

Make an Impact with DV's Contextual Solutions

The goal of advertising is to make an impact, be it to inform, to persuade or to remind. To make an impact an ad must catch the user's attention – achieving this requires the right activation strategy to reach a receptive audience, at the right moment. To be successful, marketers need pre-bid activation tools that balance scale and precision to deliver performance, while still honoring user privacy.

Contextual is re-emerging as a leading strategy for marketers looking to reduce or eliminate their reliance on third-party cookies and personally identifiable information (PII). In fact, the IAB's 2022 State of Data report indicates that nearly half of respondents plan to increase their use of contextual advertising.

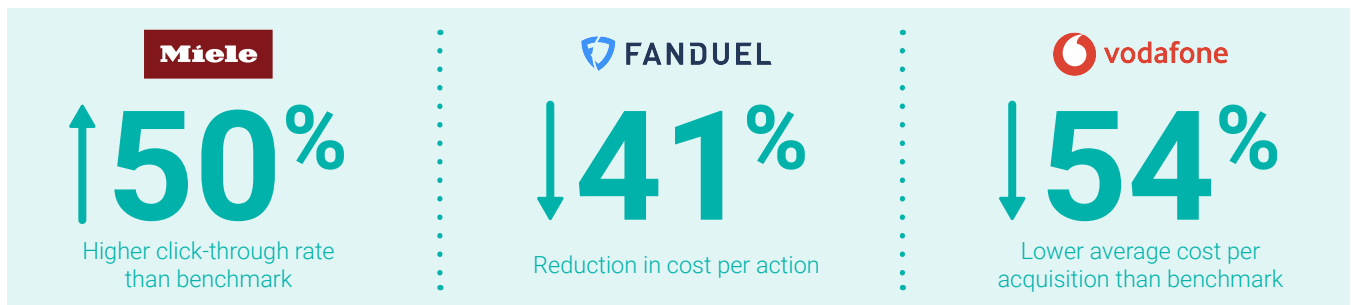
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Why Use DV Contextual Solutions?

Proven to Drive Programmatic Performance

With DV/Sapio research showing 69% of consumers are more likely to look at an ad that's relevant to the content they're viewing, context should be a key component of any brands' strategy. Client results continue to prove that DV's contextual solutions outperform benchmarks and deliver exceptional performance.

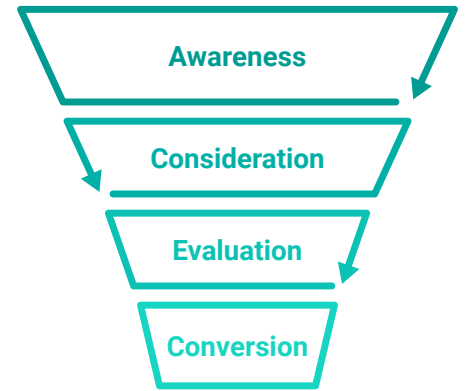


Deliver Relevant Advertising and Honor User Privacy

DV's contextual solutions are privacy-safe tools that help drive the performance of your brand's programmatic campaigns by reaching relevant content. DV's contextual solutions infer user interest based on the content of the page, not through the use of third-party cookies or the collection of personally identifiable information (PII).

Reach Your Audience Wherever They Are in the Buying Journey

DV offers a wide list of contextual categories and controls to help reach consumers at each stage of the user journey – from brand awareness to conversion – to ensure that you can approach users with the right message across all the moments that matter.



Contextual Solutions Powered by DV's Trusted Classification Technology

DV has long provided industry-leading brand suitability data and insights for advertisers across the globe. DV's contextual solutions harness the same technology to provide accurate contextual alignment.

DV Universal Content Intelligence™ leverages best-in-class artificial intelligence powered technology to classify millions of apps and websites on an ongoing basis. DV Universal Content Intelligence's™ text classification engine is purpose-built to analyze and create a detailed profile of any piece of content using a comprehensive ontology. Covering over 200,000+ concepts and using over 11 million rules, our ontology provides a human-like understanding of content.

Our concept-driven approach to contextual alignment eliminates the need for extensive keyword lists and requires less manual effort to maintain. By organizing language into concepts instead of relying solely on keywords, ontologists on DV's Universal Content Intelligence™ team are able to make distinctions between words and topics with multiple meanings, allowing you to serve ads that are more relevant to the content.

DV's concept-driven approach to contextual alignment allows our solutions to intelligently tell the difference between words with multiple meanings. For example: "salsa."

Concept: Salsa (Dance)

The screenshot shows the homepage of THEPITTNEWS. A prominent blue banner reads 'WE ARE HIRING!' with details for a 'Salsa Club' position. Below the banner, a headline says 'Just so much fun: Pitt's salsa club spices up students' Sundays' accompanied by a photo of people dancing.

Concept: Salsa (Food)

The screenshot shows a recipe page on COOKING CLASSY. The title is 'Fresh Salsa Ingredients'. A list of ingredients is provided with tips: Fresh Roma tomatoes, Canned tomatoes, Fresh cilantro, Jalapeno, Red onion, Green onion, Garlic, Lime, Chili powder and cumin, Sugar, and Salt and pepper. On the right, there is a red promotional box for 'The Social Eaters' with the text 'Miss nothing. \$4.25 \$1 a week'.

Our technology allows DV to offer the scale and accuracy required to successfully power content classification:

- **Support for 40+ Languages:** Multilingual ontologies are constructed by translating these concepts and adding language and culture-specific patterns to enable content classification in 40+ languages.
- **Up-to-date and Accurate Classifications:** Content is reclassified 100x a day to ensure accuracy, and updated classifications are pushed to programmatic buying platforms every 15 minutes.
- **Coverage:** DV evaluates 1 trillion opportunities a day, covering 200 million pages a month.

DV Offers Flexible Options for Contextual Activation:

DV offers flexible activation options, including ready-to-use contextual segments and DV Custom Contextual which allows for advanced features like the ability to create dynamic, custom-built, categories to meet your brand's specific needs.

Ready-to-use Segments with DV Standard Contextual

DV offers an extensive library of 600+ ready-to-use segments that are available off-the-shelf in leading programmatic buying platforms. If a relevant ready-to-use contextual segment for your product or service doesn't already exist, we offer DV Custom Contextual to provide you with more granular control and customization.

DV Core Contextual Categories

Contextual Segments

Align your ads with relevant content using a wide-range of segments based on IAB's 3.0 content taxonomy.

Examples

- Arts & Education
- Education
- Family & Parenting
- Food & Drink: Dining Out
- And more

Streaming Media Attributes

Align your ads with relevant video content using genre segments, plus proprietary aggregate genres to expand scale.

Examples

- Comedy
- Biographies
- Couch Detectives - Mystery and Crime
- And more

DV Curated Contextual Categories

News Plus

Strategically reach news content to enhance reach and campaign effectiveness.

Examples

- News Plus: News
- News Plus: News Lite

Seasonal

Reach users at the right time, when they're likely to make a purchase during a special event.

Examples

- Back to School
- Winter Holiday
- Soccer Championships
- Mother's Day
- And more

In-Market

Reach content – such as product reviews and deal sites – that consumers habitually browse when they're preparing to make a purchase.

Examples

- In-Market: Travel
- In-Market: Autos & Vehicles
- In-Market: Consumer Electronics
- And more

DV Standard Contextual is available on Amobee, Beeswax, Basis Technologies, Criteo's Commerce Grid, Google Ad Manager's Curation Tool, Hawk, MediaMath, Pubmatic, PulsePoint, Quantcast, The Trade Desk, Xandr and Zeta Global. Please note that segment support varies by platform. Contact your DV Account Manager for more information.

Build Bespoke Segments to Reach Your Audience with DV Custom Contextual

DV Custom Contextual makes it easy for brands to build bespoke pre-bid segments that can easily be deployed on leading programmatic buying platforms. DV Custom Contextual segments are built to your specification using categories and controls as building blocks to maximize reach or prioritize precision.

Categories

DV Custom Contextual allows for the creation of page-level bespoke **Dynamic** categories built to meet your specific needs, in addition to our ready-to-use categories:



Controls

Segments are further customized to your specifications using advanced controls like:



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



URL Keyword Targeting Lists

Customizable keyword lists to further find specific content surrounding your desired content within a URL string

Once your DV Custom Contextual segment is built in DV Pinnacle® it can be easily activated in your programmatic buying platform (DSP, SSP, Ad Server) via Segment ID.

DV Custom Contextual is widely available on leading programmatic buying platforms

DoubleVerify partners with leading Programmatic Buying Platforms to help you activate DV data for greater performance:



DV Custom Contextual is available on the following programmatic buying platforms:

AcuityAds (Illumin), Adform, Amazon DSP, Beeswax, Criteo's Commerce Grid, Google Ad Manager's Curation Tool, Hawk, MediaMath, Pubmatic, Quantcast, The LinkedIn Audience Network, The Trade Desk, Yahoo and Xandr.

LET'S CONNECT

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