



CONTEXTUAL COMEBACK

01

METRIXLAB
a Macromill Group company



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 dugged to understand users' preferences when it comes to digital advertising and the impact of contextual targeting.

When asked, most respondents stated that they preferred 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

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



Standard contextual



Integrado en el contenido



02

METRIXLAB
a Macromill Group company



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

+7,9%

Aided Awareness

+36,9%

Unaided Awareness

+19,8%

Favorability

+17,7%

Purchase Intent

+34,6%

Online Ad Recall

+32,4%

Message Recall

+48,5%

Ad Recognition

