



# Contextual in Context:

What, Why and How Behind  
Contextual Advertising



# Introduction

When Google announced it would delay third-party cookie blocking until 2023, advertisers breathed a deep sigh of relief. The imminent doom was over!



Though the chaos has since subsided, data-driven advertising as the industry knows it is still at risk. According to a [recent article from AdExchanger](#), the measures advertisers took to implement **opt-in and consent-based standards may all be for naught**. Despite their best intentions, basic privacy protection principles do little to affect the market and don't resolve the more pressing problem of **overcollection and over-sharing of user data**. Rebecca Slaughter, one of the five FTC commissioners who has been addressing the issue, suggested that 'the market should step back from privacy' as the defining goal, and instead think more broadly about 'data abuses,' ultimately replacing notice-and-consent frameworks with a 'data minimization' approach.

As advertisers continue to search for a long-term solution — one that adheres to growing restrictions and regulations, while maintaining relevance and timeliness for target audiences — contextual advertising may be the answer they are looking for.

## WHAT IS CONTEXTUAL ADVERTISING?

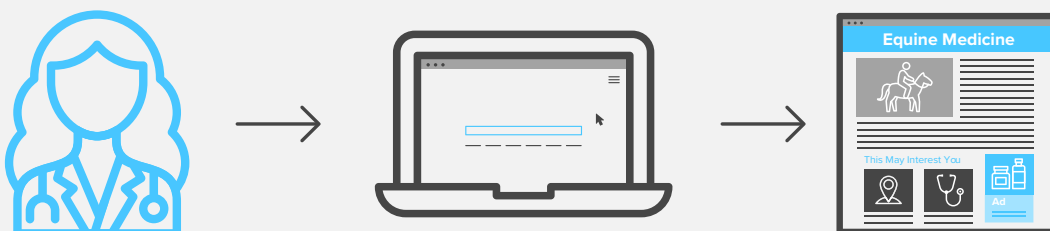
Contextual advertising, also known as contextual targeting, is a form of programmatic display advertising. If you're unfamiliar with programmatic advertising, it's simply a way to purchase digital media using an algorithm-led software in place of traditional buying methods that involve proposals, cost negotiation, sales orders, etc.

What makes contextual advertising unique is that it doesn't rely on knowing the data of target audiences. Instead, you define select keywords and topics of content (i.e. webpages) that you would like your ad to appear next to. The contextual ad that is displayed on the page depends on the relevancy of a webpage's content. In other words, it's all about the **environment fit**, not what the web visitor has been searching or viewing in the past.



### EXAMPLE

Megan, a licensed veterinarian, is browsing the web and finds an article on the latest developments in equine medicine. Within the article, she sees an ad for a veterinary supply manufacturer's new horse health supplement. Based on the content of the web page Megan was viewing, she was contextually targeted with a relevant ad.



## **WHY** ADVERTISERS BUY INTO CONTEXTUAL ADVERTISING



### **Relevancy drives ROI.**

The **click-through rate (CTR) of a contextual ad is 10 times higher** than that of a regular display ad. Think about the example above. Megan would be much more likely to click on the ad for horse supplements if she sees it amidst related content. This is because the ad isn't taking away from her browsing experience – it's enhancing it! Not to mention the ad doesn't end up looking spammy because it's a fitting piece of the webpage's puzzle. Contextual advertising lives up to the 'right message, right time, right place'.

### **Cookies don't hold you back.**

As third-party cookies phase out, marketers are looking for other advertising methods to target audiences with relevant, meaningful messaging. Contextual advertising relies on your selection of topics and keywords, combined with defining what topics or keywords you don't want your ad targeting to, in order to deliver the ad to relevant web pages and ultimately, its visitors, you have **zero risks associated with cookie tracking**. Using contextual targeting eliminates concerns about data privacy, due to using website content as its informer for placement, instead of using the past behavior of the visitor.

### **Ad dollars are spent efficiently.**

Contextual targeting requires fewer resources than other behavioral methods advertising, since user data collection isn't part of its process. This means your digital marketing dollars are used more efficiently, given a **lower cost service**. Paired with the relevancy factor, **impressions for contextual ads are more valuable** because they're already qualified by the content around them, thus making your ad dollars work more efficiently for you.

## **HOW** TO TAKE ADVANTAGE OF CONTEXTUAL ADVERTISING



Contextual advertising offers many benefits, and is proven to have a greater impact on ad effectiveness. Start taking advantage of contextual advertising by **placing your ads alongside high quality industry content** with these three solutions offered exclusively by Multiview.

## ASSOCIATION EMAIL NEWSLETTERS AND E-BLASTS

Highly engaged industry professionals are active in associations, who regularly deliver news and content to their members. Advertising in these publications puts your message directly in the inboxes of your target audience, who are more receptive to engaging with ads that are relevant to the content they are reading. Week after week, you build trust and brand authority across the marketplace by leveraging the association's brand affinity.

However, not all email is created equal. Multiview's email newsletters and dedicated eblasts to professional and trade associations members receive higher engagement than most email marketing campaigns. Open rates on these publications are **more than double the industry average** because recipients opt-in to receive Multiview's communications and actively engage with the custom content.



**29M**

Emails sent  
per month

**97%**

Deliverability  
rate

**42%**

Average  
open rate

### BENEFITS

- **Interested audience** – recipients opt-in to receive Multiview's communications and actively engage with the custom content
- **Engaged readers** – industry-leading open rates reveal a highly engaged audience
- **Build trust** – align yourself with a voice of the industry to earn trust in your brand
- **Creative flexibility** – multiple ad formats and positions are available to effectively convey your message



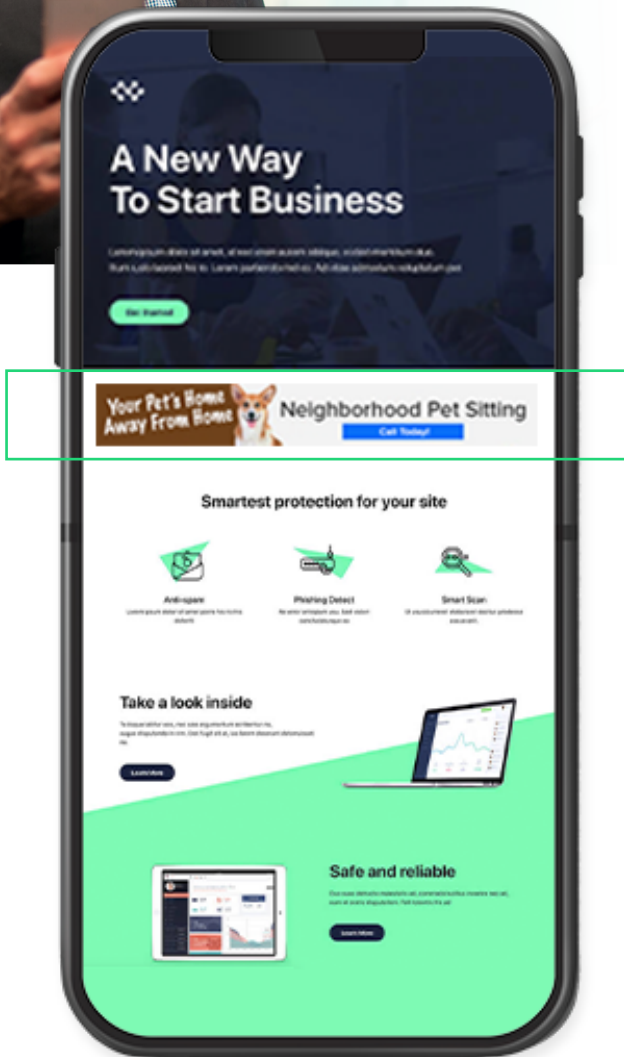
## ASSOCIATION WEBSITE ADVERTISING AND RETARGETING

Association websites are trusted sources for industry news and information where your customers go to network and develop their knowledge. When you advertise directly on association websites, you enhance the user experience by delivering high-quality, relevant ads that are a natural fit to the digital environment. As a result, web visitors develop a sense of trust toward brands that affiliate with their association.

In addition, website retargeting helps you continue to connect with association website visitors after they leave the website. This type of digital advertising keeps your company top-of-mind as website visitors browse other related webpages and media channels.

“ One of the biggest benefits of working with Multiview is **reaching a quality audience** and being able to quantify that. ”

— **Kris Simpson,**  
Media Consultant of KLM Media  
(on behalf of Bradley Corp.)



### BENEFITS

- **Targeted reach** – reduce waste spend with the assurance that you’re hitting the right audience
- **Relevant messaging** – custom ads keep your message engaging and drive responses
- **Brand awareness** - receive recognition for your brand from highly-qualified audiences who matter most to your business
- **Synergy** – retargeting, combined with other tactics, boosts the effectiveness of your campaign strategy



## ASSOCIATION ONLINE DIRECTORIES



When researching products and vendors, professionals turn to their associations for recommendations and information. Many associations have what's known as a 'Buyer's Guide.' This comprehensive online directory is where decision-makers in your target market use keywords and filters to find industry-specific products and vendors. By advertising in an association's Buyer's Guide, you'll reach the right decision-makers with the right message at the right time: when they're looking to buy.



**140**  
Guides

**26**  
Industries

**8**  
Verticals

### BENEFITS

- **Brand authority** – leverage association affinity to build trust in your brand
- **Full service** – our expert team crafts eye-catching visuals and relevant messaging to get you noticed
- **Analytics** – unlike traditional offline guides, our digital version provides tangible metrics to track performance
- **Wide reach** – guides across all industry verticals means you can spread your reach as far as needed



# MAKE CONTEXTUAL ADVERTISING PART OF YOUR MARKETING STRATEGY

Now that you know what contextual advertising can do and its role in your digital marketing strategy, all it takes is setting a budget, preparing your ad content, and identifying target keywords to start experiencing the benefits.

Work with Multiview to find out how you can add contextual advertising to your marketing plan and utilize our first-party data sources. Through our extensive network of 1,200 reputable association publications that span 30 industries, Multiview offers advertising access to 10 million B2B professionals.

Connect with us

## Sources:

[FTC Commissioner Advocates 'Data Minimization' In Advertising](#)  
[Contextual Targeting 101: How To Use Relevance To Drive Better Engagement Without Cookies](#)  
[Study Suggests Contextual Ads Are More Cost-Efficient Than Behavioral Advertising](#)  
[Contextual Advertising: The New Frontier](#)