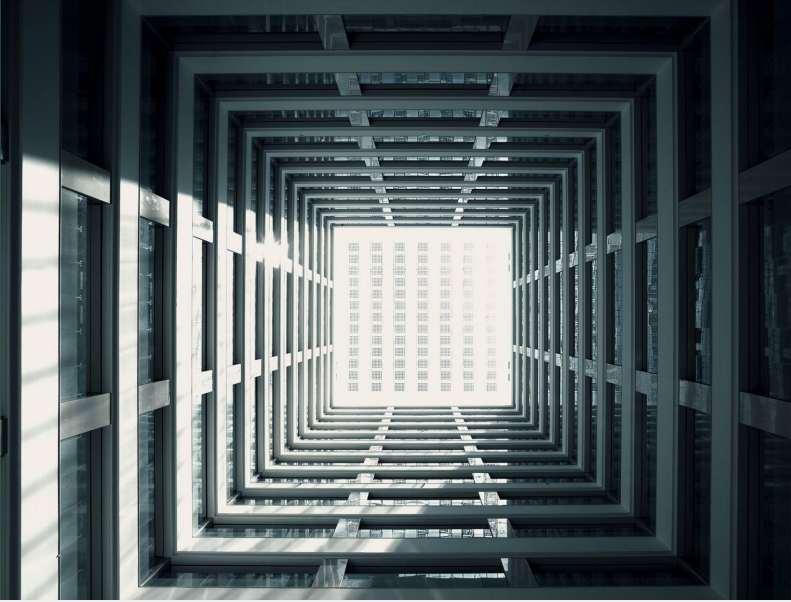# IAS.

CONTEXT CONTROL: CONTEXTUAL TARGETING

Precise, cookieless targeting
in major DSPs

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

TARGET THE RIGHT CONTENT

Take control of targeting content that meets your unique brand goals, before a bid is even placed, to amplify your brand message.

IAS's predictive science pre-screens and categorizes pages using emotion & sentiment analysis, enabling you to target content that is most desirable and relevant.

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

**350+** industry vertical, topical, seasonal, and audience proxy segments

Reach your desired audience **without the use of third-party cookies**

VERTICAL	TOPICAL	SEASONAL	AUDIENCE PROXY
Food & Beverage	Infectious Diseases & Outbreaks - Positive or Negative Sentiment	Back to School	Car Ownership
Gambling	Remote Working	Winter Getaways	Home Ownership
Games & Toys	Diversity Inclusion	Super Bowl	Holiday Shoppers
Home Care	Pollution	Black Friday	Small Business Owners
Insurance	Pollution positive sentiment	Christmas	Car Enthusiasts
Automotive	Positive Content	Olympics	Music Enthusiasts
Telco	B2B	Spring Break	Pet Owners
Travel		PGA Championship	Gluten & Dairy Free
Retail		Tour de France	Smoking Cessation

Display & Video 360   theTradeDesk   yahoo!   AMOBEE   VIANT.   Adelphic DSP   MediaMath   & more!
Walmart Connect   xandr   adform

IAS.

ADDED VALUE TOOLS TO STRATEGICALLY PLAN, EASE ACTIVATION, EVALUATE & OPTIMIZE YOUR TARGETING CAMPAIGNS ALL WITHIN IAS SIGNAL
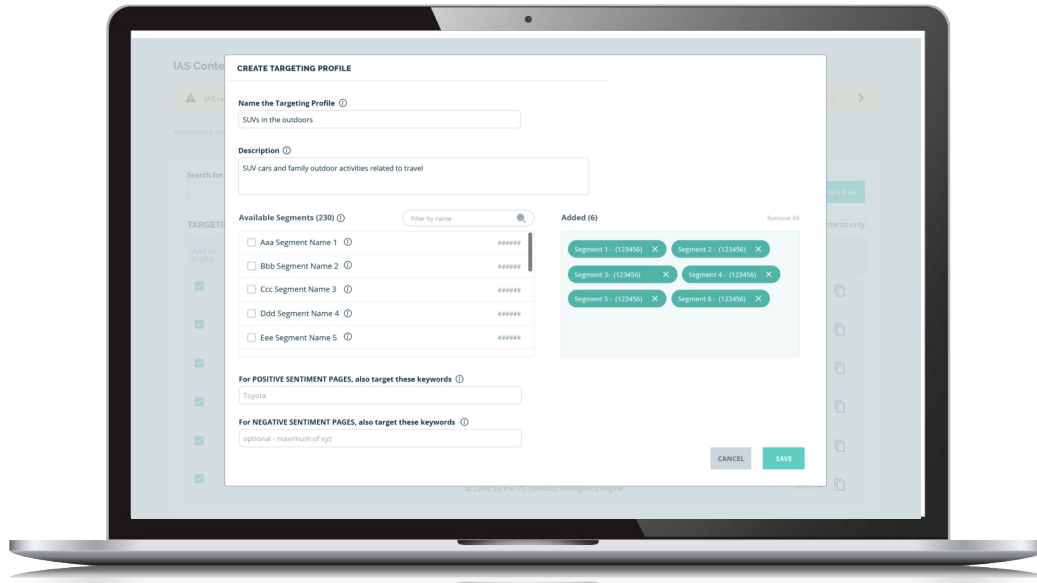
DISCOVER NEW SEGMENTS

with IAS Context Control Segment Catalog

- Access all 600+ off-the-shelf & brand-specific contextual segments all in one place

- Segment recommendations based on your unique needs - coming soon!

OPTIMIZE CAMPAIGNS

with Contextual Targeting Reporting & Segment Reach Calculator*

- Evaluate targeting segment performance against viewability & reach metrics

- Plan effectively by understanding segment reach before you bid

*Please work with your IAS representative to understand segment reach until the calculator is in Signal in 2H 2023

SIMPLIFY ACTIVATION

with Contextual Targeting Profiles

- Bundle relevant targeting segments into one profile with a single segment ID

- Create as many targeting profiles as needed to hit your campaign objectives

To get started, reach out to your IAS representative for more info.