Contextual Approach to Targeting Digital Advertising

8th April, 2021,
Speakers

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Agenda

Introduction to Tech Lab and Standards Portfolio

Contextual Approach to Targeting Digital Advertising

Panel Discussion

Q&A

Announcements
Our Mission

Engage a global member community to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.

Member-driven, member-developed

Share the cost, share the benefits

We live this – as a neutral, transparent, open-source, non-profit org

Broad availability & utility, by design
You may already know our work
Why we need technical standards

To help advance and grow the digital media ecosystem by:

- Reducing product development efforts & costs
- Improving interoperability & quality
- Increasing speed to market
- Fueling market innovation
- Mitigating risks

As with other essential technologies, Tech Lab standards are indispensable for the growth and health of the digital media ecosystem.
<table>
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<tr>
<th>1</th>
<th>IDENTIFY, DATA, &amp; PRIVACY</th>
<th>2</th>
<th>BRAND SAFETY &amp; AD FRAUD</th>
<th>3</th>
<th>AD EXPERIENCES &amp; MEASUREMENT</th>
<th>4</th>
<th>PROGRAMMATIC EFFECTIVENESS</th>
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<tbody>
<tr>
<td></td>
<td>Project/Rearc (rearchitecting post-cookie/ID)</td>
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<td>Content Taxonomy (contextual categories/channels)</td>
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<td>VAST (video ad delivery spec)</td>
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<td>OpenRTB (programmatic real-time protocol)</td>
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<td>Data Label (“nutrition label” for data)</td>
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<td>Ad Product Taxonomy (product categories)</td>
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<td>SIMID (video ad interactivity spec)</td>
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<td>OpenDirect (programmatic guaranteed spec)</td>
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<td></td>
<td>Audience Taxonomy (data segment categories)</td>
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<td>ads.txt / app-ads.txt (anti-fraud specs)</td>
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<td>MRAID (mobile in-app rich media ads API)</td>
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<td>CATS (ad request spec for direct buys)</td>
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<td>Transparency &amp; Consent Framework (IAB Europe)</td>
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<td>ads.txt Aggregator (transparency insights)</td>
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<td>New Ad Portfolio (ad weight, size, experience specs)</td>
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<td>Ad Management API (creative approval API)</td>
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<td>CCPA &amp; Other Privacy Frameworks</td>
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<td>sellers.json (anti-fraud, transparency spec)</td>
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<td>SafeFrames (secure ad “container“)</td>
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<td>CTV/OTT Guidance (IFA, User Agent, app store ID)</td>
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<td>SupplyChain object (transparency spec)</td>
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<td>Open Measurement (unified SDK for viewability &amp; more)</td>
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<td>Spiders &amp; Bots (traffic detection &amp; filtering list)</td>
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<td>ads.cert (security, anti-fraud spec)</td>
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<td>Podcast Measurement Technical Guidelines</td>
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<td>Blockchain education</td>
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<td>PRIORITY</td>
<td>SUPPORTING STANDARDS</td>
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| 1. Define/Inform multiple solutions to privacy-centric **addressability** (without cookies/IDs) | a) (NEW) Rearc: Addressability/Privacy standards & compliance for contextual, demo/behavioral, authentication  
b) Browser/OS & industry engagement & education |
| 2. Provide **technical standards for privacy**, to support compliance with local laws | a) TCF & CCPA framework  
b) (NEW) Global Privacy Framework |
| 3. Promote **supply chain transparency** for brand safety, fraud, & data decisions | a) Sellers to buyers: ads/app-ads.txt (incl. CTV), sellers.json, SupplyChain object  
b) ads.txt Aggregator enhancement & (NEW) validation  
c) (NEW) Buyers to sellers: buyers.json, Ad Mgmt API, adv IDs?  
d) Taxonomy & OM SDK enhancements for brand safety  
e) Data Transparency/Label |
| 4. Improve **measurement & attribution accuracy & consistency** (reacting to #1-3 & motivating those efforts) | a) OM SDKs/OMID – OM SDK for CTV – tvOS, Android TV, Roku  
b) Brand Safety and Suitability solution for Open Measurement  
c) VAST 4.2 / SIMID / OM (incl. CATS & AdCOM)  
d) Podcast Measurement incl. enhancements if needed |
Global Board + Local IABs + Member Companies

- 750+ companies
- 20+ working groups
- 2,500+ people

* Local/regional IABs supporting Tech Lab

Board of Directors

- CBS Interactive
- Hearst
- Neustar
- Index Exchange
- IAS Integral Ad Science
- LinkedIn
- Oracle Data Cloud
- OpenX
- Pandora
- Quantcast
- MediaMath
- Media.net
- Microsoft
- Rakuten Marketing
- SpotX
- Tapad
- TikTok
- The Trade Desk
- Verizon Media
- Xandr
- Yahoo Japan
How Tech Lab works with IAB globally

**Market Development**
(supporting sales/marketing)

- Education & certification
- Research
- Policy
- Guidelines & business standards
- Events & networking

**Technical Standards**
(supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events

**Proprietary Innovation**

- Packaging & pricing
- Competition
- Product/Service development
- Operational Innovation
Project Rearc Progress
Privacy by Default Is the New Normal – Globally

CONSUMERS
• Growing awareness & concerns about the data economy
• Distrust of corporate & political power & institutions

PLATFORMS
• Browsers & operating systems limiting cookies & IDs globally – taking aim at cross-site tracking
• Largest ad/media platforms revising their practices

GOVERNMENTS
• Rise of privacy laws globally – many requiring consumer opt-in, all requiring transparency/control
• Legal action against violators
The Consumer Is Now in Control

I want to **restrict** how sites and apps use my data.

I’m ok if sites and apps **recognize** my visits to provide relevant ads.

I want everything **personalized** just for me.
Delivering ad-supported consumer experiences risks becoming too complex.

Ad planning, personalization, delivery, measurement, privacy compliance, etc. can vary by:

- Device
- Operating System
- Media Channel
- Browser/App
- Publisher
- Marketer
- Vendor
- Privacy Jurisdiction
- User Location
- User Controls

Open standards can help enable **predictable user privacy** and the delivery of **responsible ad-supported digital experiences**.
Portfolio Approach to Addressability is Required (No Silver Bullet!)

Plan for a range of scenarios across advertising business activities & use cases:

<table>
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<tr>
<th>Unlinked 1st-party Audiences</th>
<th>Browser/OS-linked Audiences</th>
<th>Linked 1:1 Audiences</th>
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<tbody>
<tr>
<td>Advertiser/Publisher data not connected</td>
<td>No 3rd-party tracking</td>
<td>Advertiser/Publisher data connected</td>
</tr>
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</table>

- **Unlinked 1st-party Audiences**
  - Contextual
  - Seller-defined audiences
  - Private marketplaces

- **Browser/OS-linked Audiences**
  - Chrome Privacy Sandbox
  - Apple SKAdNetwork & Private Click Measurement

- **Linked 1:1 Audiences**
  - Pre-prompts to earn opt-in to device ID or cookie
  - User-enabled IDs
  - Clean rooms

Plan for a range of scenarios across advertising business activities & use cases:

- **Unlinked 1\(^{st}\)-party Audiences**
  - Advertiser/Publisher data not connected

- **Browser/OS-linked Audiences**
  - No 3\(^{rd}\)-party tracking

- **Linked 1:1 Audiences**
  - Advertiser/Publisher data connected

**Taxonomy & Data Transparency Standards to Support Seller-Defined Audience & Context Signaling**

Enabling publishers to *achieve scale* by passing *seller-defined contextual and audience attributes* to buyers within OpenRTB (real-time bidding), when no user-provided or 3\(^{rd}\)-party identifier is available.

**Existing standards:**
- Content & Audience Taxonomies
- Data Transparency / dataLabel.org
- SKAdNetwork support
- OpenRTB

- **Contextual**
- **Seller-defined audiences**
- **Private marketplaces**
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Announcements
Power Of Context
Brief Outline

Why Contextual?
- Audience Vs Context

Who is it for?
- End user
- Advertiser
- Publisher

What does Context offer?
- Category
- Topics
- Brand Safety
- Events
- Sentiment
- Content Type

Scope of Contextual Targeting
- Textual Content
- Image Content
- Audio/Video Content

Modes of Integration
- Direct Sales
- PMPs
Why Contextual?
Why Contextual?

Enables one of the most critical lever of a company’s value chain [Right Time] for precise targeting and enhanced effectiveness.
Audience Vs Context

How do you want to get started?
Find answers quickly online

62 Delicious Easter Dinner Ideas The Whole Family Will Love

New York launches nation's first 'vaccine passports.'

The Best Running Apps to Take on Your Workout

Looking for New Home Mortgage

Cooking Audience Match

Vaccines Audience Match

Fitness Audience Match
Audience Vs Context

A Quick Guide for First Time Home Buyers

11 Best Home Appliances For Upcoming Year

10 Home Decor Trends For Upcoming Year

How To Build The Best Security System

Home Appliances
Context Match

Home Furnishing
Context Match

Home Security
Context Match

Looking for New Home Mortage

Article About
Home Financing

Audience

Power of Context @ IAB Tech Lab
Who is it for?
Who is it for?

End User

- Minimal Privacy Issues
- Freedom from "intrusive", "obnoxious" and "survilled" ads

Publisher

- Content Categorization
- Audience Segmentation
- Quality Content

Advertiser

- Best Shoe For Sale, Limited Period
- Contextual Relevance
- Cookieless Targeting
- Real-time intent at scale

Higher CTR  Higher ROI

Higher CPM  Higher Revenue

Higher CTR  Higher ROI

SNEAKERS MAG

Ashton Owen

February 23, 4 min read

"I Like to Create and Not to Redo the Same Pair Several Times"

The constant pursuit of individuality is one of the driving forces in the digital world we currently live in. Algorithms that serve us just the content that speaks to us. Targeted ads that promote stuff we didn’t even know we needed. And of course, social platforms that provide the stage for anyone to get their five seconds of notoriety. But luckily, there’s also a bright side to it. A mechanism which allows for anyone to get creative, to express themselves, and add their own touch to places that are cornerstones of culture like the worldwide sneaker community.

Personalizing the look of your kicks has been a cherished tradition among sneakerheads ever since Ozark replaced the factory ones of their...
What does Context offer?
What does Context Offer?

- Category
- Topic
- Brand Safety
- Sentiment
- Events
- Content Type
Category

Topical Context of a piece of content, typically hosted on a webpage

698 IAB Tech Lab Categories across 29 Parent Categories

Financial Planning

Better savers spend less money on these 3 things

Reducing spending in three common budget categories may significantly boost your ability to save money. A small mental trick could help you stick to an ongoing saving plan.

Consumer Banking

ATM Withdrawal Limits: What You Need To Know

Reducing spending in three common budget categories may significantly boost your ability to save money. A small mental trick could help you stick to an ongoing saving plan.

Personal Investing

GameStop Stock (GME) Price Rise Is Enticing, But Misleading - Don’t Get Trapped

Reducing spending in three common budget categories may significantly boost your ability to save money. A small mental trick could help you stick to an ongoing saving plan.
Topics are the more granular concepts referred to in any web content.
Brand Safety

Sensitive categories across the entire digital ecosystem - a common language to describe content that may be considered harmful or unsuitable

IAB Tech Lab Tech Labs Content Taxonomy 2.2 in alliance with GARM (Global Alliance for Responsible Media)

Oct 28, 2020

List of Sensitive Topic Categories include:

- Adult & Explicit Sexual Content
- Arms & Ammunition
- Crime & Harmful Acts to Individuals
- Society and Human Right Violations
- Death Injury, or Military Conflict
- Online Piracy
- Hate Speech & Acts of Aggression
- Obscenity and Profanity
- Illegal Drugs/Tobacco/E-Cigarettes/
- Vaping/Alcohol
- Spam or Harmful Content
- Terrorism
- Sensitive Social Issues
While Tech Lab had always planned to update the Content Taxonomy, COVID-19 has accelerated the need as many advertisers blocklisted critical and educational topics about the pandemic.

Amit Shetty  Sr. Director, Product, IAB Tech Lab Tech Lab.
Sentiment

Sentiment represents an opinion associated with the context

Tonality
Overall Tone of the article

Topical Sentiment
Deciphering the tone associated with specific topical entities in the content

Emotion
Trying to understand how does the user feel upon consuming any given piece of content

Best Contextual Adjacency

10 Best U.S. Islands Outside Hawaii
The global Covid-19 death toll officially topped 2 million early Friday afternoon, according to Johns Hopkins University, with the U.S. contributing nearly one fifth to that loss of life.

Skip Brand Unsuitable Context

Spring breakers Flood Beaches As Experts Fear COVID-19 Spread
The global Covid-19 death toll officially topped 2 million early Friday afternoon, according to Johns Hopkins University, with

Smart Ad Alignment

Spring breakers Flood Beaches As Experts Fear COVID-19 Spread
The global Covid-19 death toll officially topped 2 million early Friday afternoon, according to Johns Hopkins University, with
Events

**Look-Alike Content**
- Signals derived based on synonymous content on the web
- Trending content, based on popularity and readership
- Automated suggestions based on live updates to enrich most updated signals for targeting

**Weather**
- One of the primary determinants of consumer purchase behavior
- Proven linkages to moods, needs and purchase intentions
- Enables targeting for geographical areas experiencing specific weather conditions
- Key impacted industries- Food & Drink | Pharmaceuticals | Apparel | Travel & Leisure | Home & Garden

**Predicted Viral**
- Content that has high likelihood of going viral
- Algorithmically calculated, using factors such as publish date and social media shares
Refining contextual signals to gauge brand consideration and purchase intent.
Scope of Contextual Targeting
**Textual Content**

**Semantic Science**
Human expertise in combination with textual analysis to understand meaning

**Ontology**
Grouping of concepts based on their properties and relationships

**And Other Patented Technologies**

**Intelligent Crawling**
- Eliminate all promoted content / links from the text content
- Timed to detect content updation
- Distinguishes between mobile and web content
- Multi-lingual controls

**Beyond Keywords**
- Precisely gauge the true meaning of the page context
- Relevance scoring of concepts to optimize for precision Vs scale
- Not limited by the size of content

**Real-time Context**
- Contextual signals from the 1st impression
- Built to scale for OpenRTB ecosystem
- Sub-millisecond response times

**Unconditional Customization**
- Support for any and every logical combination of contextual signals
- Extremely granular controls

Media.net, Power of Context @ IAB Tech Lab
Image Content

Image Concepts
Further enriched with Original Surrounded Text

Objects
Define by shape
Eg - Fork, Keyboard, Cup

Stuff
Appear as regions no specific shape
Eg - Sky, Water

Objects
Clear boundaries but complex shapes
Eg - Roads

Logos
Brand Resonance

Location
Geo-specific events

Products
Ancillary Products

Nature
Emotional invoked

People
Brand Ambassadors

Text
Billboards

Image Concepts

Further enriched with Original Surrounded Text

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Billboards
Audio/Video Content

Follows object identification and speech-to-text transcription technology utilizing:

- Rich audio content
- Video Description
- Metadata Keywords
- Vivid imagery
Modes of Integration
Modes of Integration

Signal Enrichment
- Enhance the existing Audience/Cookie-based targeting by adding a layer of contextual relevance

Identity Solution in Cookie-less Era
- Buying based on real-time user intent and mood by tuning targeting to match context across textual-audio-visual content

DSP/ Exchange Integrations
Private Marketplace Deals
API Integrations
Thank You!
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Heads up! - Upcoming Webinar Engagements

More in the series, mark the dates, registration links to follow.

• 22nd April - *(with The Trade Desk)* - Universal IDs and Authenticated Consumers UID 2.0

• 6th May - *(with Google)* - Privacy Sandbox & Building a Privacy-First Future for Web Advertising

For questions relating to membership or sponsor opportunities

membership@iabtechlab.com

For members to send any product / specifications / standard related questions

support@iabtechlab.com

For any questions on Tech Lab compliance programs (OM SDK, Data Transparency, Podcast Measurement)

compliance@iabtechlab.com

For becoming part of APAC Communications Group and receiving regular updates in the region

apac_communications@iabtechlab.com
Please visit iabtechlab.com/apac for more information on events and view past presentations & recordings.

Thank You !