



CONTEXTUAL AD TARGETING ENHANCED WITH GENERATIVE AI

Built For a Cookie-free Internet

Leveraging deep learning and GPT-based natural language processing to enable brands to connect with audiences across relevant content without relying on user and personal data.

CORE BENEFITS

- ✓ **Enhanced audience engagement:** Utilizes advanced AI to match ads with highly relevant content, ensuring that messages resonate with the target audience's current interests, leading to improved engagement rates.
- ✓ **Privacy compliance:** By focusing on contextual signals instead of personal user data, ContextGPT offers a future-proof solution that aligns with stringent privacy regulations and consumer expectations for data protection.
- ✓ **Customizable targeting to suit brand vision:** The use of custom prompts allows for unparalleled flexibility in targeting, enabling brands to reach specific audience segments through content that aligns with their campaign goals and brand values, even in a cookieless environment.
- ✓ **Seamless integration and operation:** Activate ContextGPT deals across any DSP with just a few clicks, maximizing efficiency and effectiveness in campaign management.

Tone

Sentiment

Page Layout





ADVANCED FEATURES TO TAKE ON THE COOKIE-FREE FUTURE OF ADVERTISING

HOW CONTEXTGPT WORKS

STEP 1

Generate prompts based on media brief, brand and campaign goals.

I am looking to market to who browse content that speaks about

Generate

The integration of AI technologies in digital marketing tools has revolutionized how businesses approach their online strategies. From chatbots delivering personalized customer service to AI-driven content curation platforms that tailor content to the preferences of individual users, the applications are boundless. Decision-makers in marketing departments are now prioritizing AI investments to gain a competitive edge, recognizing the immense value it brings in understanding and engaging their target demographic more effectively.

Min. Relevance 80%

Apply

STEP 2

Adjust and align advanced suitability filters to further align target content.

Inventory Metrics
 82% Weighted Relevance | 35M Daily Impressions | 145K Unique URLs

Filters Expand All

- Content (2)
 - Language: English
 - Sentiment: [Slider: Negative to Positive]
 - Diversity and Inclusivity (1)
 - Ethnicity
 - Inclusivity: [Slider: Non-Inclusive to Inclusive]

STEP 3

Review your generated URL list and further train your ContextGPT results with like and dislike inputs.

Actions

- Like
- Dislike
- Remove

STEP 4

Finalize your new deal and watch it send to the DSP of your choice for activation.

Google Display & Video 360

theTradeDesk

Adelphic THE VANT DSP

xandr

yahoo!

BRAND Advertising with deep learning gives you *More*

The Quiet Revolution: AI's Role in Elevating Content Creation and Distribution