

Contextual Advertising: Retro or Revolutionary?

Todd Parsons, Chief Product Officer at Criteo



Agenda

1

How marketers are
future-proofing their
advertising

2

Why contextual
targeting is back

3

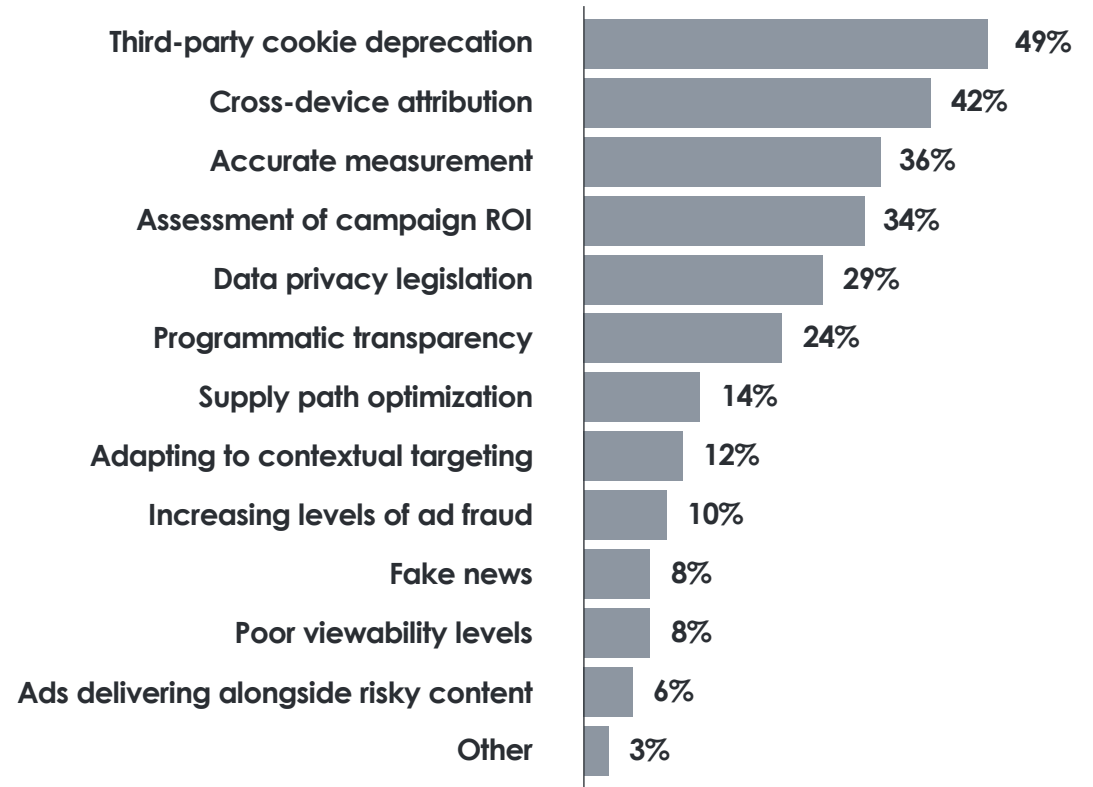
How to build next-level
contextual ad
campaigns

The Media Industry is Evolving

Third-party cookie deprecation is the top industry challenge

Digital Media Challenges According to US Digital Media Professionals, Oct 2020

% of respondents

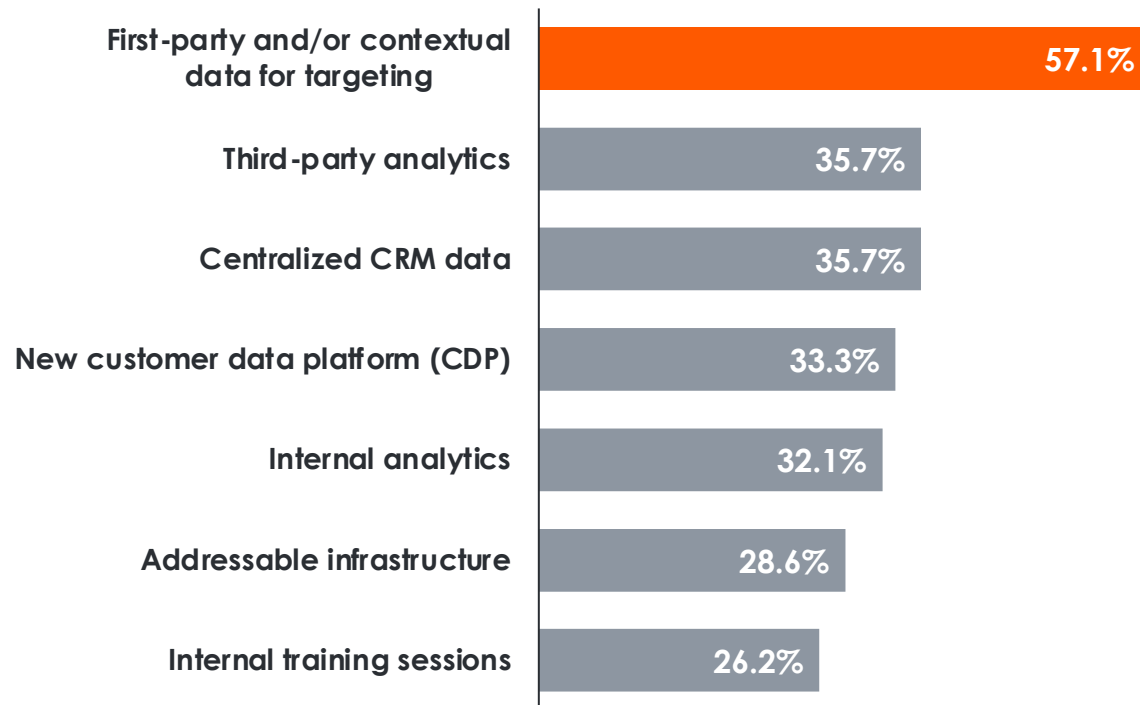


Note: top 3 responses; in the next 12 months

Source: Integral Ad Science (IAS), "The Industry Pulse Report: US Edition," Dec 8, 2020

How Marketers Are Future-Proofing Their Advertising

They're getting more value from data with:



They're exploring a range of solutions to **manage the impact of third-party cookie deprecation**



Most are focusing on **first-party data and/or contextual data**

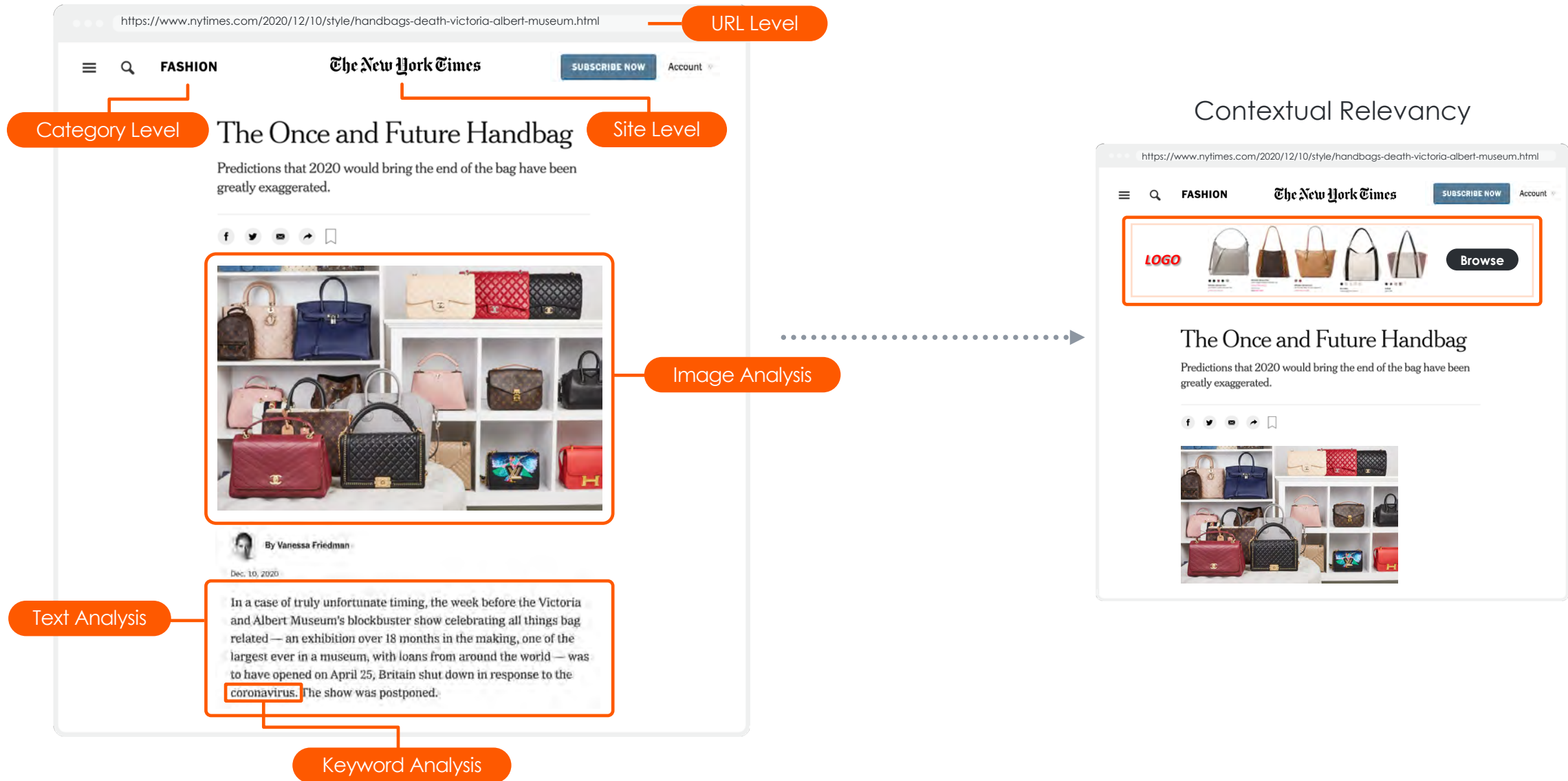


More than 50% of brand advertisers and agencies are spending more on contextual targeting campaigns

Source: "The State of Data 2020," IAB & Winterberry Group, July 2020

Source: Digiday Research, March 2021

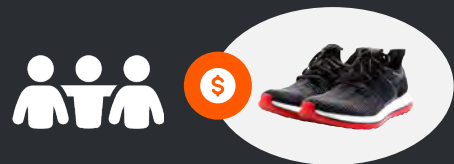
Why Contextual Targeting is Having a Moment



Bringing Together First-Party Data & Contextual Signals

Analysis of First-Party Data

Use first party data to understand what consumers are buying



Affinity Scoring with Contextual & Commerce Signals

Determine what media was visited most prior to those purchases

Assign affinity scores for media across categories and products

Criteo's Media Network:
5,000+ premium publishers & access to major SSPs across 90 regions.

The New York Times USA TODAY

abc The Washington Post

ESPN yahoo!

CNN Los Angeles Times

Politics 7.81

Winter Clothing

Women's Accessories

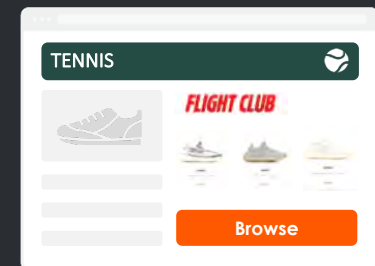
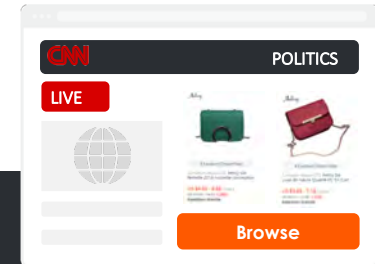
Tennis Shoes 8.9

Wedding Planning

Women's Handbags

Lookalike Expansion

Engage consumers on media with product recommendations they're most likely to buy



The Outcome: Contextual Targeting In Practice

"As we look at the current landscape of retail to find new ways to communicate and connect with our customer, we've begun testing new innovations like Criteo's contextual solution.

Contextual advertising has come a long way, and the ability to tie context with first-party data to drive marketing performance is an exciting development that helps us understand what content best resonates with our customer."

Paula Knight, Senior Director of
Brand Marketing



The Future is Wide Open

Test sustainable strategies and tactics

Prioritize solutions that grow your first-party data

Learn how first-party data can support your future goals

Maximize third-party data's current scale to your advantage

Thank you!