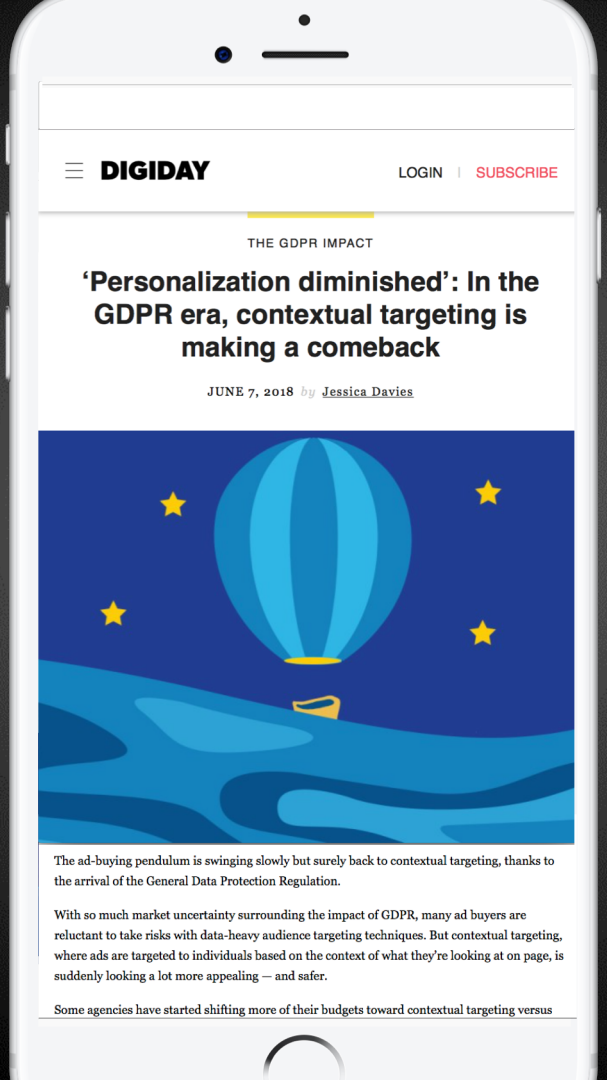
The evolution of contextual targeting: using brain data to get ad placement right

Oath:

UM

The need for smart contextual targeting

Increased expectations of transparency in digital



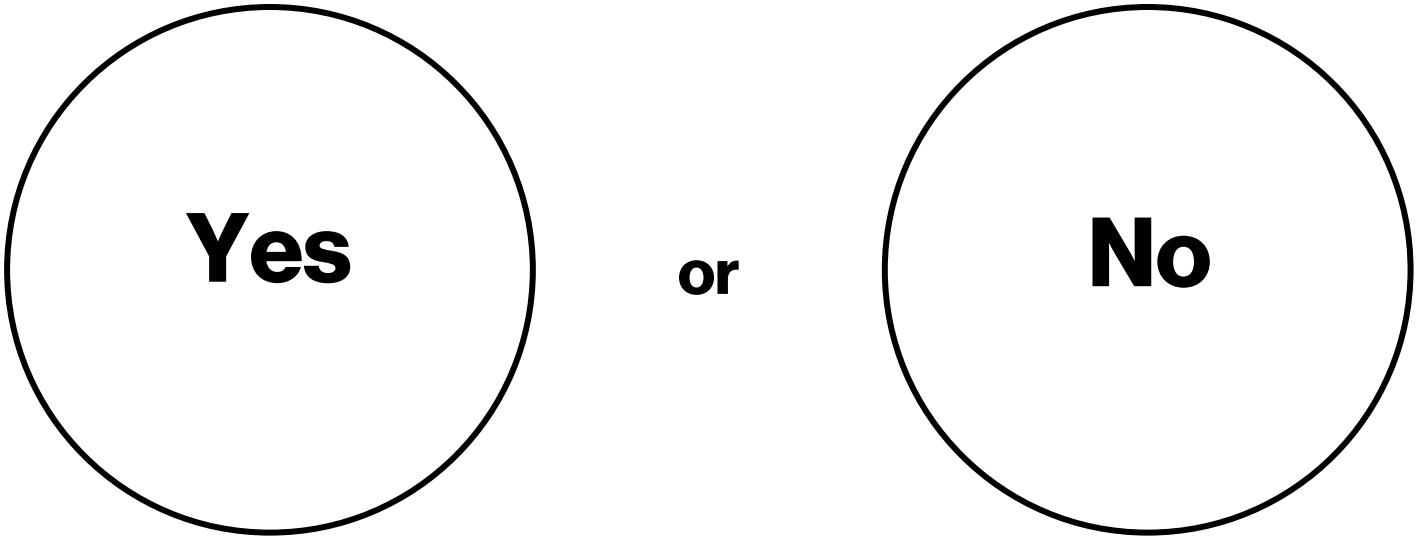
Reach ≠ Attention

The new media equation:

Reach + Relevance

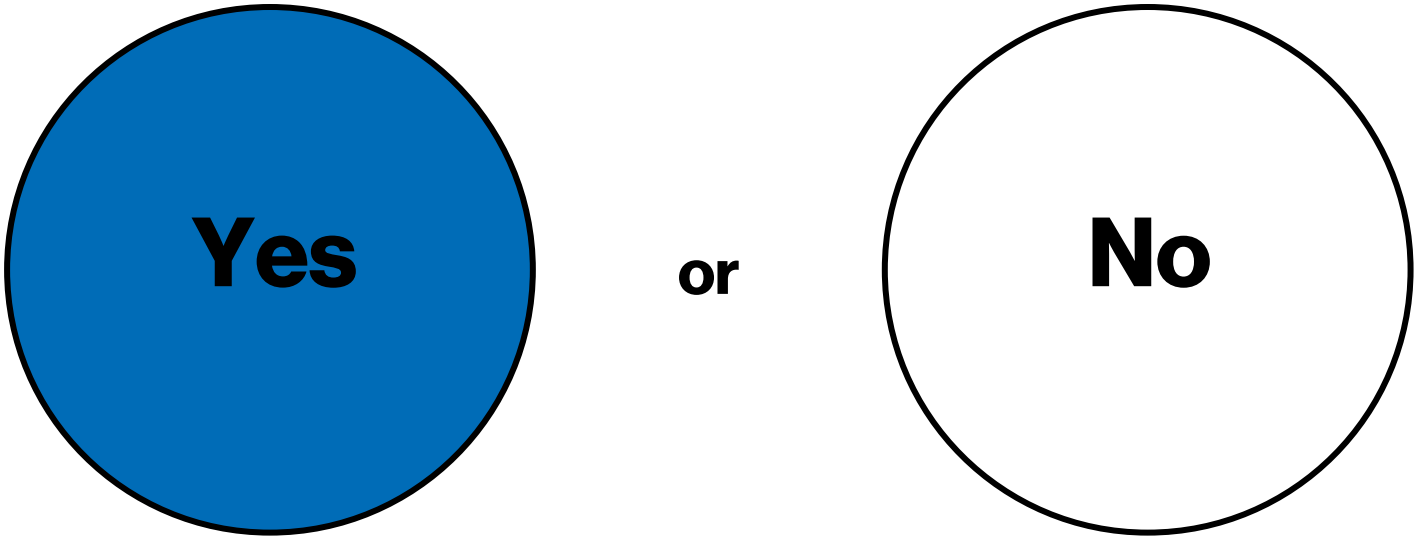
Thinking critically about context is crucial

Are brands accountable for the content their ads are adjacent to?



Source: Value of Content Environment Study, YouGov, March 30-April 7, 2018
Do you believe that brands and companies have a responsibility to always know where their advertising is being placed online (i.e., on the sites that their ads appear or content their ads appear next to)?

Are brands accountable for the content their ads are adjacent to?



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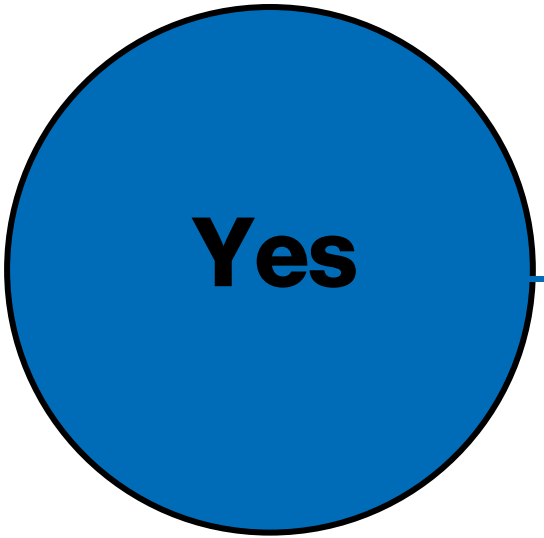

69%

of Canadians feel brands are responsible for the content their ads appear next to

Source: Value of Content Environment Study, YouGov, March 30-April 7, 2018
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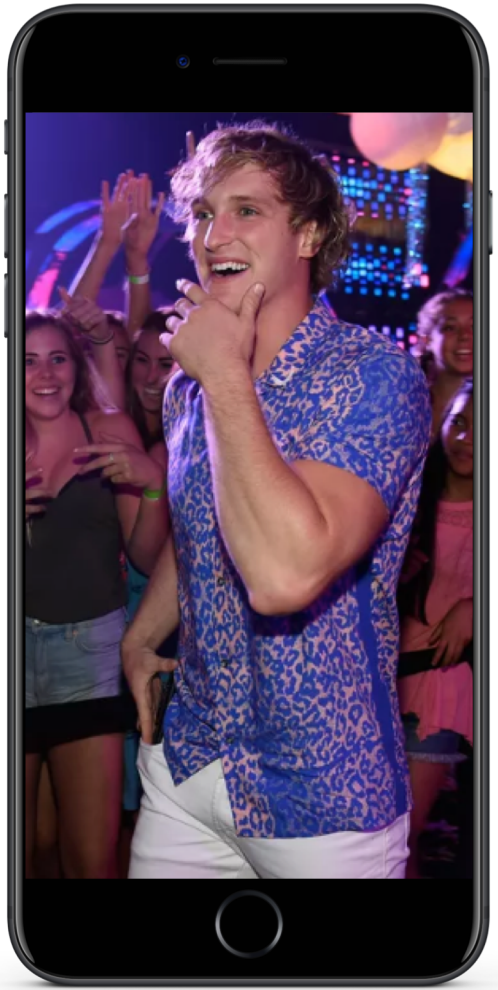
After seeing ads next to offensive content



69%

say they feel much less favourable towards those brands

25%

More boycotting of brands / products because of sites or content its advertised on

Source: Value of Content Environment Study, YouGov, March 30-April 7, 2018
If you came across the following types of content on a website, how much more or less favourable would you feel towards the brands that advertise on that site?
How much more or less would you say you do each of the following online activities now versus 6 months ago (i.e., since early October 2017)?

What is high quality content?

What makes content “high quality?”

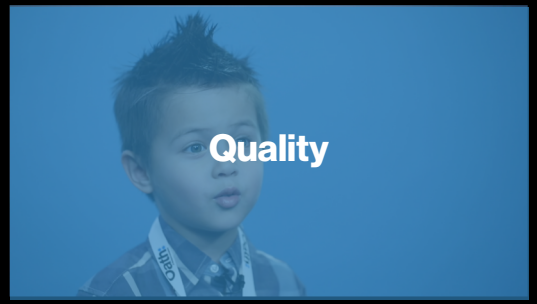
Trustworthy

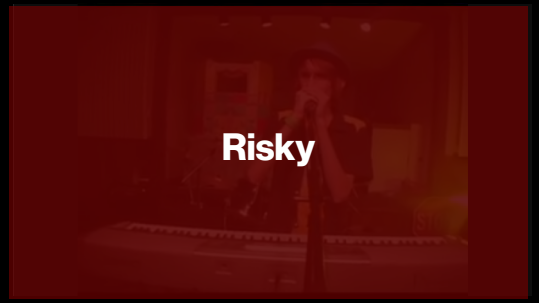
Uncluttered

Current

Source: Value of Content Environment Study, YouGov, March 30-April 7, 2018
q2. Which of the following attributes would you use to describe a website (including social media websites and online publications) that has what you consider to be the best content?

There is a quality continuum





Unlocking the deeper response

“Much of what drives human decision making is not consciously accessible” Daniel Kahneman

The conscious mind (present mind)

5-10%

influence on decision making (Conscious)

Explicit Measures

The sub-conscious mind (floating mind)

Implicit Measures

90-95%

influence on decision making (Subconscious & Unconscious)

The buried mind (unconscious mind)

Neural Measures

Source: Daniel Kahneman ‘Thinking, Fast and Slow’ 2011

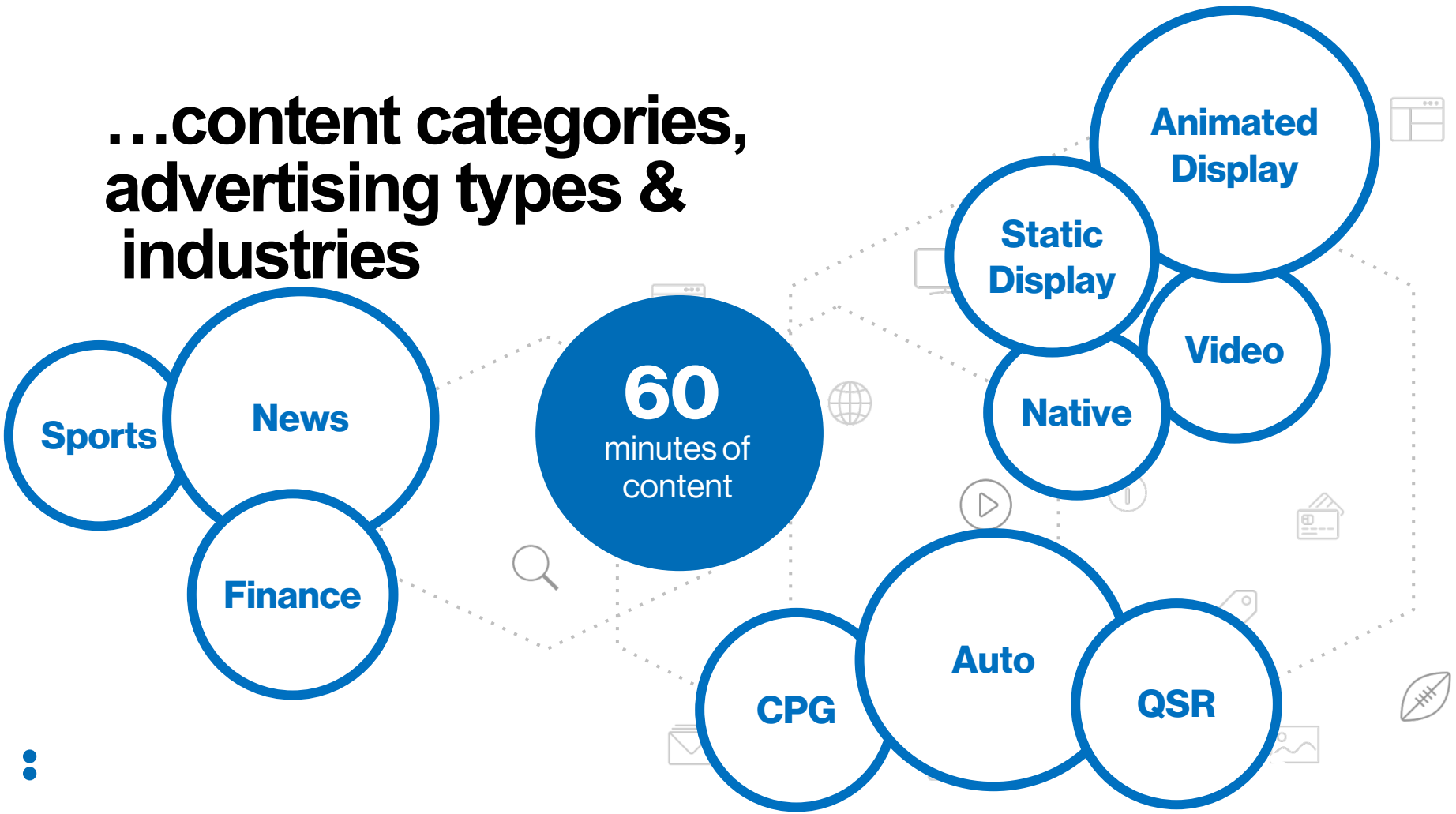
Metrics were collected across screens…

300
people
March 2018

60
minutes of
content

9 million data points collected

…content categories, advertising types & industries



A range of properties in the 1,000 test cells

Sports

- Yahoo Sports
- HfBoards
- The Hockey News
- Metro Sports
- Hockey Estrie
- TVA Sports
- TSN

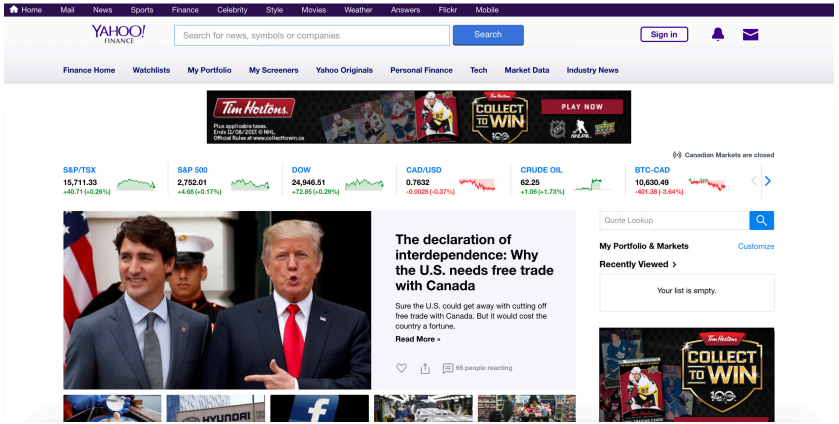
News

- Yahoo News
- 680 News
- Castanet
- Mail.com
- L'actualite
- Diply
- Meteo Media

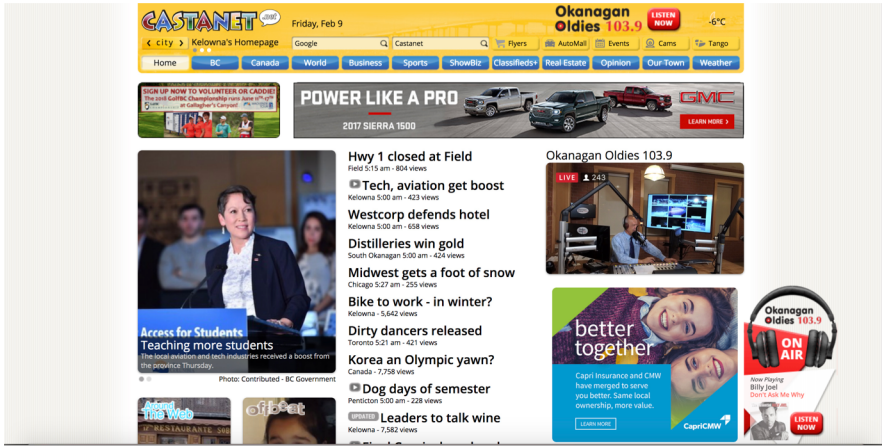
Finance

- Yahoo Finance
- TMX Money
- XE
- Money Sense
- TVA

High quality Example



Lower quality example



Understanding the neuro metrics that matter

	What is it?	What does it answer?
	Alertness & attention	“Is the stimuli capturing my attention?”
	Connection	“Is there a deeper relationship with the stimuli?”
	Encoding to memory	“Is the stimuli being committed to memory?”

Source: Environment Analysis Biometrics Study, Brainsights, Q1 2018, English Canada

The quality of the ad environment matters

Ads in High Quality Environments vs Ads in Other Ad Environments

At benchmark

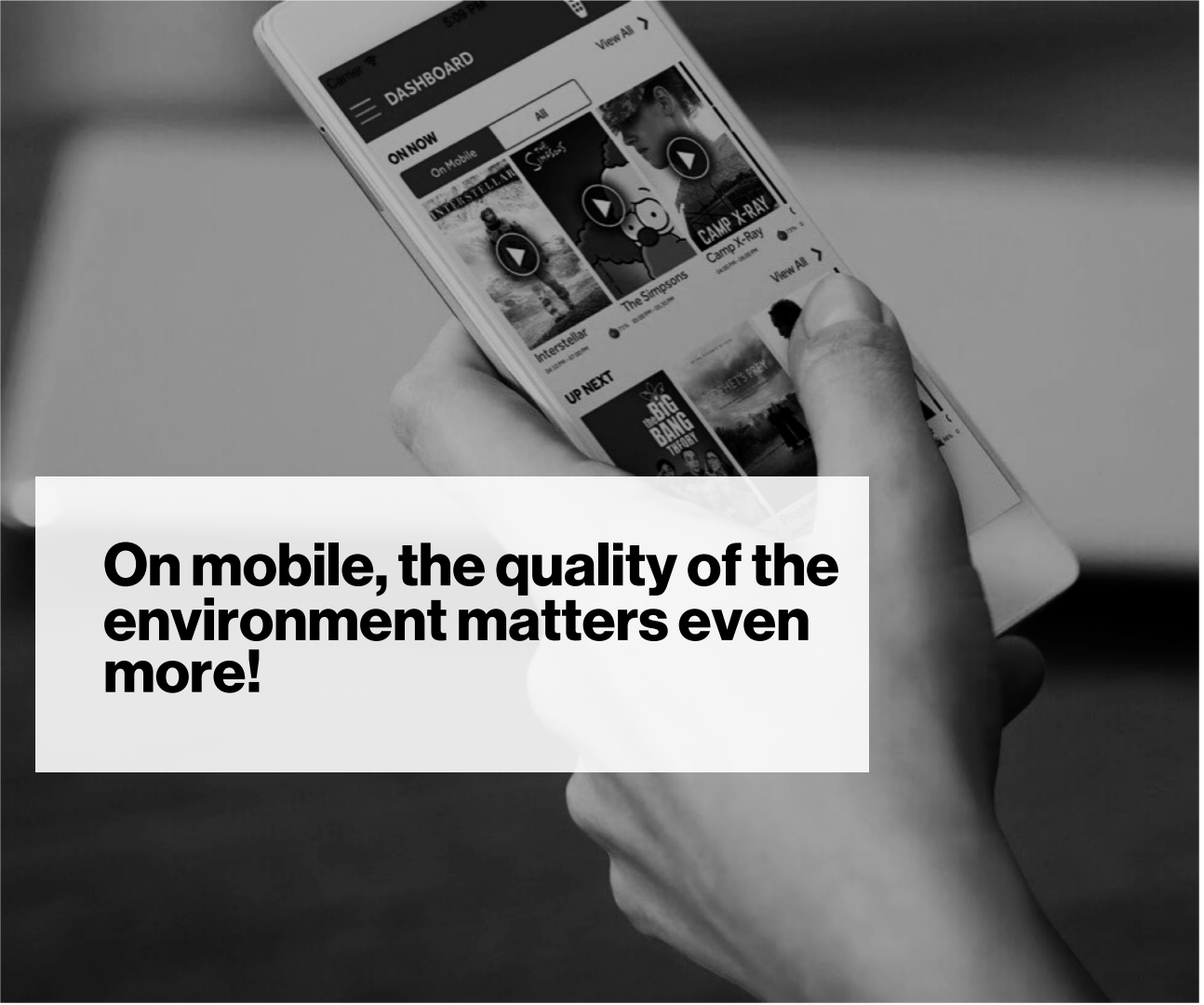
as likely to hold their attention

+21%
connection scores

increased connection with brand messaging directly linked to increased intention and brand receptiveness

+7%
encoding scores

more likely to remember branding and retain messaging



On mobile, the quality of the environment matters even more!

Ads in High Quality Environments vs Ads in Other Ad Environments

+10%
Attention scores

+70%
Connection scores

+42%
Encoding scores

Ads in High Quality Environments vs Ads in Other Ad Environments

+53%
Attention scores

+76%
Connection scores

+102%
Encoding scores

Environment quality EXTRA important for video ad units

Source: AOL Omnibus Survey; eMarketer, July 2017

Mastering contextual targeting goes deeper than quality

	Attention	Connection	Encoding
Sports	+12%	+31%	+11%
Finance	At benchmark	+36%	+20%
News	At Benchmark	-12%	-12%

Winning in News: consider device type

Ads in High Quality Environment vs News Benchmarks

+13%
Attention scores

+7%
Connection Scores

-13%
Encoding Scores

-10%
Attention scores

-19%
Connection Scores

-4%
Encoding Scores

Winning in News: tone is critically important

Ads in High Quality Environment vs News Benchmarks

Non Information Focused Ads

-16%
Attention scores

-41%
Connection Scores

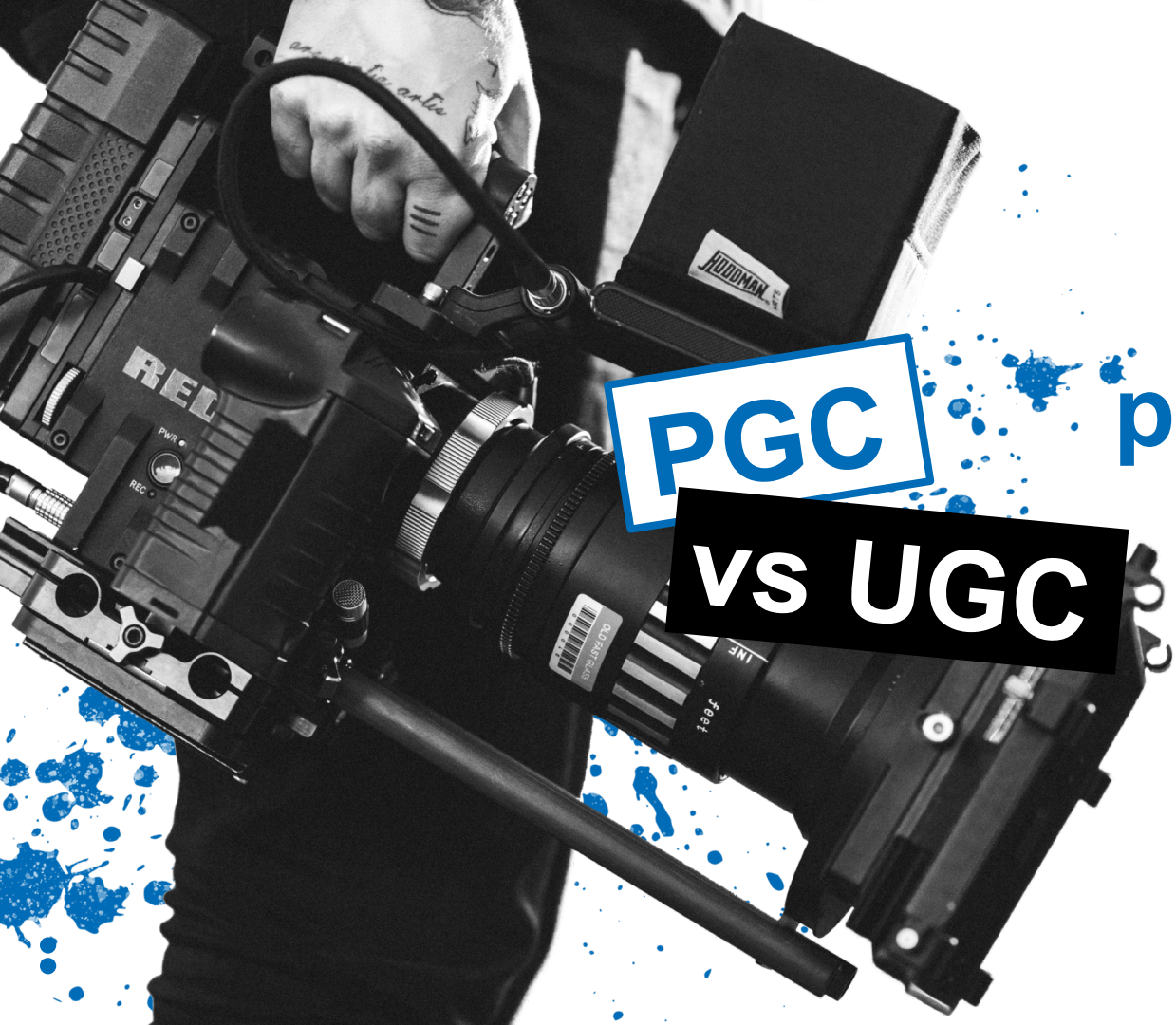
-45%
Encoding Scores

Information Focused Ads

+35%
Attention scores

+36%
Connection Scores

+18%
Encoding Scores

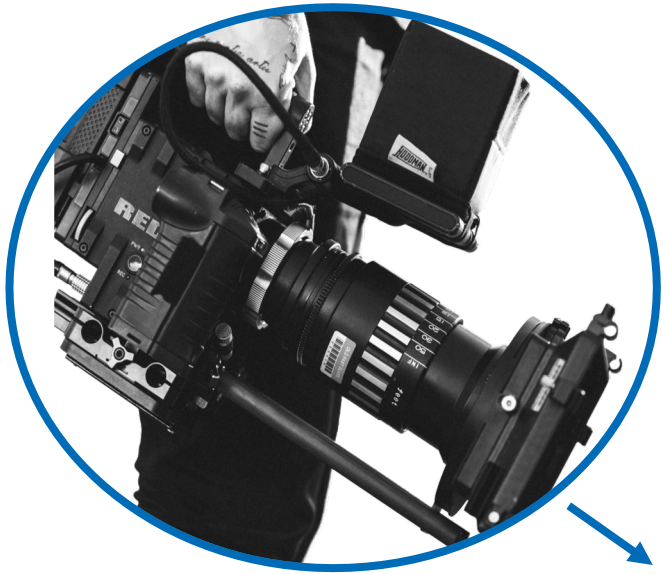


PGC

vs UGC

What is the value of professionally generated content?

Professionally generated content outperforms user generated content



+20%
Connection scores

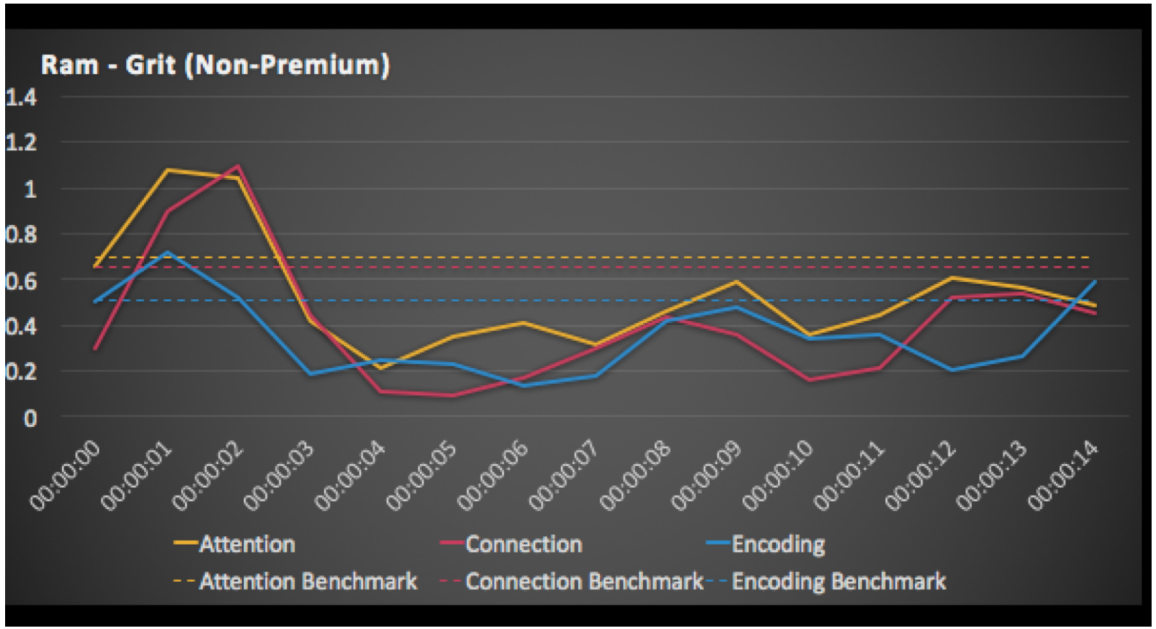
+8%
Attention scores

+15%
Encoding scores

PGC vs UGC
Dodge RAM

Case Study

RAM Grit in a UGC environment



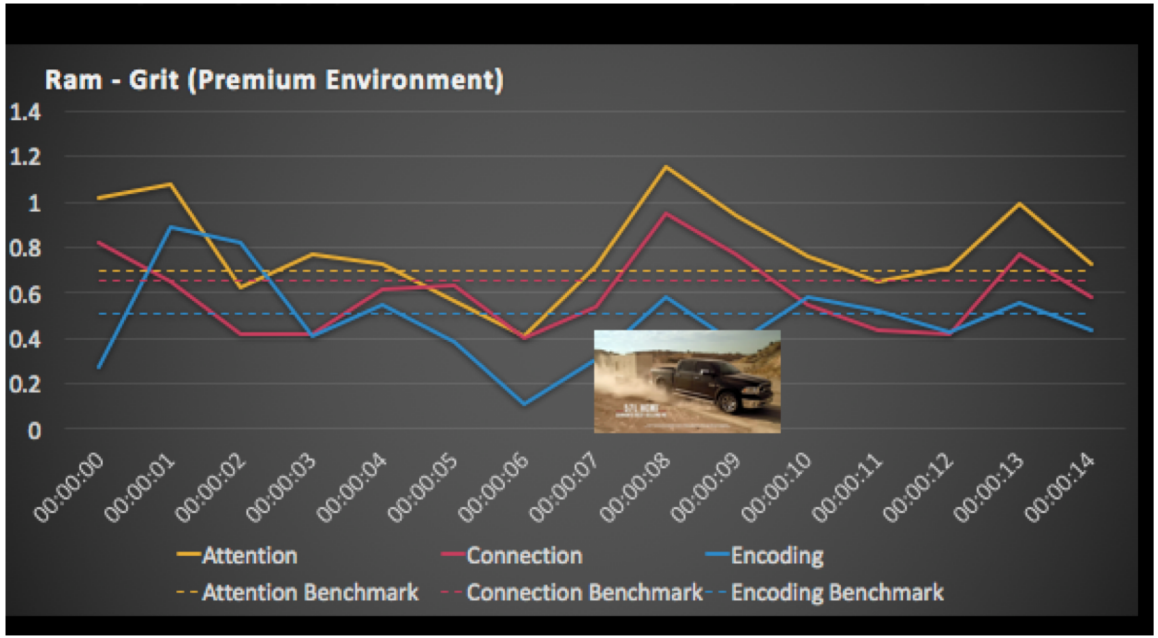
-39%
Attention scores

-75%
Connection scores

-50%
Encoding scores

Case Study

RAM Grit in a PGC environment



+42%
Attention scores

+2%
Connection scores

+4%
Encoding scores

Case Study

Summing up the findings

1

Canadians hold brands accountable for where their advertising appears

2

Aligning with offensive content is damaging, and so is appearing next to low-quality content

3

High quality content is trustworthy, uncluttered and updated regularly

4

Neuro data proves connection is strongest on high quality content, & connection drives intention

5

Factor in device type, content category, and tone to get contextual targeting right

Oath:
A Verizon company

UM

BRAINSIGHTS