Brand First Machine Learning

Jon Morra, Chief Data Scientist

In Human Terms: The Digital Ad Industry is Changing

Leading to Growth of the Contextual Industry

GDPR

CALIFORNIA CONSUMER PRIVACY ACT

PIPEDA

e Personal Information Protection and Electronic Documents

OTT

Yesterday's Challenge: Brand Safety

Targeting the wrong content is catastrophic

The New York Times

YouTube Revamped Its Ad System. AT&T Still Hasn't Returned.

"We're very hopeful we can get back onto YouTube," said Fiona Carter, chief brand
The company pulled its advertising last year because of concerns about offensive c
Monica Schipper/Getty Images

ad exchanger

YouTube's Latest Brand Sa Scare Is Very Different Fro

by James Hercher *// Friday, February 22nd*

Share:

Marketers are reacting differently to You flare-up compared to 2017, when scores suspended YouTube campaigns over ads offensive videos.

There's certainly some déjà vu, with Disn McDonald's halting YouTube spending af Watson showed them advertising on a vi section riddled with creeps and pedophil

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FEBRUARY 20, 2019 1:52PM PT

Disney Reportedly Pulls YouTube Ads Over Child-Exploitation Controversy

By TODD SPANGLER

YouTube

CREDIT: COURTESY OF YOUTUBE

YouTube is facing yet another big advertiser backlash, with Disney, Epic Games and McDonald's among the marketers said to have pulled their ad spending after the Google-owned video platform was accused of facilitating what a critic described as a "soft-core pedophilia ring."

Most Viewed

'Borderlands 3' Release Date Leaked, Coming to Epic Games

Bill Murray, Adam Driver Battle Zombies in 'The Dead Don't Die'

Tania Mallet, 'Goldfinger' Bond Girl, Dies at 77

Must Read

FILM
Why 'Dumbo' Didn't Soar at the Box Office

MARKETS
New York's Wo Center Struggl Office Space

BUSINESS | CMO TODAY N

CMO Tod Location

Here's your morn

Serena Williams starred in a Nike ad entitled "Until We All Win" that made its debut during the Oscars on Sunday.

Recommended Videos

Today's Challenge: Shifting from Safety to Suitability

Why 'brand suitability' is replacing brand safety

JANUARY 24, 2020 *by* Seb Joseph

Context Preference Examples

We need to listen

Pharma Brand

Alcohol Brand

CPG Brand

Solving for Content Preferences on Platforms

Harder than you think

Platform's Focuses

- **Creators**

- **Viewers**

- **Brands**

3rd Party's Focus

- **Brands**

The Problem with Legacy Context for Brands

Keyword Targeting

Static Whitelists/Blacklists

Bass (Music) vs. Bass (fishing)

Ultra Deep Bass Test !!

5,614,714 views 85K 2.7K SHARE SAVE

How To Catch Bass With Plastic Worms - Amazing Underwater Footage!!

239,218 views 5.8K 122 SHARE SAVE

Litter (of Kittens) vs. Litter (garbage)

Litter of kittens chase bouncing yo-yo

16,059 views 134 1 SHARE SAVE

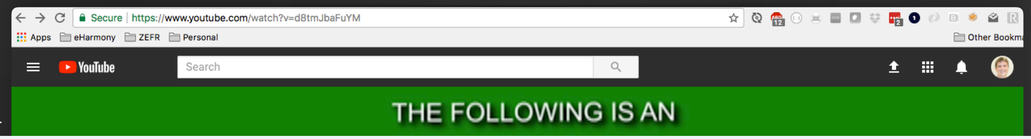
Here's How Much Plastic Trash Is Littering the Earth | National Geographic

161,719 views 2K 52 SHARE SAVE

A Math Problem

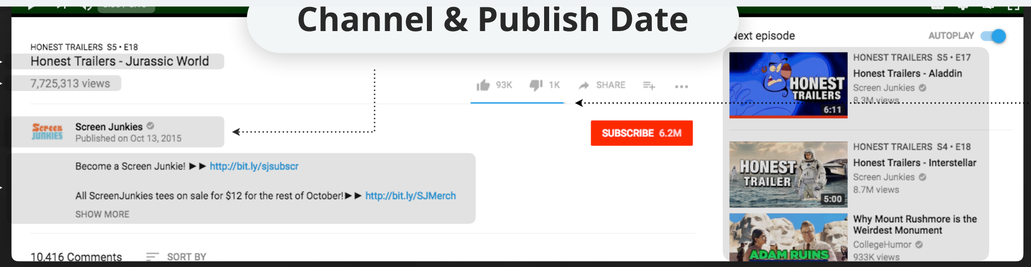
Video Features

Video Itself



5B VIDEOS × **HUNDREDS OF PREFERENCES** = **CHAOS**

Channel & Publish Date



Video Quality

Likes & Dislikes

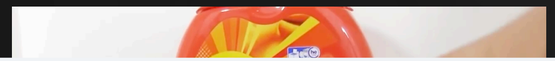
Related Videos

Description

Drift

It's a reality

Platform Drift



Viral Eating 'Tide Pod Challenge', Health Officials Warns
5,636 views 44 6 SHARE SAVE

Concept Drift

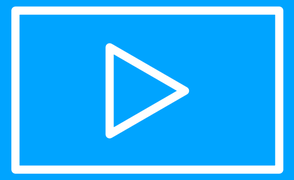
500 HRS UPLOADED/MINUTE × **PREFERENCE CHANGES** = **MORE CHAOS**

The videos are always changing

What a brand cares about changes over time

Why do people watch ad supported video platforms?

Great Content

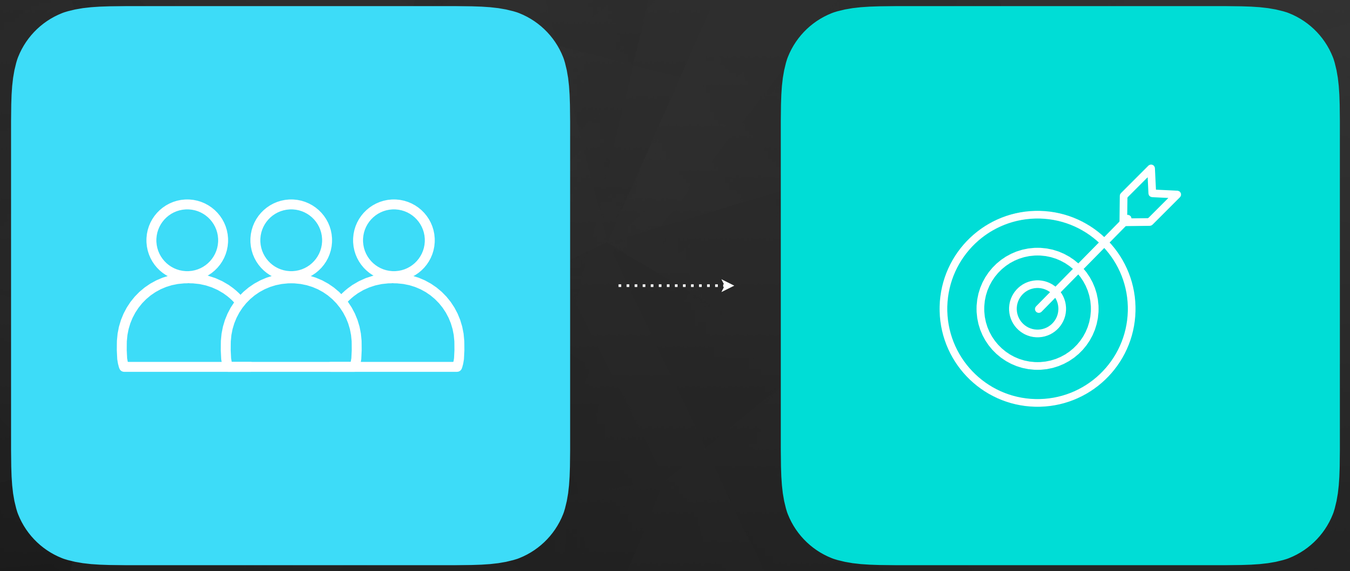


Signals by Viewers Not Valuable

Listen to Brand Preferences

A Process

People Need to Watch Videos



People need to be involved on the brands’ behalf

An Attempt

Capture → Translate → Activate

Capture

Experts

Translate

Machine Learning

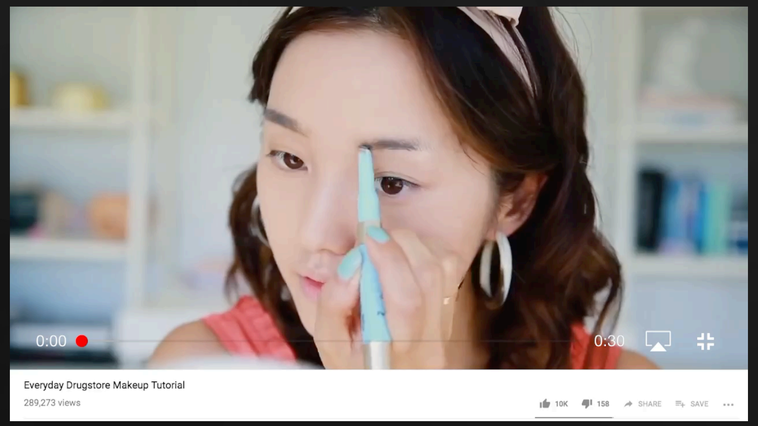
Activate

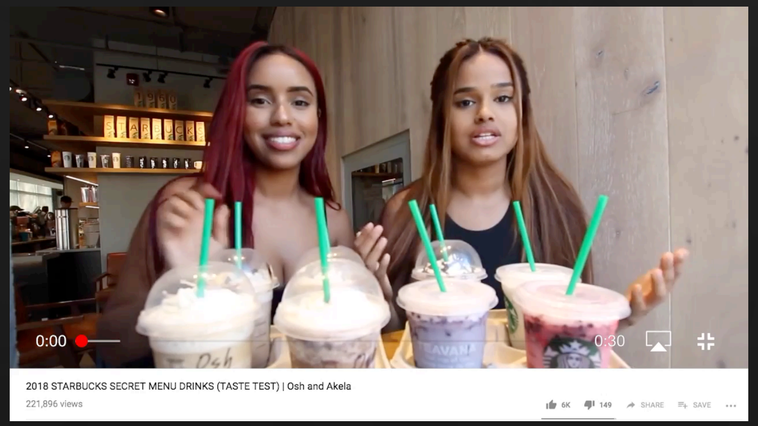
Campaign

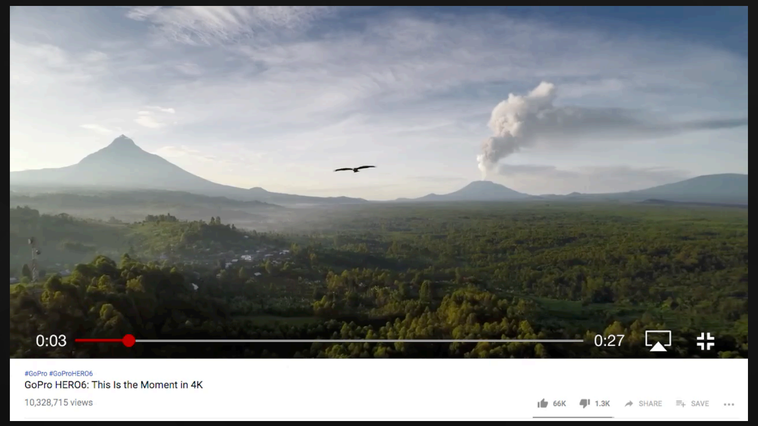
An Attempt

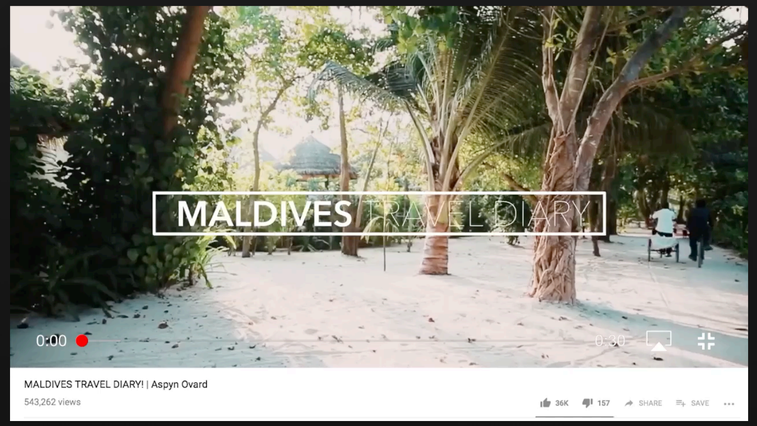
What we Learned

BRANDS WATCH



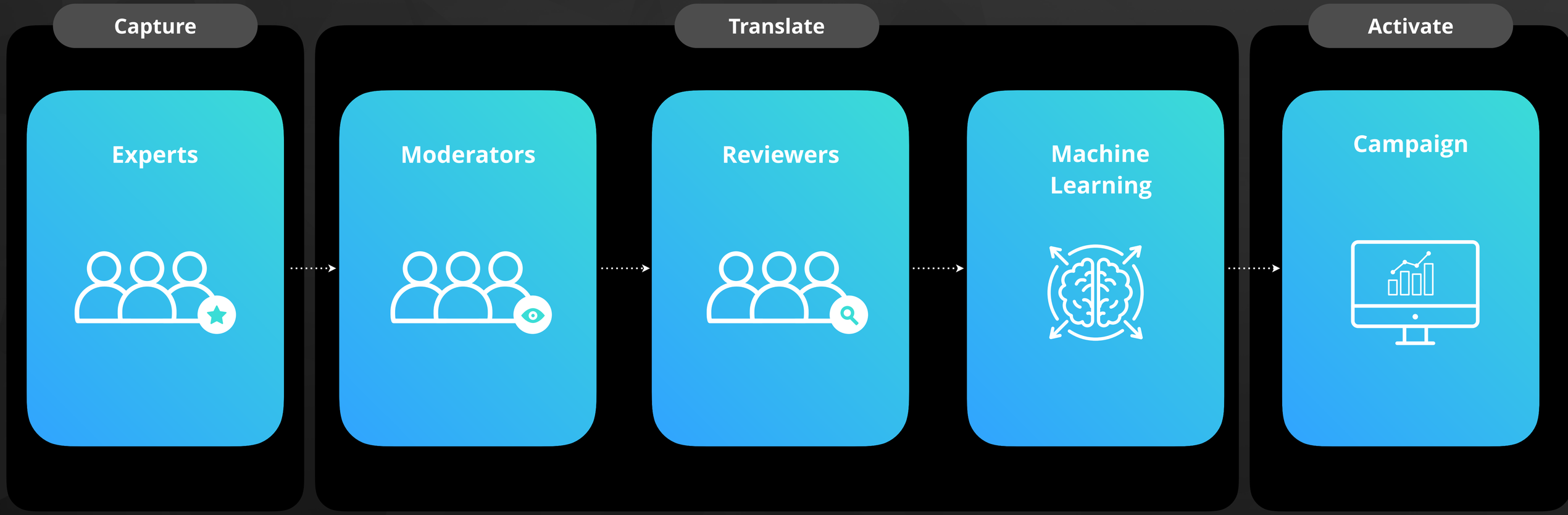






Another Attempt

Capture → Translate → Activate

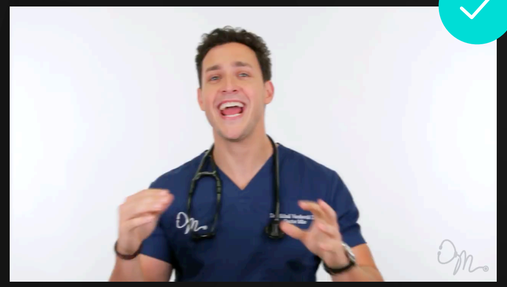


Scaling Nuanced Contextual Preferences

Translate

Expert aligned

Exemplar Videos

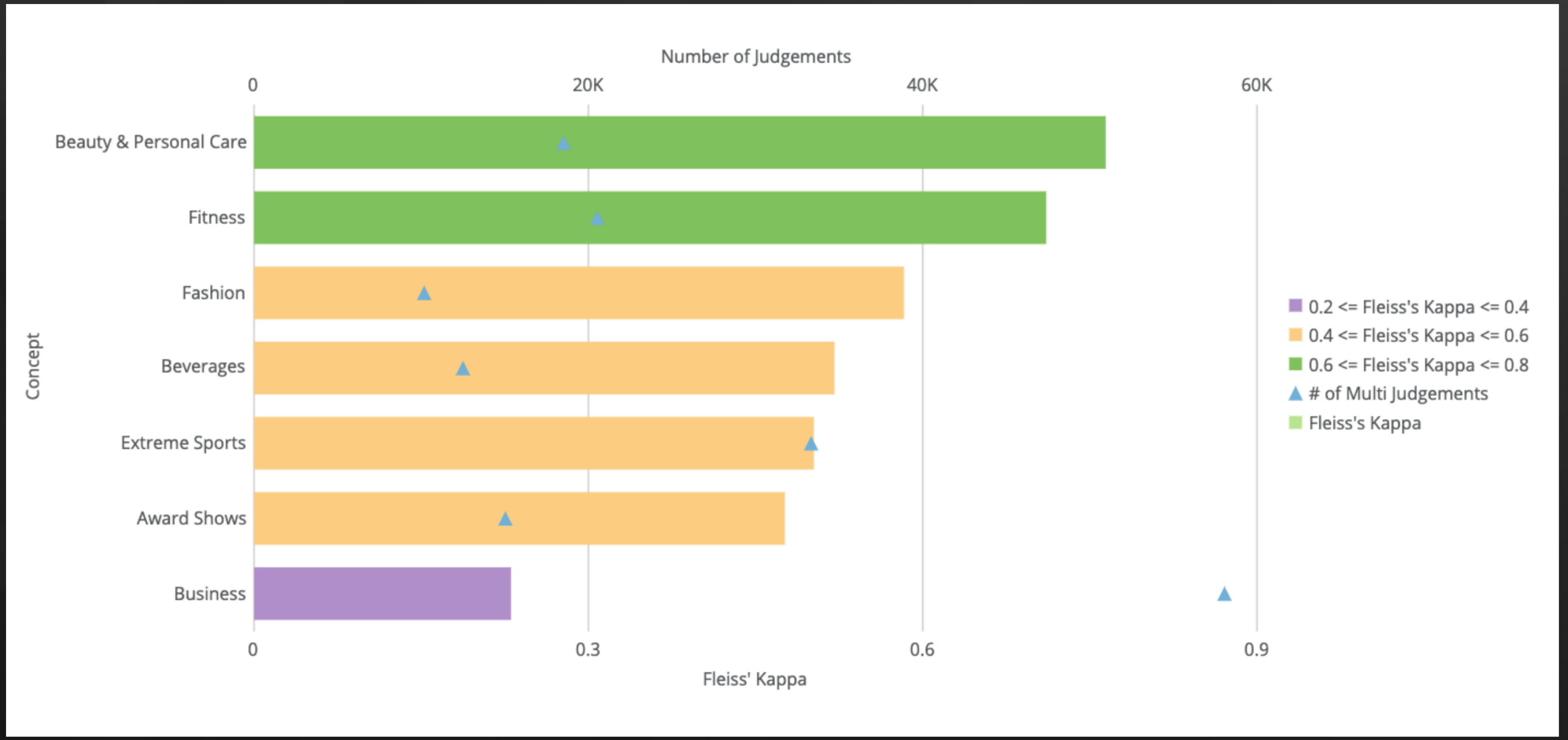


Survey

YES	Is this video about general health and wellness?
NO	This video is primarily about new age or alternative medicine
NO	This video contains graphic / disturbing content
NO	This video has nothing to do with health or wellness

Good News! People Mostly Agree

Inter Rater Agreement

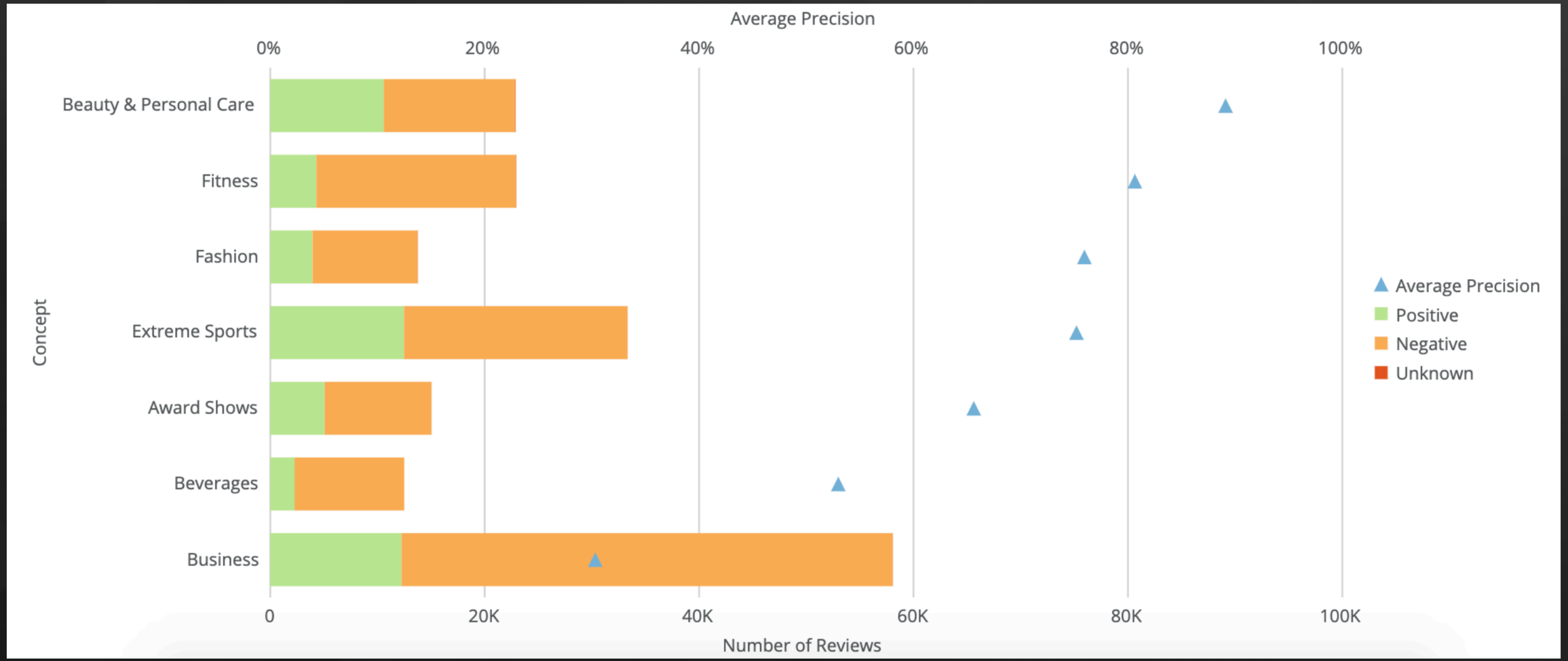


Featurization

The Art of the Science

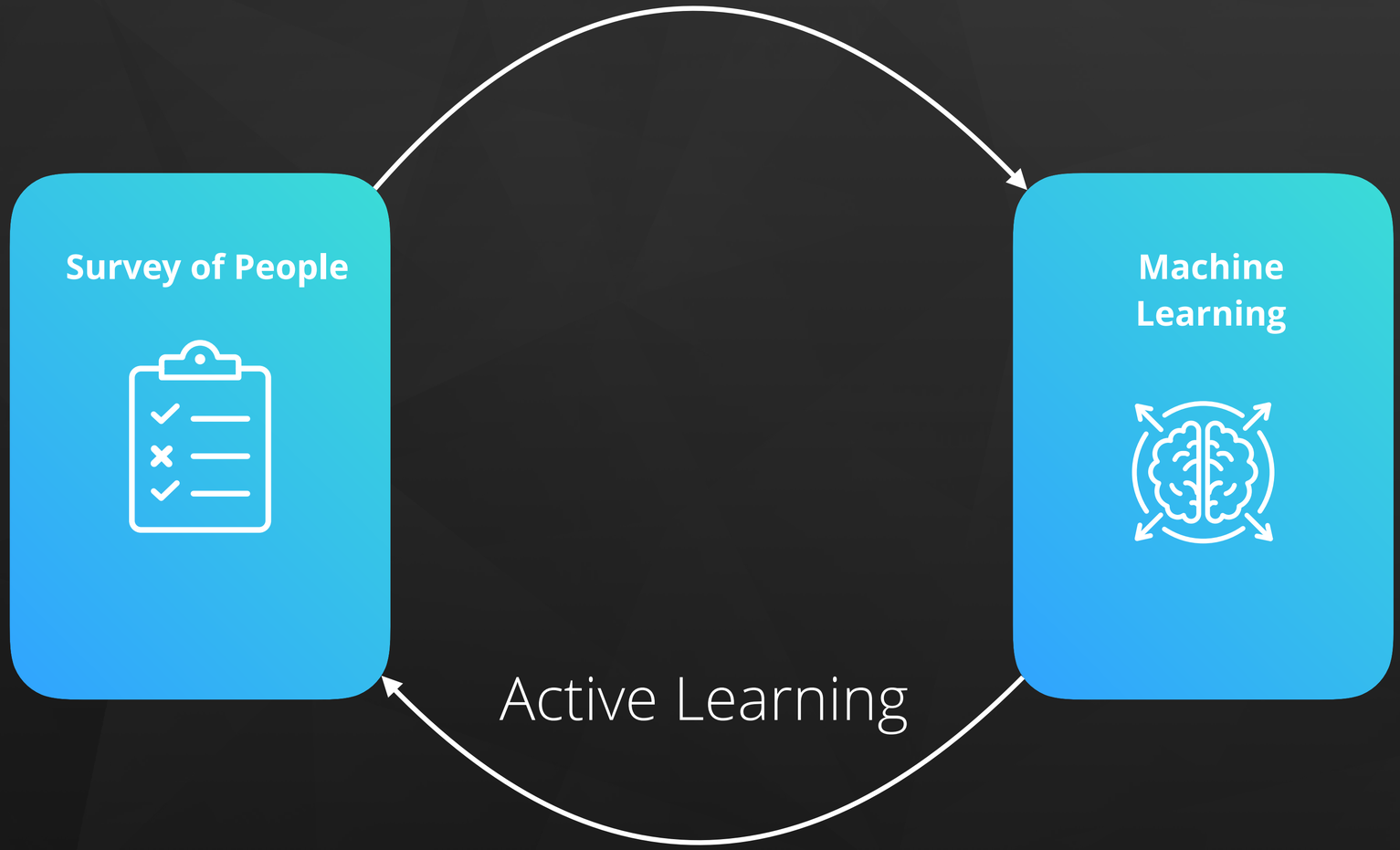
Good News! The Machines Understand the People

Model Quality



Human in the Loop

A summary



Our Job: Tools to Put Your Brand in Control of Brand Suitability

ZEFR

Context DMP

Log In

Context DMP

Contextual Targeting.

Built for Brands.

Express, organize, and activate your nuanced contextual preferences

CCPA EU GDPR COMPLIANT COPPA Measurement Program iab.

Thank You