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CONTEXTUAL COMEBACK

# 01



## RESEARCH

EFFICIENTLY REACH USERS  
THROUGH VISUAL MEDIA

## CONTEXTUAL BOOST

As part of the White Paper developed in collaboration with Metrixlab research company - *Efficiently reach users through visual media*- we digged to understand users' preferences when it comes to digital advertising and the impact of contextual targeting.

When asked, most respondents stated that they prefered advertising to the content they are consuming at a specific time (59% of them).

# CONTEXTUAL BOOST

Placing ads alongside contextually relevant content translates into users' greater preference and more positive reactions, as the brand matches users' interest in real time, impacting them while they are in the right mindset.

Good brand fit

**69%**

agreed ad fits content

Greater likeability

**+40%**

higher ad likeability

Good perceptions

+40% relevant

+25% entertaining

+18% convincing

# RESEARCH

# SUCCESS FORMULA

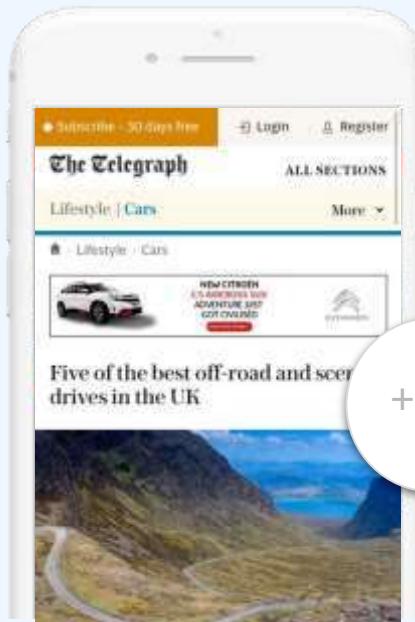
By combining in-image placement with a contextual strategy you will boost the perception for your brand. Incremental brand favorability:

Standard negative content



-10%

Standard contextual



+6%

Integrado en el contenido



+22%

02



BRAND LIFT

BENCHMARK 2020  
IMPACT ON BRAND METRICS

# IMPACT ON BRAND METRICS

We have partner with Metrixlab to accurately measure the impact of our solutions on main brand metrics through brand lift studies.

This benchmark shows how the combination of a relevant placement and the accuracy of contextual targeting can help brands to boost KPIs and engage with users throughout the sales funnel, from awareness to purchase intent.

Figures represent the average of +10 different studies conducted across Europe during 2020.

# BRAND LIFT

## BENCHMARK



