

Audience Proxy Targeting

Reach your desired audience;
no cookies needed

Delivers programmatic buyers unprecedented precision for targeting content that is contextually relevant for a given brand or campaign to increase recognition and engagement.

TARGET THE RIGHT MINDSET

As cookies go away, advertisers are looking for alternatives to reach endemic content that represents where their target audience will be. For example, individuals looking to start a family will likely visit content about pregnancy, baby showers, and early childhood education.

IAS's predictive technology uses emotion and sentiment analysis to pre-screen pages and categorize content like this before a bid is even placed. This enables you to target appropriate content for your desired audience without the need for cookies!

WHAT YOU GET

Carefully curated segments for targeting one or more audiences at the page-level

Accurate classification at scale of content using best-in-class semantic intelligence

Available within major DSPs for precise contextual targeting

SAMPLE OF AVAILABLE AUDIENCE PROXY CONTEXTUAL TARGETING SEGMENTS

Business Travelers

Home Ownership

Small Business Owners

Car Enthusiasts

Marriage

Software and IT Professionals

Car Ownership

Music Enthusiasts

Sports Enthusiasts

Fitness Enthusiasts

New Career

Starting a Family

Holiday Shoppers

Self-Employed

Tech Enthusiasts

To activate, reach out to your IAS representative for a list of available DSPs and detailed user guides.