can eliminate the need to enter keywords for every individual variation on a general concept. Additionally, using keyword scanning alone makes it difficult to differentiate between contexts, but by organising language into concepts instead of keywords, ontologists are able to disambiguate ideas with multiple meanings. Through this approach, all concept definitions rapidly change as new ontological relationships surface. This can incorporate various different techniques for interpreting human language ranging from statistical and machine learning methods to rules-based and more algorithmic approaches.

# how contextual targeting works and how it differs from behavioural targeting

A broad range of approaches are generally taken because text based data can vary quite widely.

The core tasks include the parsing, language detection and identification of semantic relationships - breaking down language into shorter, elemental pieces, so as to try and understand relationships between the various pieces and explore how the pieces work together to create deeper meaning.

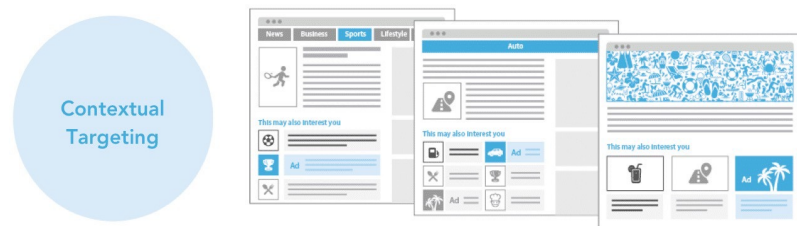
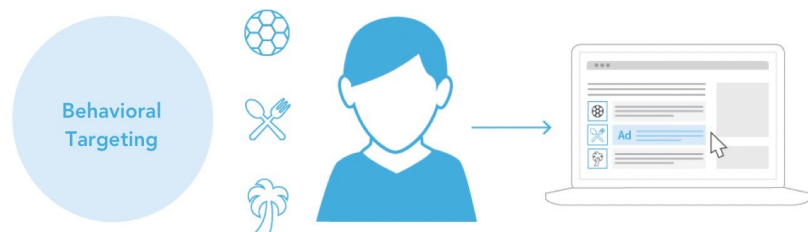


image: [www.vwo.com](http://www.vwo.com)

The underlying approaches often used in these higher-level processing capabilities include:

## Content categorization

A linguistic-based document summary, including search and indexing, content alerts and duplication detection.

## Topic discovery and modelling

Accurately capture the meaning and themes in text collections, and apply advanced analytics to text, like optimization and forecasting.

## Contextual extraction

Automatically pull structured information from text-based sources.

## Sentiment analysis

Identifying the mood or subjective opinions within large amounts of text, including average sentiment and opinion mining.

## Speech-to-text conversion

Transforming voice commands into written texts.

## Document summarisation

Automatically generating synopses of large bodies of text.

## Machine translation

Automatic translation of text from one language to another.

In all of these cases, the overarching goal is to take raw language input and use linguistics and algorithms to transform or enrich the text in such a way that it delivers greater valued insights for advertisers.



image: [www.website-categorization.whoisxmlapi.com](http://www.website-categorization.whoisxmlapi.com)

Additionally we are seeing more efforts to also incorporate machine learning into the process so as to even better understand the semantics and the potential value to meeting marketing KPIs.

We would advise that any of the related nomenclature follow the latest IAB Tech Lab Content Taxonomy standards (latest version - 2.2) which is a common language created to help vendors and publishers consistently identify and classify content. The Content Taxonomy also enables buyers to use a consistent, easy-to-understand language across the entire advertising ecosystem (all publishers and platforms) to describe content that may be considered harmful or unsuitable.

Further Reading:

1. [IAB Tech Lab's Content Taxonomy](#)
2. [Taxonomy and Data Transparency, Standards to support seller-defined audience and context signaling](#)

# the pros and cons for marketers to consider

Contextual Targeting has come a long way from its original debut. The development of intuitive technology has improved our capabilities to effectively reach users across the online ecosystem and contextual targeting has only positively evolved because of this. As with all marketing tactics, there are both pro's and con's involved when investing in contextual targeting.

## pros

### A non cookie-based solution

Whilst not a direct concern many years ago, the deprecation of the cookie and other online identifiers has been the hottest topic of the industry for some time. The anticipated date of death for the ambivalent cookie is on the radar for 2022 and marketers, publishers and vendors have a plethora of developments to mitigate the loss of this. Contextual targeting focuses on the environment in view of the users to target behaviour, versus the sole reliance of a specific user's identifier. The death of the cookie will not impact contextual targeting, and instead enhance its focus and development.

### Resonance & Relevance

When we are happy, the world seems brighter, and when we are down the world around us changes. There are many studies that show the basic power of context and alignment in the advertising world. Users are much more receptive to advertising messages in a contextually relevant environment; and with the right positive alignment, a brand is not only seen and heard, but it's perception also improves. With the right tactics and technological tools at play, a contextually targeted campaign will not only reach the right user but can also strategically target that user at the right time for an emotionally captivating user experience.

### Speed and Transparency

A basic contextual campaign can be quick and easy to get off the ground for a digital marketer. Aligning your brand with a known & trusted environment is not only simple, but also fast. A contextual campaign does not have to rely on past performance or ongoing optimisation like a typical SEO or CPA campaign. While campaigns of that nature do play a pivotal role in the marketing mix, contextual targeting can be a fast and easy way to get your brand message out there and to also help drive awareness and traffic to sites looking to generate more users.

## cons

### Placement & Price

There is a plethora of contextual opportunities in the advertising world, and just like any other prime advertising placement, there is a premium in price. In the programmatic ecosystem we abide by a bid and buy system, meaning fundamentally the placement will go to the highest bidder. Contextual targeting is ultimately all about placement! This can sometimes be a very specific placement, which may at times mean requiring an increase in your bid price programmatically or perhaps even securing direct managed deals to guarantee you that placement.

### Knowledge and Professional Support

Whilst getting a contextual campaign off the ground can be simple and the tactics can be very clear, the management of the intricacies can start to become complex. For example when deciphering the sentiment of an article or the ambiguity of an image, there is a risk in contextual placement. There are many experienced data & tech gurus in the market who are well equipped to manage these campaign setups as well as many advanced tech companies that can provide support and guidance to marketers.

### Limitations

Running a contextual campaign alone, without including other online environments or audience tactics will only get a brand so far. Contextual Targeting does a great job in vertical/sentimental alignment, but will be limited to those specified environments, and the lack of user identification can be challenging to manage campaign frequency and sequential messaging. A consumer's path to purchase can be influenced across a multitude of areas, and by limiting your brand messaging to contextual alignment alone, you miss opportunities to identify, track and sequentially target your audience in their decision making process.

## recommendations and best practice

With the deprecation of cookies as well as the weakening of identifiers for advertisers (IDFA), behavioural targeting (ads based on what someone has previously purchased online and/or their recent browsing and search history) will become a thing of the past for marketers. Contextual targeting will see a resurgence of sorts. It is centred on the environment in which an ad appears, rather than individuals' inferred intent to purchase an item or click on an ad or content based on their former, online behavioural patterns. For that reason, advertisers are starting to look at ways they can push contextual targeting beyond its current capabilities.

### Considerations when building a contextual targeting strategy

Contextual targeting enables advertisers to display relevant ads based on the website's content rather than using the data about the visitor. Three key insights that drive a contextual targeting strategy: (stats from Power of Context)

1. Australian consumers are extremely receptive to contextually relevant ads: The majority of consumers in Australia (86% consumers in Australia), prefer digital ads to appear alongside relevant content. Consumers value seeing ads that are related to the topics or articles they're consuming online. Relevant ads are not only more memorable, but also more likely to foster a favourable consumer opinion toward the brand.

2. Perception is impacted by the content on the page: Consumers don't just prefer contextual relevance, their perception of an ad is impacted by it. Roughly more than 7 out of 10 in Australia say their perception of an online ad is impacted by the surrounding content on the page.
3. In Australia contextual relevance is preferred across all verticals: When shown articles representing different verticals, consumers always preferred contextual relevance. Across the board, consumers paired the ads they prefer with articles categorised in the same content vertical. Contextual alignment alongside relevant creative drives stronger recall, favourability and ultimately a positive user experience. Identity and context are now merging, creating an opportunity for advertisers to blend art and science and improve the perception and impact of digital.

### The most common use cases for Contextual Targeting

Avoid negative sentiment, target positive sentiment: The ever-increasing scrutiny on the way brands present themselves has led to a need for brands to not only protect themselves from negative content, but also be paired with content that makes their brand seem more favourable or relevant.

Advertising alongside positive headlines generates the most favourable response. When given two examples of positive, neutral, and negative news headlines, consumers are increasingly favourable toward a brand as the sentiment of the content changes from negative to neutral to positive (IAS Coronavirus Ad Adjacency - A Follow Up Study).

Align with contextually relevant content: Contextual targeting delivers buyers unprecedented precision for targeting content that is contextually relevant for a given brand or campaign to increase recognition, engagement, and favourability without any reputational risk. Similar to traditional contextual targeting techniques, an advertisement is placed next to content that is relevant to the product or the brand. For example, an automotive ad served next to an article about cars. In today's use cases, this can be extended further to include topical, vertical and seasonal content.

Reach audiences via audience proxy targeting: Privacy regulations and heightened sensitivity create opportunities for contextual targeting, but there are challenges for identity & identity resolution. Without cookies, the industry will pivot toward evolving technology. Contextual Targeting can be leveraged as a new proxy for audience targeting, a solution that can be customised and scaled to reach consumers in the right mindset.



## recommendations and best practice

In addition to topical, vertical and seasonal contextual targeting, Contextual Targeting can be leveraged as a form of Audience Proxy targeting that enables advertisers to reach endemic content that represents where a target audience will be, increasing recognition and positive brand association. For example, individuals looking to start a family will likely visit content about pregnancy, baby showers, and early childhood education.

### Some contextual targeting strategies for marketers

Contextual Targeting can be effectively leveraged within current media plans via two main strategies; 'Always On' or 'Evergreen' and 'Seasonal' or 'Tentpole'. The strategy deployed will determine the contextual targeting parameters. The main common parameters applied are: Topical, Seasonal, Vertical or Audience Proxy.

#### Evergreen and always on:

This strategy is an 'Always On' approach to Contextual Targeting, leveraging vertical or audience proxy targeting. Example of how 'Always On' Contextual Targeting can support marketing campaigns:

- CPG: Increase product usage and occasions, brand awareness, new product launches
- Technology: B2B awareness and engagement, Product feature engagement

- Retail: Category initiatives, Loyalty programs, Multi-season programs
- Auto: Life phase relevance, Lifestyle adjacencies, Multi-season programs
- FinServ: Life phase changes / transformations, Product feature engagement

#### Tentpole and seasonal events:

This strategy applies Contextual Targeting in bursts, to align topical or seasonal events. Examples of how 'Seasonal' Contextual Targeting can support marketing campaigns:

- CPG: Holiday, Grand Final, Back to School, Australia Day
- Technology: Holiday, Valentines Day, Click Frenzy, New Year
- Retail: Holiday, Grand Final, Back to School, Click Frenzy
- Auto: Holiday, Summer promotions, Beginning/End of year promotions
- FinServ: Tax season, New Year, Holiday, Home buying season

### Contextual Targeting best practice

#### Technological considerations:

Contextual targeting has evolved significantly over the years and with today's technological capability, precise classification of content at scale is possible.

This is critical in today's complex environment, where relying solely on keywords in the URL as a basis for contextual understanding leaves too much room for error.

Like any targeting, it's important that the underpinning technology is precise and scalable. When deploying Contextual Targeting, it is important to consider the below technical requirements:

- Dynamic: Is there page level scoring? Is relevant content curated across the web and is it constantly refreshed?
- Scalable and easy: How easy is it to apply different contextual targeting strategies and how scalable is it?
- Accurate content classification at scale: How large is the technology's knowledge graph? How accurately does the technology read the page?
- Sentiment & emotion: Can the technologies determine sentiment and emotion? How does it do it? What methodology or analysis is used? (See below for types of analysis)
- Coverage: What coverage does the technology have? Is it available programmatically? What integrations does the technology have to enable deployment?

# recommendations and best practice

## The importance of sentiment and emotion

One of the key differentiators between Contextual Targeting before and Contextual Targeting now, is the ability to read and understand content in the way a human can. There are four main types of analysis that enable this precise and scalable interpretation:

- Morphological Analysis, which understands word forms. i.e. dog, dogs, and dog-catcher are closely related terms.
- Grammatical Analysis, which understands the parts of speech. i.e. when the word "rows" is used as a noun versus a verb.
- Logical/Syntax Analysis, which understands how words relate to other words. i.e. who in this example is Rebecca married to?
- Semantic Analysis, or disambiguation, which understands the context of key words. i.e. chicken stock vs company stock.

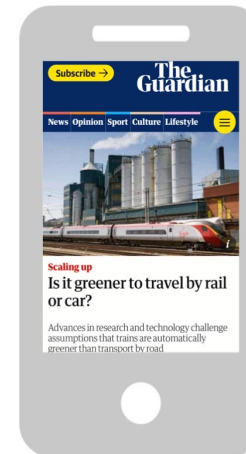
Sentiment and emotion matter when it comes to context because brands sell to people, who have emotions and make purchase decisions on how they feel about or perceive the brand or the product. It's critical that the technology that's responsible for discerning content and context is able to effectively discern emotions, sentiments and cultural nuances to capture the consumer's frame of mind.

This manner of semantic targeting lets the brand values resonate in the most appropriate emotional context.

Additionally, it's also worth considering the full environment or experience for consumers at any given time as being the related context - including all the different ancillary variables that support text on the page, images, videos or audio. For instance the weather, location, time of day can all come together to provide a context and an in-the-moment marketing opportunity.

## EXAMPLE CONTENT HEADLINES

Positive, Neutral & Negative



# the role of contextual targeting in a privacy-first digital ads ecosystem



**NICOLÁS CELEDÓN**  
DATA AND MEASUREMENT LEAD  
GOOGLE

(Exclusively written by Nicolás Celedón - Data and Measurement Lead, Google)

As the industry shifts away from audience targeting based on third-party cookies, marketers will need to be creative about how they use contextual targeting to keep their advertising relevant to the audiences they care about. Even today, in an environment where third-party cookies exist, when users have opted out of personalised advertising or there are limited user level signals available, contextual understanding of a page has proven to be a strong signal to reach users with.

The task at hand for marketers facing the deprecation of third-party cookies is to ensure that their marketing strategies are equipped to deal with less data, from more complex and varied sources.

This means that contextual targeting will have to be leveraged alongside other durable tactics such as maximising first party data, the adoption of machine learning, and cohort-based targeting.

Depending on a marketer's KPIs, they will need to select a combination of tactics that will deliver results. There are a few different privacy-first tactics that should be in every marketer's arsenal:

1. Contextual targeting: showing relevant ads based on content-based and environmental signals.
2. First-party data: these direct-consent relationships will be the starting point for every privacy-first audience strategy developing valuable insights, re-engagement with a clear value exchange, and extending to find similar users are all tactics that marketers will continue to adopt.
3. Machine learning and automation: these make forward looking predictive marketing possible, helping to identify key trends and patterns.
4. New privacy-first technologies, such as cohort based audiences: these new signals will allow marketers to show ads to groups of users based on their interest - expanding reach beyond first-party data in an efficient way.

Contextual targeting can be a formidable tactic in its own right but perhaps even more so when used in combination with the other tactics above. In the case of first-party data, you can enhance and expand your targeting with contextual signals. Furthermore, it's possible to leverage machine learning to find similar audiences at the intersection of first party data, contextual signals, and cohort targeting, who might be interested in your product or service.

Enabling targeting expansion helps advertisers to prepare for a future with limited 3P cookies and identifiers as it helps find high-performing audiences based on the campaigns existing core targeting or by expanding your own core 1P targeting on Google properties. With less user data available, modelling and machine learning can help to fill in the gaps in available data, and capitalise on other signals and data points. Machine learning can process massive and diverse data inputs quickly, recognise patterns to make predictions, and continuously learn. One example of leveraging machine learning in the absence of audience data came from a Google Home campaign in the UK, because of General Data Protection Regulation (GDPR) changes, they were missing data sets that they had intended to use. To fill the gaps, they used machine learning to scan the pages of The Guardian and developed a machine-learning driven, dynamic creative ads campaign based on contextual data that appeared on the page. This is contextual targeting, but automated. Not a new concept but one that still delivers a personalised experience - doing more with less data.

Overall a marketers playbook in the privacy first future will consist of a tool box that will have many 'tools' focused on improving privacy while still delivering results in an environment with fewer deterministic signals.

Further reading: [How the pandemic prepared 5 companies for a more customer-first future](#)

# the future of contextual targeting

“By 2023 it is estimated that 75% of advertising impressions will be ‘id-less due to blocking of cookie-based identifiers and IOS users opting out altogether’”

Moving beyond personal identifiers means advertisers need to diversify their approach to data-driven targeting. Contextual targeting is an extremely valuable tool that enables privacy friendly anonymous reach based on page content and consumer mindset. Currently, contextual targeting is built from URL based data sets that are defined by content consumption and sentiment signals which enables advertisers to connect with users when they are engaging with relevant content and in the right mindset. These data sets are used to curate categories which advertisers can use to target specific verticals (i.e. Family Holidays). They can also be further refined by building custom themes (i.e. NSW family friendly resort holidays).

In addition to contextual targeting, the industry will accelerate the shift towards consented 1P activation. Marketers will be best positioned to take advantage of this trend as they will have the most intimate knowledge of customers through the various tools that exist within their marketing technology stack. Think campaign orchestration, CRM, sales data, website analytics and personalisation, email marketing and CDP's.

This rich PII graph can be used to hone in on granular high-value 1P customer segments which can be anonymised through a DMP and activated within the Ad-Tech ecosystem. Naturally, privacy and consent regulations means there will be limitations when it comes to executing on these highly valuable data sets. The next step in the evolution of contextual targeting will enable marketers to use their 1P data as fuel to build completely anonymous and privacy compliant contextual targeting segments.

For example, an airline could build a high value customer profile by connecting sales data (business traveller), email opens (redeeming points upgrade offers) and site behaviour (Sydney to Melbourne flights). The airline can then utilise these signals to build anonymous 1P informed context strategies to prospect for more of those high value customers in relevant environments. This approach allows marketers to use their highly valuable 1P insights to build contextual targeting “lookalikes” which will allow them to connect with relevant customers and support their prospecting and acquisition strategies – anonymously.

Increasingly, marketers will look to harness the power of their 1P data and use those insights to continue connecting with new customers in contextually relevant environments. As the connectivity between MarTech and AdTech systems evolves we will see those solutions leverage an even wider set of customer signals which can be executed in a privacy compliant and scalable manner.

By 2023 it is estimated that 75% of advertising impressions will be ‘ID-less’ due to blocking of cookie based identifiers or due to users opting out altogether in the case of iOS 14.5\*. Early indicators reveal global iOS 14.5 Opt-In rates to be low, sitting at 13%\*\* resulting in a major loss of audience addressability in iOS environments.

In the absence of persistent digital identifiers, Marketers, Publishers and Advertising Tech Providers should look to future proof audience targeting with solutions that are both privacy centric and can also operate in ID-less environments. Contextual data is already playing a sizable role in these efforts with respect to how algorithms can understand and infer audience characteristics.

Contextual signals such as the page URL or App category provide a valuable training ground for machine learning algorithms which are being utilised already to accurately infer an audience's characteristics whilst preserving anonymity and privacy. For example, between 40% and 60% of data signals used to infer an audience's age and gender are already being derived from context\*\*\*.

When contextual data is combined with first party deterministic audiences a ‘training data set’ can be produced within the advertisers programmatic ad buying platform or DSP.

# the future of contextual targeting

This training data set also layers on data signals that occur 'pre-bid' before an impression is served. For example, the end users' device type, operating system, post code or even the weather. The end result is what Verizon Media has termed 'Next Generation Audiences'. Next-Gen represents the ability to combine first party data and prebid signals within a machine learning algorithm to accurately predict an audience's age, gender, interests or income. Both targeting and frequency capping can then be delivered successfully into environments where a persistent user ID is not available. For example, Safari with Intelligent Tracking prevention (blocking of third party cookies), iOS 14.5 where a user has opted out or Chrome (2023 planned phasing out of third party cookies).

Looking further into the future this type of methodology will be used to produce lookalike audiences, and predict when an audience is most likely to convert online. All with contextual signals contributing in the background to the learnings an algorithm can gather and optimise to.

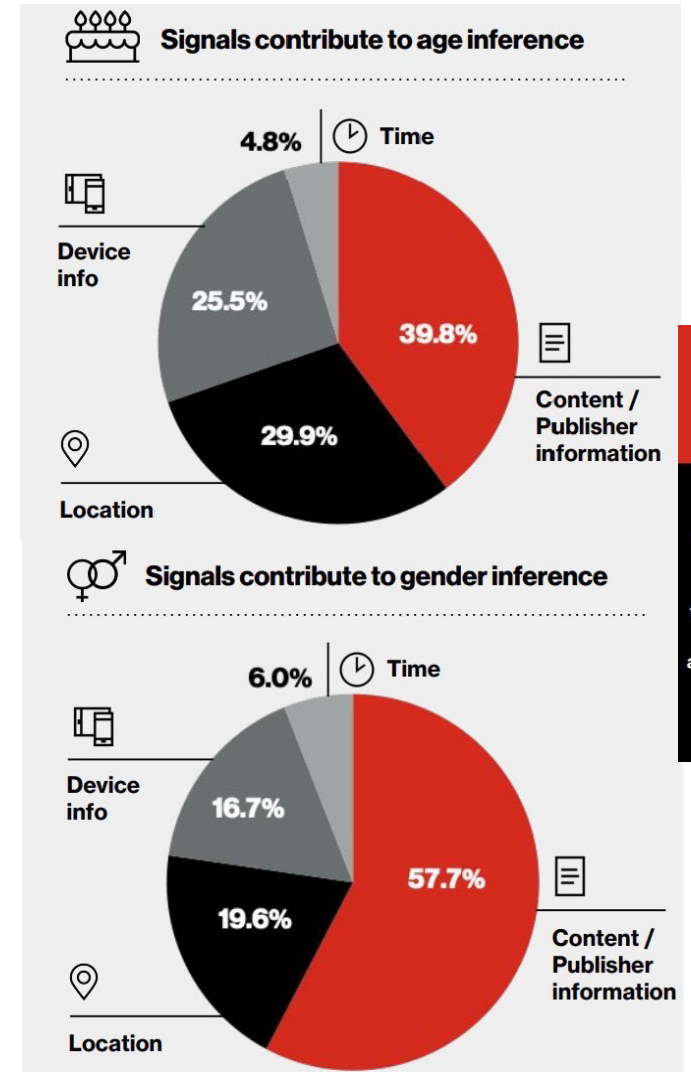
Another emerging development is the pairing of a real time, quality feedback loop with contextual targeting to identify and verify the ideal contexts for the ad. As brands move their spend towards the contextual solutions shared throughout this paper, they will naturally want confidence that they are in fact appearing in the right contexts and seek signals that can validate this.

To date these signals have been tricky - Viewability is used to verify the ad made it onto the screen but it often doesn't capture the actual ad relevance, and engagement and click metrics are often too sparse to provide enough meaningful feedback at a page level. This is where metrics like Attention Time (how long someone looked at the ad) comes into play as it captures the resonance of that ad in that particular context.

There is growing set of research detailing the variability of attention an ad can receive across a set of articles (and therefore contexts) - for instance, it's common for the top 10% of articles to deliver 2.5x the Attention Time^ the ad is receiving elsewhere, creating a large opportunity for optimisation.

As such, advertisers will increasingly use an Attention as a feedback loop to validate existing contexts and identify new ones to drive their contextual targeting strategies.


\*Verizon Media Ad Platforms Data, 2020  
 \*\*Flurry, May 2021  
 \*\*\*Verizon Media Ad Platforms Data, 2020  
 ^ Playground xyz, Attention Intelligence Platform, Apr 2021



**!**  
 Content alone doesn't provide the level of accuracy that the combination of contextual along with all the real-time signals offers.


# examples and case studies

## 4D and Lumene Case Study: Improved brand awareness

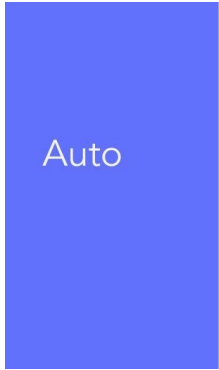


**Goal**

A luxury beauty brand wanted to increase consumer awareness of a new product range, using advanced contextual intelligence to drive engagement and capture sales.



## 4D Automotive Case Study: Improved media efficiency




**Goal**

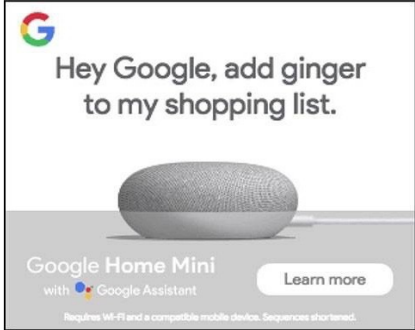
A car manufacturer wanted to educate target consumers on the features of their latest electric vehicle model. The brand wanted to bring awareness through educational content and not through flashy marketing.

4 technologies that have passed from F1\* to your car


\*Result: 2018 F1\* 100% jump in hybrid electric technology developed by Renault F1\* in 2011, as well as the implementation of racing the engine to improve efficiency by 10%.



## Google Case Study: Inside Google Marketing



Hey Google, add ginger to my shopping list.



Google Home Mini with Google Assistant

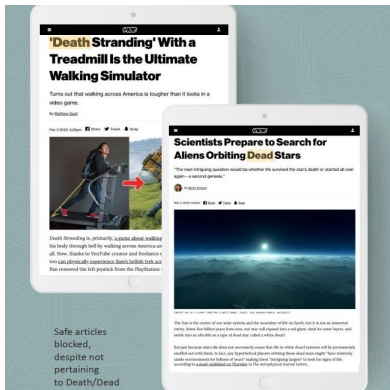
Learn more

Requires Wi-Fi and a compatible mobile device. Sequences shortened.

## Integral Ad Science Case Study: Reduce costs and increase conversions



## Oracle Case Study: Deliver stronger ROI with contextual solutions



## Playground XYZ + Suzuki Case Study: Deliver stronger ROI with contextual solutions

### Case Study: Suzuki



**SUZUKI**



1.5s Attention Time

1.2s Attention Time

HELPING YOU DRIVE HAPPY

## conclusion

The intention of the IAB Australia Data Council publishing this handbook has been to provide background, education, best practices and recommendations for Contextual Targeting as things stand but also as this space continues to evolve in the near future. We'll be supporting this output with articles, webinars and sessions at industry events over the coming months.

We hope that this handbook can at least help you start to more fully engage and experiment with these contextual targeting capabilities, for more than to mitigate risks related to brand safety. The targeting attributes obtainable can offer much more but will depend upon which solutions you use, how deeply you engage with them and the competence of those wielding the tools. Much will be made of the privacy-safe nature of contextual targeting, however we believe that the truly savvy operators will be focused not only on protecting consumers and privacy rights, but also on benefiting brands by allowing them to engage more closely at the full range of nuanced approaches.

We are keen to ensure that the industry can graduate from reactive brand safety measures, which can miss opportunities by applying definitions that are simply too broad, to a more carefully curated and proactive focus on brand suitability resulting in safe and meaningful results for digital marketers

## key takeaways

Go **beyond brand safety** and look to leverage the positive targeting attributes obtainable via contextual

Don't rely upon simple keywords, **be prepared to review** the deeper semantic targeting opportunities enabled by more complex taxonomies

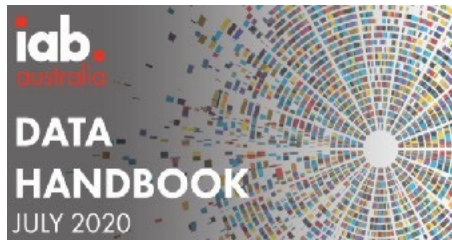
**Define your requirements** and test the different capabilities of the various technology offerings available

**Experiment** with the full range of semantic targeting opportunities, including those related to human sentiments and emotions

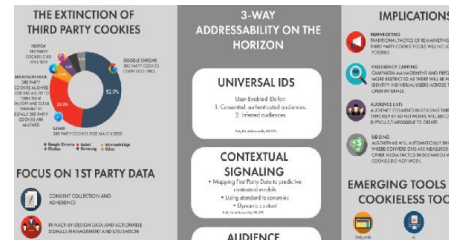
**Review** and adopt the latest IAB Tech Lab Content Taxonomy standards

## further reading

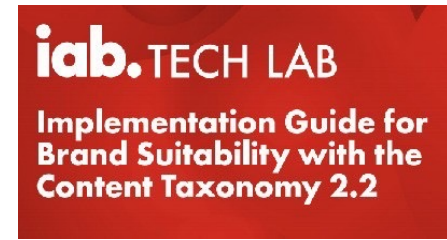
### Data Handbook:



### One stop shop on cookies and identity:



### IAB Tech Lab Content Taxonomy V2.2:



### Australian Digital Advertising Practices:



Visit the IAB Australia website for more resources and to view upcoming webinars on a range of industry topics: <http://www.iabaustralia.com.au/>



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