Context Control
IAS Brand Suitability and Contextual Targeting Solution

PROTECT & GROW YOUR BRAND
Every brand is unique. Control over the contextual relevance of digital ads maximizes both the impact and cost efficiency of campaigns.

Do more with less, and do it precisely, at scale.

Our patented cognitive semantic technology uses natural language processing (NLP) to dynamically comprehend the nuances of context using sentiment & emotion analysis across 29+ languages. This IAS advantage gives our customers precise page-level content classification at scale.

Context Control Avoidance
Provides more granular control of content adjacencies and controls for appropriateness of various contexts, as tailored for a specific brand.

- 100+ industry-specific and topical segments for content avoidance
- Brand-specific protection for content avoidance unique to your brand name and negative sentiment
- Pre-bid segments for avoidance within major global DSPs

Context Control Targeting
Delivers programmatic buyers unprecedented precision for targeting content that is contextually relevant for a given brand or campaign to increase recognition and engagement.

- 200+ vertical, topical, seasonal and audience proxy segments available
- Accurate classification at scale of content using best-in-class semantic intelligence
- Pre-bid segments for targeting within major global DSPs

IAS is “42% more accurate than the next best provider” at classifying online content
- THE OZONE PROJECT
To learn more about our industry-leading Brand Safety & Suitability solution, contact us!