

Kehittynyt kontekstianalyysi takaa turvallisen ja tehokkaan mainonnan

Jaakko Haarala / DoubleVerify & Aki Ronkainen / Smartclip

What Are DV Customers Talking About?



Corporate social responsibility, CSR, is a form of self-regulation that reflects a **business'** **accountability and commitment to contributing to the well-being of communities and society** through various **environmental and social measures**. **Values-based marketing** is an appeal to **consumer values and ethics**. It shifts marketing from a product-centric approach to a customer-centric one.

Examples of How Advertisers Approach Different Social Causes



Contextual Targeting is on the Rise

Projected to grow to \$412B in 2025 (18.5% CAGR)*



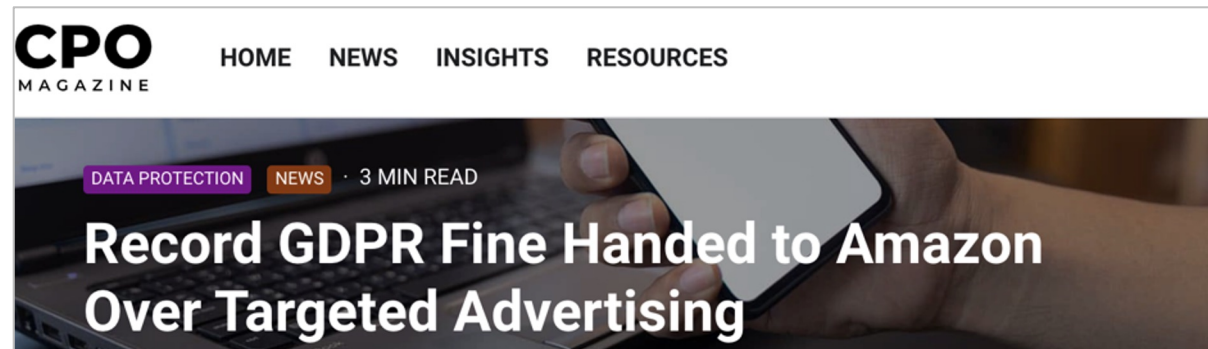
Industry drive towards cookie-less environments



Privacy regulations
e.g. GDPR, CCPA



Contextual targeting is evolving into more precise form of delivery





of consumers feel that brands bear responsibility for ensuring their ads run adjacent to content that is safe.



Protecting and Boosting Brand Reputation Online

DEC 8 • 8:30 AM CEST



Johanna Wahlroos
DoubleVerify

Jaakko Haara
DoubleVerify

Executive Summary

Consumers

prefer companies that share their values and beliefs. Today, consumers tap into digital channels more than ever before making a purchase decision between products and brands.

Brands

have shifted towards value-based marketing and investing in corporate social responsibility (CSR). Advertisers are focused on creating authentic connections with customers based on shared values.

So What?

Advertisers are challenged to make sure their advertising strategy mirrors their core values in the fast tempo, connected world. Ads must support the strategy: "Talk the talk, walk the walk."

Solutions

How can DV help brands to protect and boost brand reputation online?

Environment Consideration Transparency Inclusion
Social cause Brand Suitability Privacy first Diversity
Purpose CSR Values Social Responsibility Sustainability
Accountability Brand Safety Trust
Brand activism Cookieless Actions Brand Equity Mental health
Justice Policy Corporate Responsibility

How do you ensure value based marketing in the privacy friendly ERA



With over 20 years' experience, DV's Semantic Science team builds AI-driven ontological tools that power DoubleVerify's unique brand safety controls for advertisers - matching brands with appropriate and relevant content online.

Our Approach Combines Technology and Human Expertise



Technology

Rich content ontology and custom-built tools help analyze new content, craft categories and relations between categories.



People

A dedicated team of over 30 professional linguists and content classification analysts evaluates and classifies content in over 40 languages.

Quality + Performance = Outcomes

Driving Outcomes Starts with a Foundation of Quality



FRAUD & SIVT



**BRAND SAFETY &
SUITABILITY**



VIEWABILITY



GEO

DV Authentic Ad™

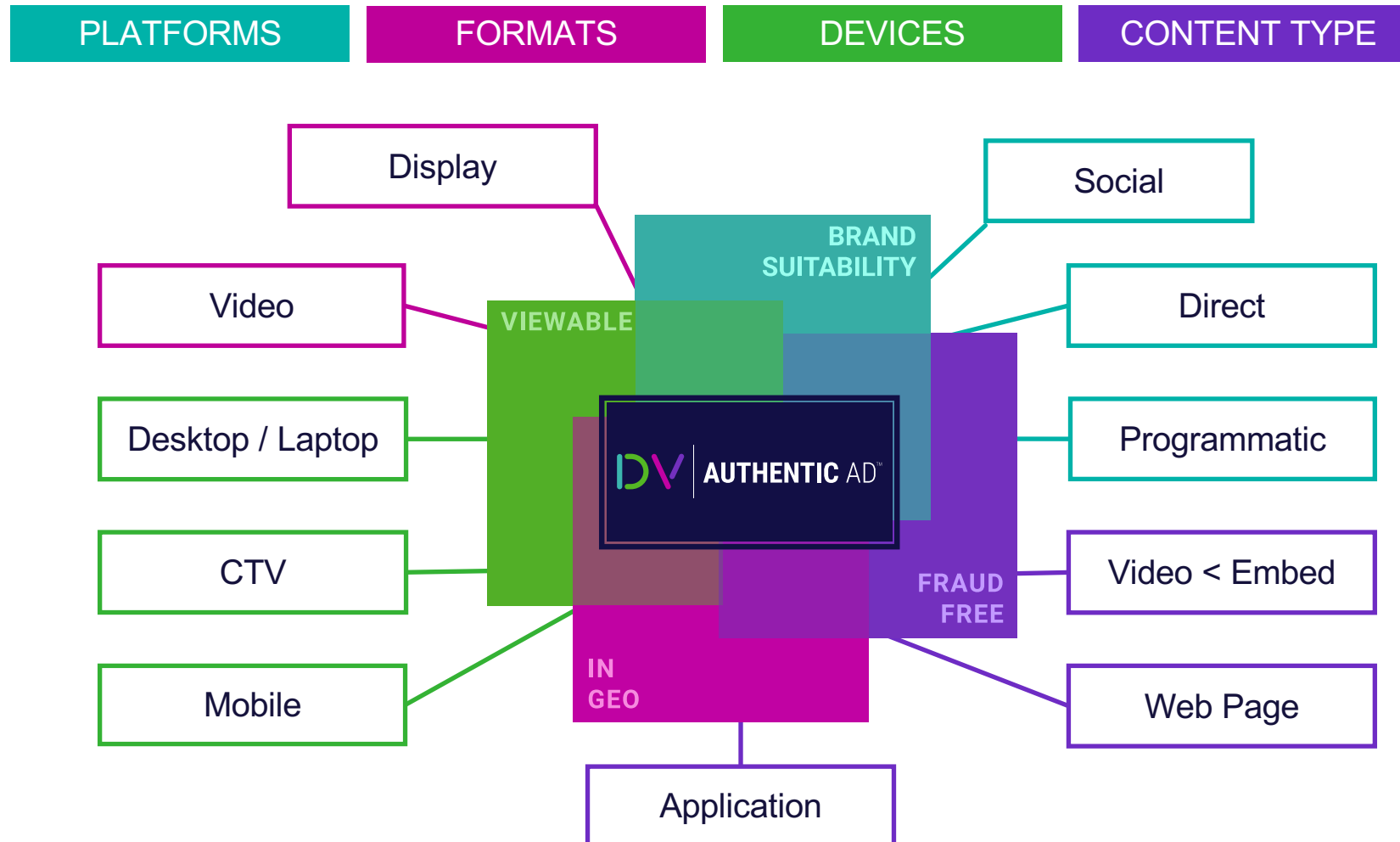
Fully viewed, by a real person in a brand safe environment, in the intended geo.

The Definitive Measure of Digital Media Quality



DV Authentic Ad™
The foundation of media quality

Verify Everywhere: Every Impression, on Every Platform, In Any Media, Across Any Market on the Planet



Quality + Performance = Outcomes

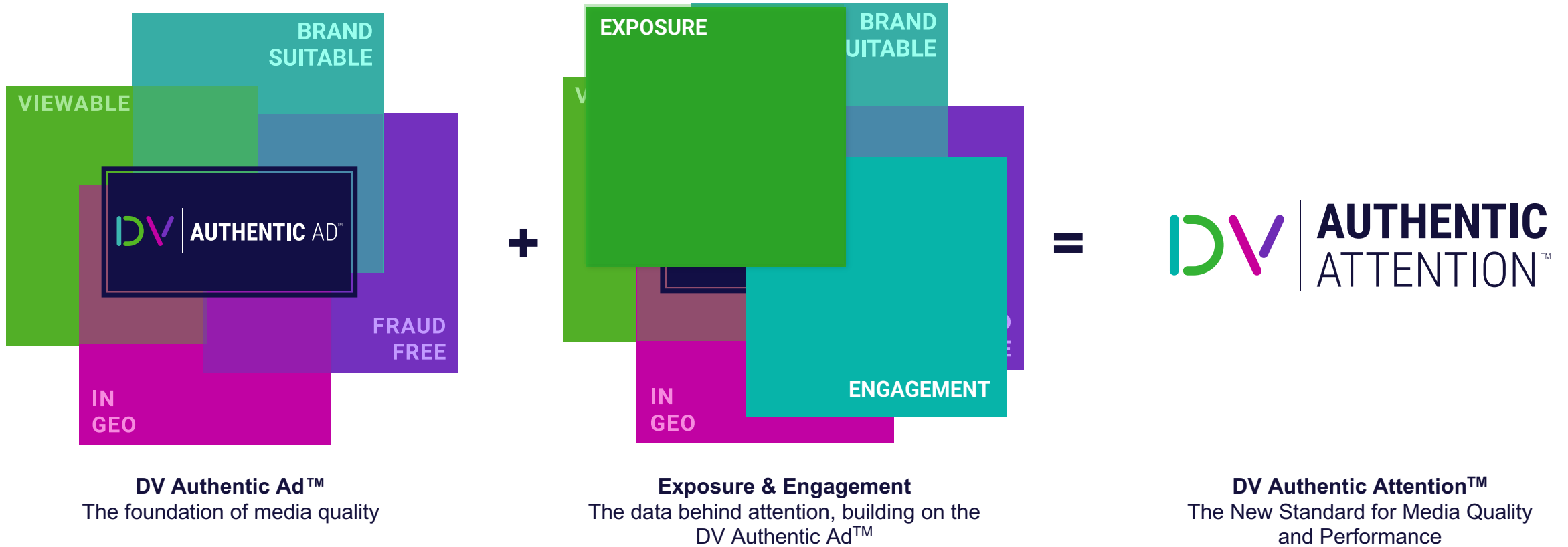
DV | AUTHENTIC ATTENTION™

Privacy-friendly solution (doesn't rely on cookies) to measure and improve performance with precision



**Gain fast, actionable
insights to optimize
campaigns in-flight, and
improve media forecasting
and planning**

DV Authentic Attention™



Measuring Consumer Attention



Based on 50+ data points calculated in real-time - display and video

Exposure Index

Measurement of Ad Presentation



Viewable Time



Video
Presentation



Ad Share of
Screen

Engagement Index

Measurement of User Interaction



User Presence



Ad Interaction

EXTENDING INTO CTV IN H2 2022

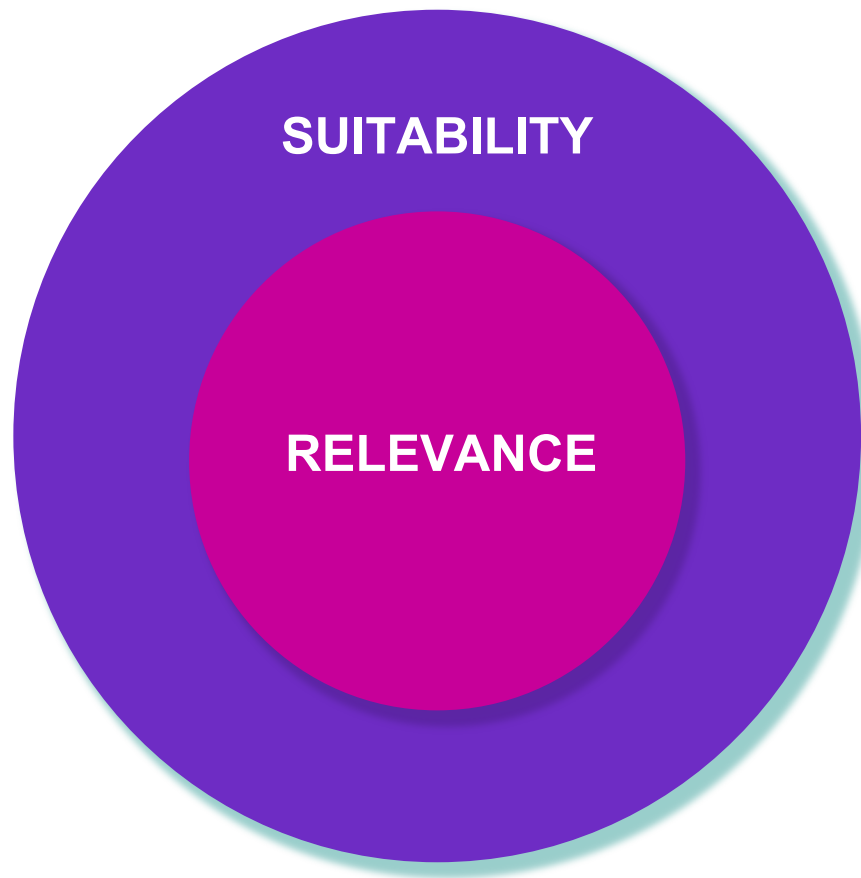
DV | CUSTOM CONTEXTUAL

Driven by Semantic Science:

Accurate - Comprehensive - Efficient - Safe

Improve targeting accuracy across the journey leveraging
a privacy-safe approach

The Impact Goes Directly To The Bottom Line



87% Of consumers feel brands bear responsibility for ensuring ads run adjacent to content that is **safe and suitable**.

69% Would be more likely to look at an ad if it **was relevant to the content they were reading**.

67% Are open to viewing relevant ads from **new brands**.

Take Full Control of Your Custom Contextual Strategy

Build your own bespoke targeting segment that can easily be deployed across DSPs leveraging a combination of categories and extensive controls:

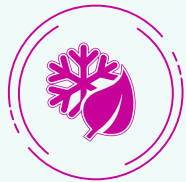
CATEGORIES



IAB Tier 1 and Tier 2 Categories
for standard content targeting



In-market Categories
content associated with buying behaviors,
such as automotive review sites



Seasonal Categories
such as Valentine's Day and
summer vacation



Dynamic Categories
custom built to meet your specific needs

CONTROLS



Inclusion and Exclusion Lists
inclusion and exclusion lists based on apps,
sites, languages, and URL keywords



Exception Lists and Unclassified Content
exception lists to override settings and
unclassified content controls to avoid content
when page-level classification is not available



Smart Audiences

Privacy Safe Targeting



Scalable target groups profiled on privacy-safe data sources

The future of targeting

Benefits of smartclip's Smart Audiences

Relevant customer segments

The combination of various effective targeting products creates multi-layered, relevant target groups beyond standard solutions.

Individual profiling and modelling

Smart Audiences are based on online and offline data sources combined with contextual reference.

All **Smart Audiences** are individually modelled, profiled, and segmented. That allows us to address the right user segment in the right context — at scale.

Cookieless and privacy-safe

Given the end of the third-party cookie, it is our mission to provide privacy-safe targeting solutions that are GDPR and CCPA-compliant.

Our partnerships with different data providers enable us to create **Smart Audiences** from identity-free and cookieless data pools.

Exclusive availability at smartclip

Smart Audiences can only be booked via smartclip.

The custom-made target groups are available on all smartclip inventory in Germany.

Sources of success

Great results through collaboration with DoubleVerify & GDR

Smart Audiences

smart Context

- Ensures accurate content classification, brand suitability and targeting through the use of machine learning and artificial intelligence (AI) technologies that provide a clear understanding of content.
- Supports consumer privacy while maintaining relevance.
- Reduces ad fatigue as the viewer only sees an ad in the right context.

smart Context

smartx

smart SocioDemo

- Offers scalable target groups for online video and CTV.
- Allows advertisers to target different user segments based on a range of different GDPR compliant data sources that is matched according to zip-codes.
- Is future-proof, cookieless (no 1.- or 3. party cookies) and ID-free.

smart SocioDemo

smart Audiences

Predefined Segments



Tech Enthusiast

- Early Adopter • Tech Addicted • Trendsetter • Entertainment & Gadget Lover •



Interior Designer

- DIY Fan • Handicraft Enthusiast • Hobby Craftsperson • Refurbisher •



Fashion & Beauty Guru

- Fashionist(a) • Beauty Blogger • High Quality Products • Shopping Fanatic •



Fitness Foodie

- Nutrition Expert • Hobby Cook • Sports Addict • Healthy Living •



Business Professional

- Affluent • Hard Worker • Stock Exchange Savvy • Team Manager •



Modern Families

- Flexicurity • Work-Life-Balance • Sustainability • Responsibility •



Travel Lover

- Family Holiday Fan • Self-Determiner • Cosmopolitan • Adventurous •



Eco-Warrior

- Environmental Protection • Healthy Food • Climate Change • Sustainability •



Trendsetter & Online Shopper

- Trendsetter • Quality Oriented • Lifestyle Products • Investment Readiness •



Over 50s

- Healthy Living • Financial Security • Enjoys Life • World Traveller •



Gearhead

- Motorsports • Tech & Entertainment • Speed • Air Travel •



Gearhead

Otto, 38

#technology #tech #cars #engines #familycars #gadget #autonews #safety #assistant #tires #friends #social #tv #motorsports #autoracing #petrol #future #firstmover #speed #movies #aviation #carmechanics #urban #powerboats #shopping #nascar #airtravel #electriccars #technews #online



Agneta I mean, Otto basically likes to drive anything on wheels. He already owns three cars and looking to buy a fourth. If his garage was bigger, he would definitely have even more!



Bjorn I usually walk over to Otto's to watch Formula 1 on the weekends. He is into motorsports of any kind. Being the gadget freak he is, he just bought a new 75" TV so he can watch the race even more closely. Tech, sports, and automotive geek personified.



Benny Otto is a really structured person. The tools in his garage are categorised to perfection. I think this holds true both in his work and family life.

smart Context Contextual Categories

- Automotive
- A & E: Music
- Automotive: Off-Road Vehicles
- Home & Garden: Home Repair
- Sports: Auto Racing
- Business: Logistics
- Automotive
- Travel: Air Travel
- Automotive: Performance Vehicles
- News: International News
- Sports: Power and Motorcycles
- Automotive: Buying/Selling Cars
- News: Journals & Blogs

and more...

smart SocioDemo Audience Segments

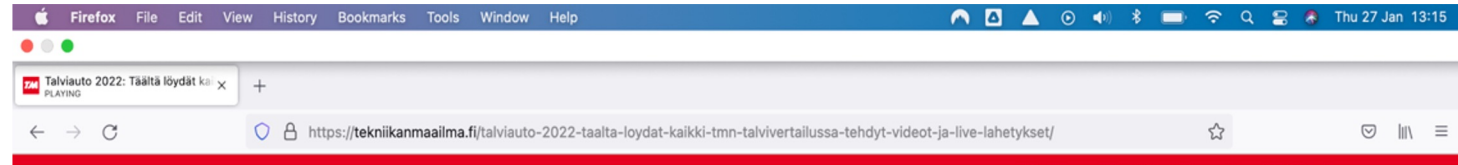
- Automotive: Buying/Selling Cars
- Business: Logistics
- Travel: Air Travel
- Sports: Auto Racing
- New Technology





LUMEEN LUOTU

Gearhead- context - Mitsubishi



Teemme vertailusta myös videoita sekä live-lähetyksiä. Olemme koonneet videot ja live-lähetykset alle. Uusimmat videot ovat yllmpänä.

Keskiviikko 26.1.



Tiistai, 25.1.

Talviauto 2022: 25.1. Näin tehdään etenemiskoe / Lämmityslaitteiden mittaus

- Everestille kiivetään ensimmäistä kertaa – Kiipeäminen kesti kolme päivää, ja se sisälsi melontaa kajakkilla
- Etelämantereelle laskeutuminen on kuin saapuisi toiselle planeetalle, ja tämä upea video B767-matkustajakoneen laskeutumisesta todistaa sen
- Täitäkö näyttävät tulevaisuuden metsät? USA:ssa rakennetaan metsiä "mekaanisista puista", jotka imevät hiilidioksidia ilmasta tuhansia kertoja luonnonpuita tehokkaammin

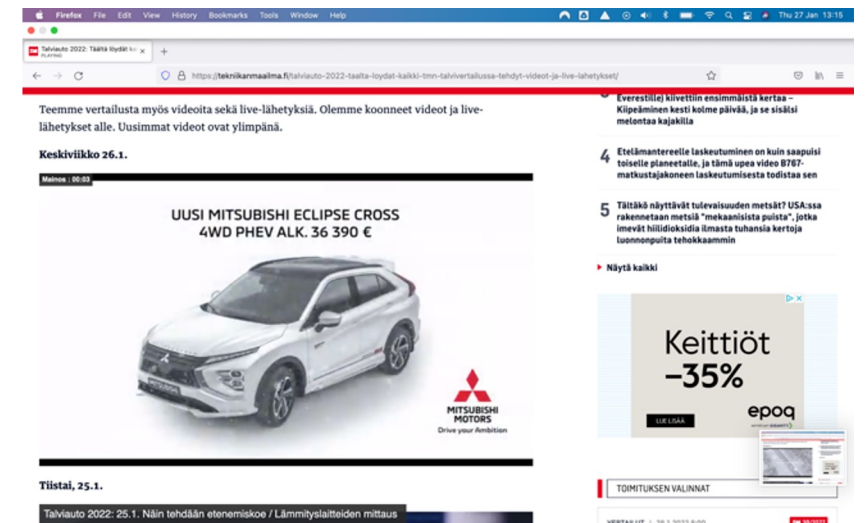
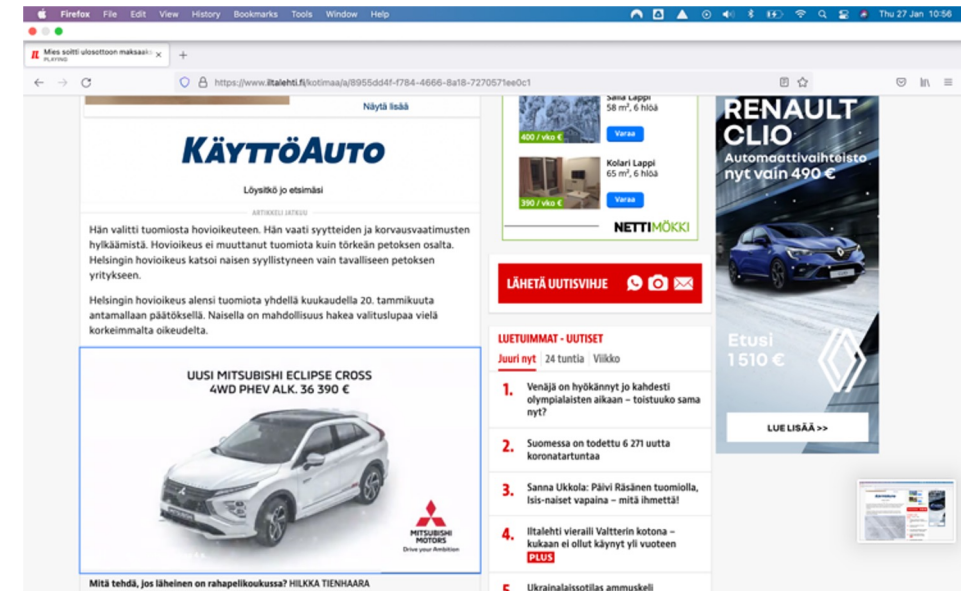
Näytä kaikki



TOIMITUKSEN VALINNAT

VERTAILUT | 26.1.2022 8:00

38/2022





UUSI
MICHELIN
PRIMACY 4+

OSTA NYT

Automotive - Environmentally Friendly

Semantics in Action

Täyssähköautot ja ladattavat hybridit yleistyvät työsuhdeautoina: ”Luvut viisinkertaistuivat edellisvuodesta”

Taustalla on sähköautoja ja hybridejä koskeva verotusarvon alennus.



Sähköautoja vantaalaisessa autokaupassa helmikuussa. KUVA: MARKKU LANDER / LEHTIKUVA

Janita Virtanen STT

17.4. 11:43

YHÄ useampi Suomessa käytössä oleva työsuhdeauto on ladattava hybridi tai täyssähköauto, kertoo Autotuoajat ja -teollisuus ry:n toimitusjohtaja Tero Kallio.

”Viime vuonna 15 prosenttia työsuhdekäyttöön ensirekisteröidyistä autoista oli täyssähköautoja ja 28 prosenttia ladattavia hybrideitä. Luvut viisinkertaistuivat edellisvuodesta. Kasvu tulee jatkumaan jyrkkänä myös tänä vuonna - globaalia komponenttipulasta ja Ukrainan sodan

Category	Weight
- Environmentally friendly	
- Hybrid Electric Vehicle	
- Company Car	
- Fuel Efficient and Low Emission Vehicle	
- Sustainable Transport	
- Cuts in Global Emission	
- Chief Executive Officer & Managing Director	
- Sustainable Development and Sustainability	
- Company Car	
- Exemption From Taxes	
- Profitability Ratios	

+ 100's of ontological concepts!

Three Key Things to Consider When Evaluating a Solution

Accurate classifications at scale, powered by proven technology and an expert team of linguists

COVERAGE

1 TRILLION

bid opportunities evaluated
daily

200 MILLION

pages a month in 40+
languages

PRECISION

20 YEARS

experience classifying
content

200,000

Concepts*

SPEED

Dynamic content is
reevaluated

100 TIMES A DAY

Classifications are pushed to
DSPs

EVERY 15 MIN

Seamless Integrations

Demand Side Platforms



Ad Platforms and Exchanges



Social Platforms

