

Hybrid

The Role of AI in Today's Advertising: How Contextual Advertising Can Be a Game-Changer

Leveraging AI-Powered Contextual Advertising to Drive Business Results

**Is AI revolutionizing advertising;
or are we just automating inefficiency at
scale?**

Revolutionizing Advertising?

Undoubtedly transforming the advertising landscape, bringing both opportunities and challenges

Enables targeted advertising, increasing relevance and engagement.

Automates repetitive tasks, freeing up resources for creative and strategic work.

01

Personalization

02

Efficiency

03

Data-driven insights

Automating Inefficiency at Scale?

AI can perpetuate existing biases and inefficiencies if data quality is poor.

Over-automation can lead to impersonal, tone-deaf advertising.

Can inadvertently place ads alongside harmful or irrelevant content.

01

Over-reliance on data

02

Lack of human touch

03

Brand safety concerns

The Evolution of Advertising

The evolution of advertising has been shaped by technological advancements and shifting consumer behaviors. Here's a brief overview of the key stages:

Early advertising focused on demographics like age, gender, and location. This approach relied on broad audience segments and limited data. AI can predict user intent, preferences, and behaviors, enabling more precise ad targeting. As concerns about data privacy grow, the industry is shifting towards a cookieless future..

01

Demographic Targeting & Behavioral Targeting

02

AI & Predictive Targeting

03

Privacy & Cookieless Future

AI in Today's Advertising

- Creative Generation (Copy, Images, Videos)
- Bidding Optimization
- Hyper-personalization
- Fraud Detection
- Chatbots & CX



Creative role in digital campaigns

Standard programmatic placements assume detailed work with **the audience, placements and optimization of the advertising campaign** according to KPI.

At the same time, **WHAT** we show, has the least priority — the creative does not take into account individual characteristics of users, even though they are included in the same segment (for example, “Interested in buying cars”).



ML CREATIVE OPTIMIZATION

Algorithms analyze user's behavior & interests and run A/B creative tests.

The model chooses the most effective ads in terms of impression and switches off those working worse within a campaign.

01

Creatives uploading

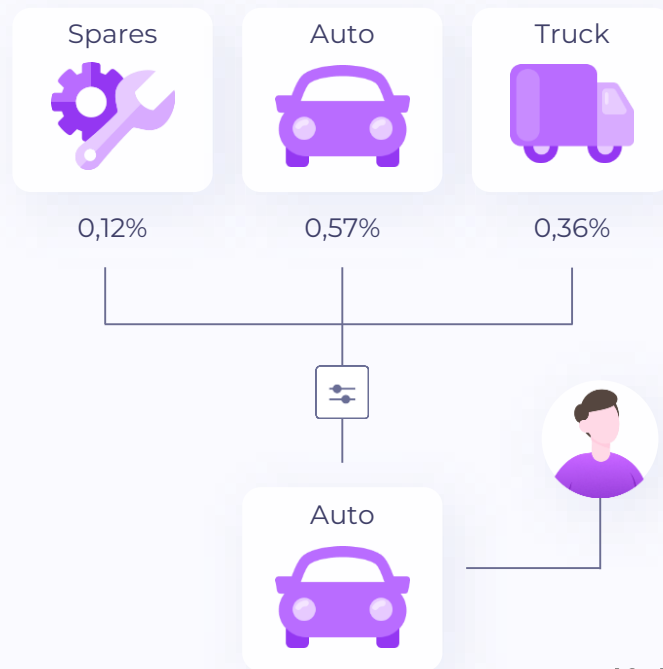
02

Setting up Geo & Targeting methods

03

Choosing the key metrics to be optimized (CPC, CTR, post-click / view conversions*, etc.)

ML model will do everything by itself



Hybrid

Powered by AI
Managed by Human



SMART BID: ML-OPTIMIZATION

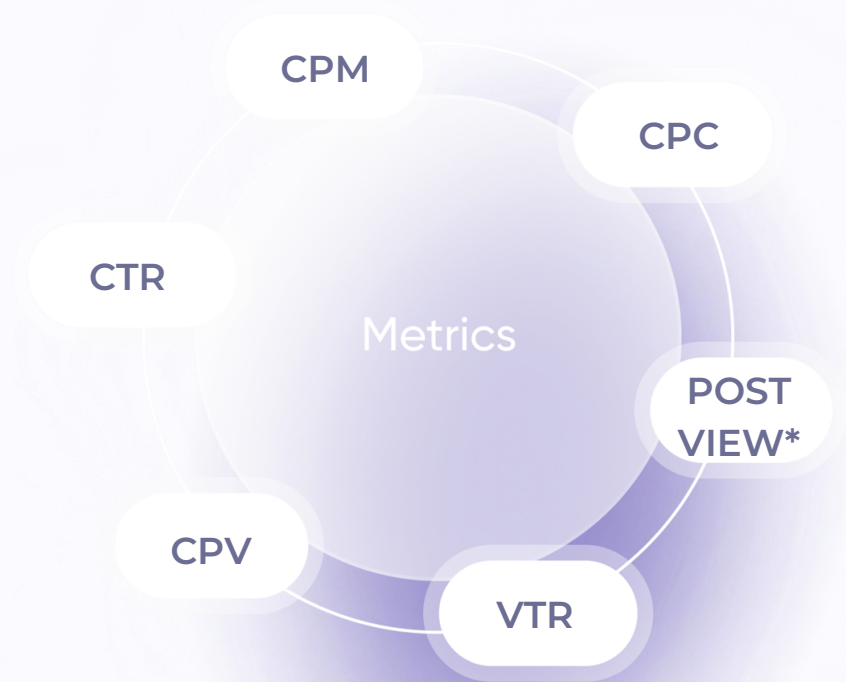
ML is a **class of AI methods** that solves a task given by learning while solving many other similar tasks.

At Hybrid, ML models are used to optimize campaigns by **CPC, CPM, CTR, and CPV**.

Optimize bids **automatically**.

ML calculates the probability of getting the desired result and brings a campaign to the **desired KPIs**.

With the help of optimization algorithms it's possible to maintain the desired CPC, to improve CTR, to increase view rate of searchers and much more.



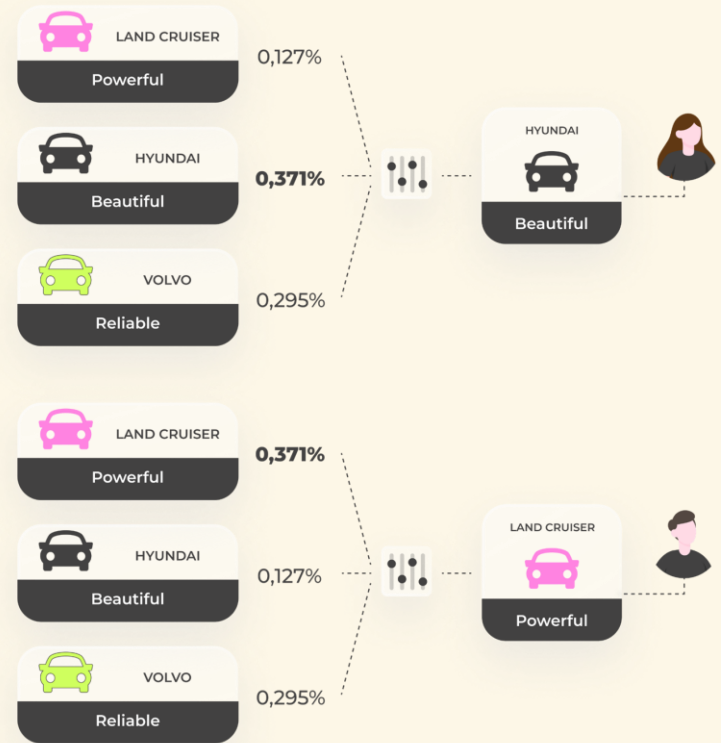
Hybrid

Smart Creative — hundreds of real-time combinations

The algorithm analyzes the user's profile and decides which combination of elements he prefers more likely.

The algorithm constructs creative from **pre-loaded elements in real time**. The goal is to increase CTR.

Training of the algorithm starts from **20 000 impressions**.



Automating Inefficiency at Scale?

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01

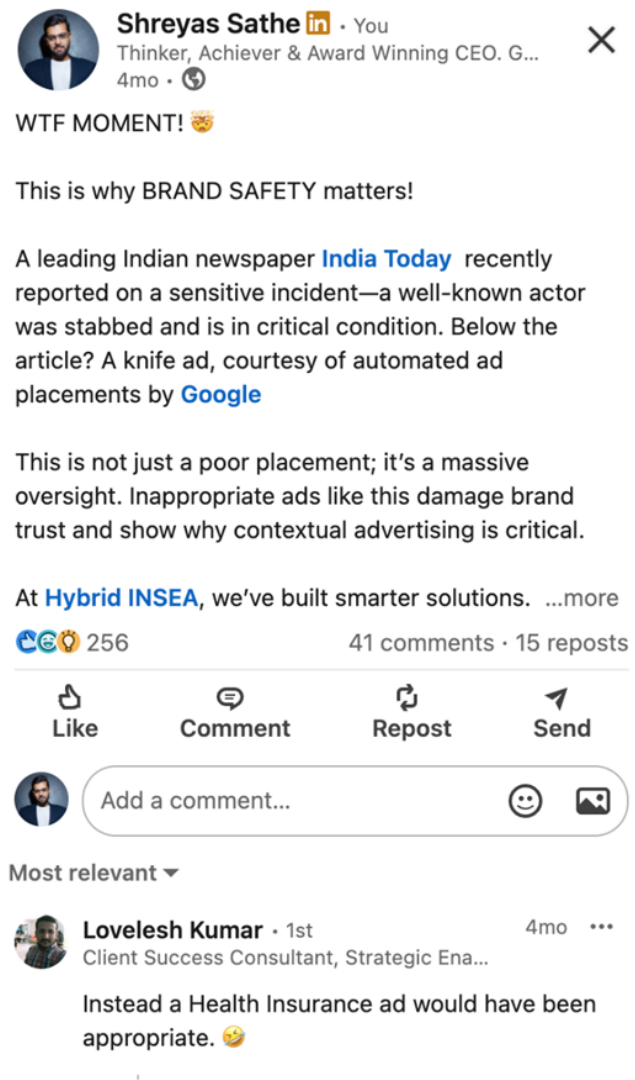
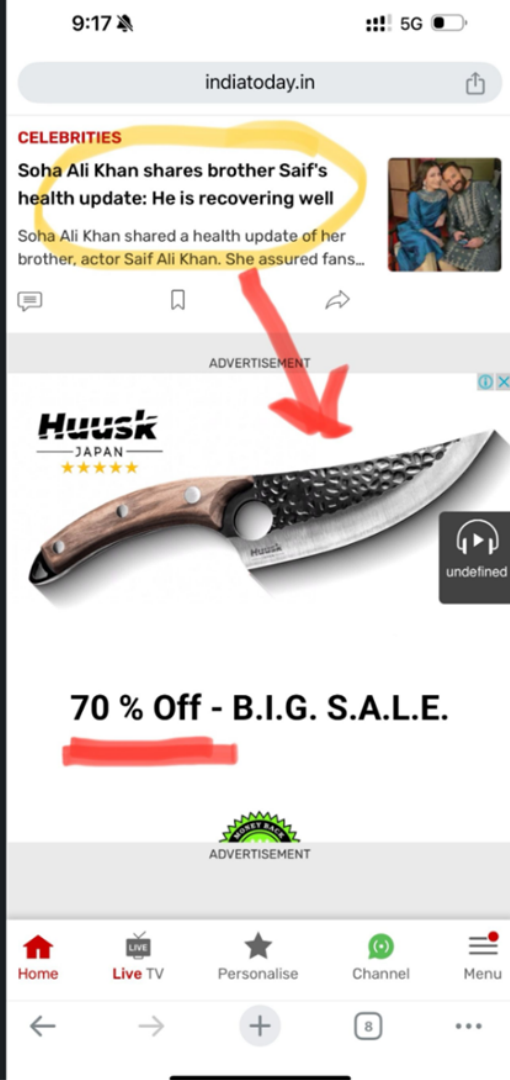
Over-reliance on data

02

Lack of human touch

03

Brand safety concerns



Why Contextual is a GAME-CHANGER?

Current media environment is focused on a fight for consumers attention



We live in a world where people have an average of around 10-20 tabs open as they browse the internet. Social content – and the ads with them – fly by with the swipe of a thumb. *Consumers have become so selective that they simply don't see ads.*

10-20

open tabs

8 seconds

users spend
on a webpage

1/5 of users

remember a brand

Ways to win attention

WHAT

Formats
Interactivity

X

matters

WHERE

Context
Inventory

VOX.

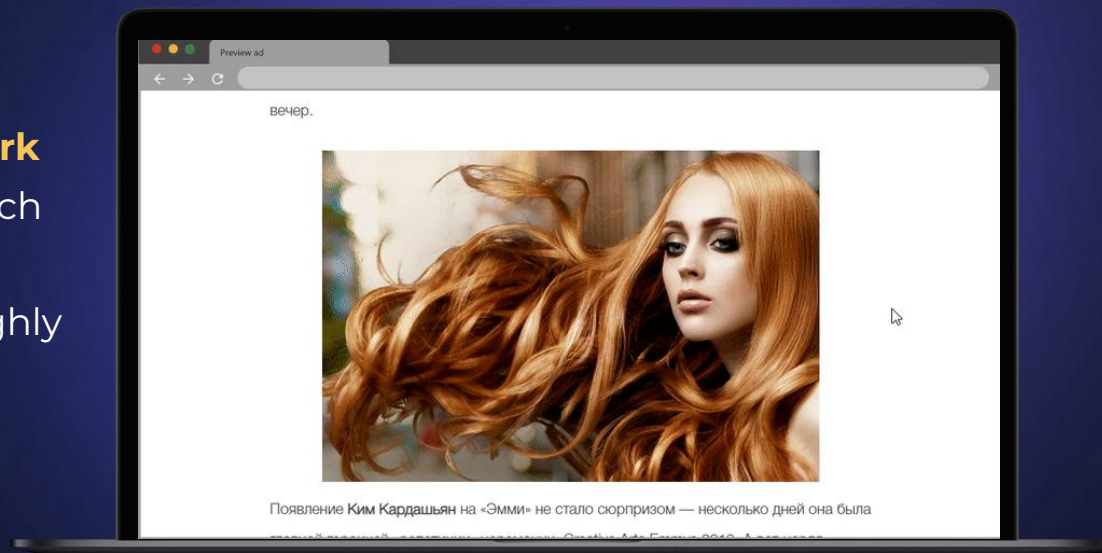
AI VISION PLATFORM



VOX.

EYE-CATCHING VOX AD FORMATS

VOX provides unique **in-image network** powered by **AI**-based technology which takes in-image ads to a new level of contextual and **visual** targeting for highly relevant contact with consumers



Example of In-image advertisement

VISIBILITY MEANS EFFICIENCY

In-Image Ads



Common Display Ads

* - MetrixLab (a toluna company) research

A NEW LOOK ON PROVEN IDEAS

Computer Vision Platform VOX offers AI-based solutions that enhance user engagement and emotional perception of advertising!



maximum visibility through 100%
viewability and focal positions



building positioning and creating
brand image



building outreach and increasing
brand recognition on large and
premium sources



impact on all stages of the sales funnel
(including associated conversions)



various types of targeting and
creative strategies



placements using Brand Safety

COMPUTER VISION FOR IMAGE RECOGNITION

VOX Computer Vision analyzes graphics and video, distinguishing **15 000** types of objects and categorizing them, including people's emotions and different situations

VOX Computer Vision is internal technology which can be taught to recognize custom objects within short period of time



AI HUB «IREN»

Iren — this is the center where we create, train, and improve our algorithms. From creating and preparing datasets to training and testing the algorithms themselves.



Content Manager Team



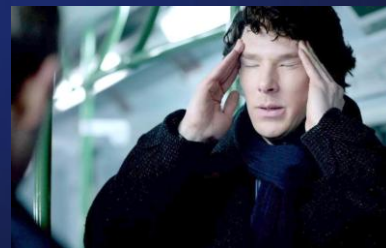
Data Science Team



Dataset collection



Training and creating algorithms



Analyzing the effectiveness of models and algorithms

CUSTOMIZED CATEGORY EXAMPLE

We created a customized category with blue color in pictures for our African customer



VOX CREATES BRAND IMAGE THROUGH THE CORRECT ASSOCIATIVE ARRAYS



Business Class Car



Business Meeting



Yacht



Luxury Property



Branded Goods

CONTEXTUAL AI

AI algorithms recognize a variety of objects in **images, videos and text keywords**.

Comprehensive text, video and images analysis allows us to **deeply categorize articles** and even **recognize a meaning of each page**.

As a result, we can **interact with consumers in the environment they are interested in** without reference to cookies.

10 most loved **tourist attractions** in Asia

By **Hoang Phong** July 11, 2024 | 02:04 am PT

From Gardens by the Bay in Singapore, Hoi An ancient town in Vietnam to Wat Phra Chetuphon Pagoda in Thailand, here is a list of 10 most loved tourist attractions in Asia as voted by **Tripadvisor** readers.



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The nature park spans 101 hectares and consists of three waterfront gardens, the largest of which is the Bay South Garden, which houses two cooled conservatories, as well as so-called super trees.

Traveler reviews for Gardens by the Bay called it "stunning" and "out of this world."

VOX IN-IMAGE FORMATS

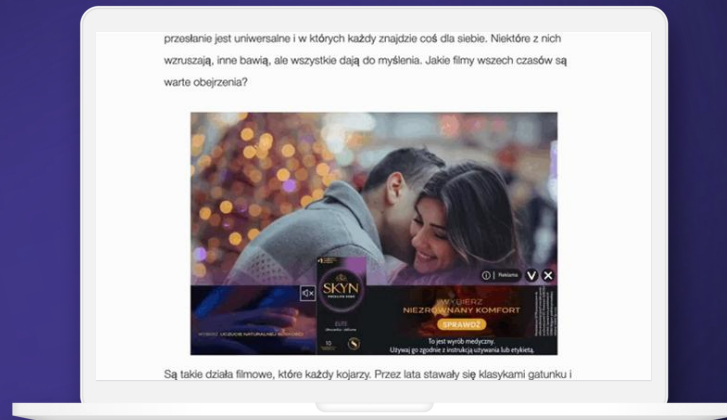


IN-IMAGE STRIPE



Works on mobile and desktop, covers 20% of the ad placement, appears in the lower part of banner, appearance animated from the bottom, sides, or fade-in

IN-IMAGE STRIPE PLUS & STRIPE VIDEO



Works on mobile and desktop, covers 20% of the ad placement, appears in the lower part of banner, appearance animated from the bottom, sides, or fade-in

IN-IMAGE INLINE

Porsche will launch its first all-electric car, Taycan EV, along with the facelifted Macan SUV in India on November 12, 2021. The Porsche Taycan EV will rival the likes of the Audi e-tron GT, Jaguar I-PACE, etc.



THE ALL-NEW
ŠKODA KUSHAQ MONTE CARLO.
GET THE LOOK THAT MATTERS.

REQUEST A TEST DRIVE

V X

Porsche is gearing up to launch two new cars in the Indian market next month. The German carmaker will launch its first all-electric offering, Taycan EV, in India along with the facelifted Macan SUV. The Porsche Taycan EV made its global

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Works on mobile and desktop, covers 0% of ad placement, appears under the creative, size of about 20% of the creative

IN-IMAGE FULL

Gdzie na wakacje z dzieckiem w Polsce? Podpowiadamy

Każdy z nas słyszał powtarzaną jak mantrę radę, aby z małymi dziećmi podróżować poza sezonem. Jednak łatwo powiedzieć, trudniej zrobić. Lato się zbliża, a my szukamy idealnego miejsca na wypoczynek. Gdzie na wakacje z dzieckiem? Pomagamy odpowiedzieć na to pytanie. Gdzie na wakacje z dzieckiem? Na dobrą sprawę takie pytanie powinniśmy zadać sobie kilka miesięcy temu. W czerwcu może być trudno o wolne terminy, jednak dla chcącego nic trudnego.



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Works on mobile and desktop covers 100%, fully covers ad placement for 5 sec , then turns into the stripe (20% coverage)

IN-IMAGE PRODUCT

As your baby enters the first year of life, their food habits and nutritional requirements change. Paediatricians point out that once your baby becomes 1 year old, it is highly likely that you will notice a sharp drop in their appetite. During this phase, your precious little one will start teething (average age for teething in children is between six to twelve months), so you have the wide array of solid food options you can try giving your child.



A child of one year requires 1,000 calories, 700 mg of calcium, 600 IU of vitamin D, and 7 mg of iron each day.

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Works on mobile and desktop, covers 5% with the icon of the product, then unfolds in vertical stripe, covering about 30% of the creative

IN-IMAGE FLIP



luxury watch retailer Ethos got listed at Rs 825.00 apiece on the NSE, thereby registering a fall of 6.04 per cent from its offer price of Rs 878.00.



Ethos share price: Shares of luxury watch retailer Ethos debuted on a weak note and got listed at a discount of over 6 per cent from their issue price in the stock exchanges today.

Works on mobile and desktop, covers ad placement in 3 steps – 0%-100%-0% relatively, initial image shows first, then ad creative appears for 5 sec through flip animation, and covers 100% of the placement, then shows initial image

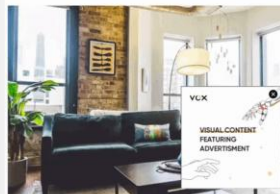
IN-IMAGE BANNER



You may not be a home décor enthusiast, but you will probably agree when we say that sprucing up your space is never a bad idea. And worry not, re-doing your home doesn't have to be extravagant and tedious — sometimes, all it needs is a fresh perspective and the zeal to do something creative. As such, if you're looking for unique and affordable ways to re-decorate your home, you've come to the right place. We've curated 5 special ways in which you can instantly transform your home.

5 home décor ideas that will transform any space

Whether you're a home décor enthusiast or just someone who wants to give a fresh spin to their surroundings -- sprucing up your space is never a bad idea.



Works on mobile and desktop, covers 20%-25% of the placement, appears in the right corner of the creative as a rectangle, optional flip animation

IN-IMAGE BUTTON / POINT



„Pożegnanie z Afryką”

Robert Redford i Meryl Streep stworzyli w tym filmie, opartym na książce Karen Blixen, niezapomniane role. Poruszająca ścieżka dźwiękową Johna Barry'ego i epickie krajobrazy sprawiły, że „Pożegnanie z

wrócić nie tylko z racji na ciekawą opowieść, ale też wspaniałe krajobrazy, które się w nich pojawiają.



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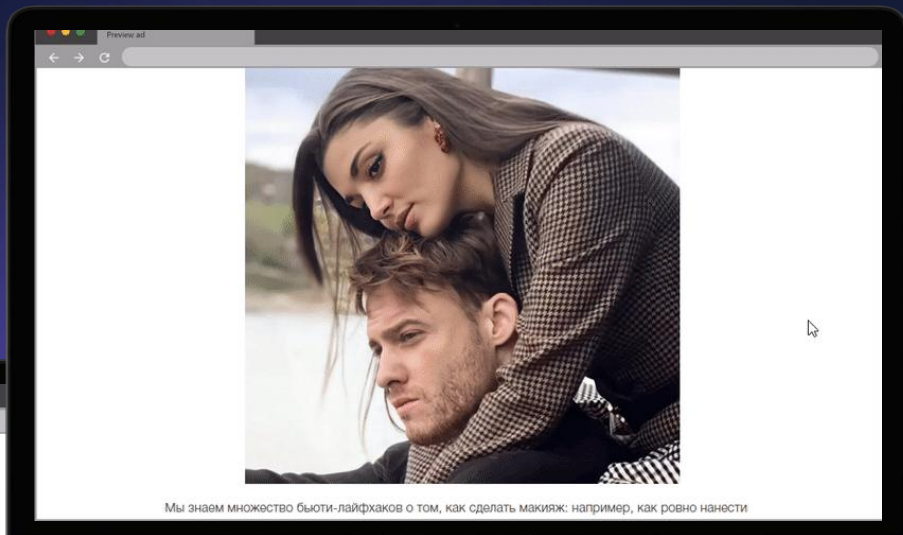
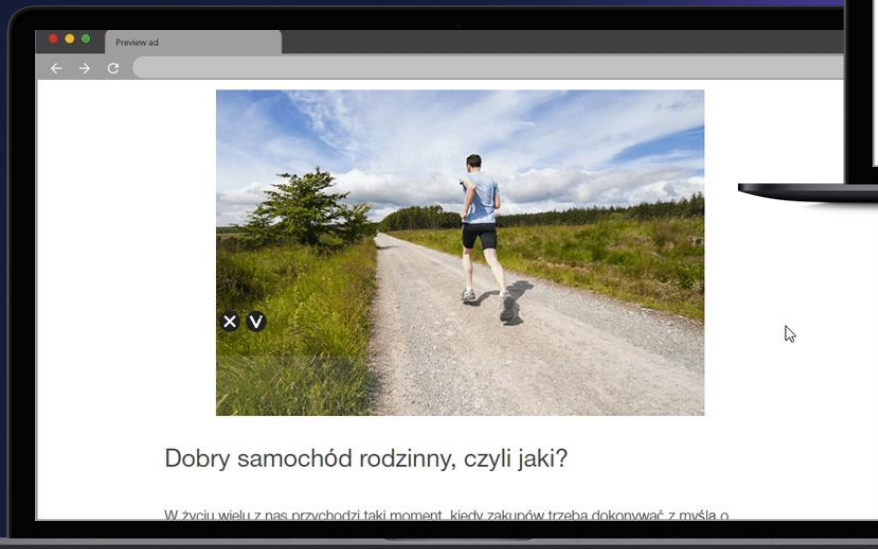
Works on mobile and desktop, 2 steps – covers 5% as an icon, then unfolds to 15% of the placement, appears in chosen corner of the placement as an icon (optionally animated), and unfolds as a small banner, 65 characters max

IN-IMAGE SPECIAL FEATURES



DETECTION FUNCTION






AI algorithm defines different categories of objects as well as people, their gender and hair color.



Detection is an innovative solution which can be perfectly used for creating a **case study** for brands in order to use it for marketing purposes (nominations, PR articles etc.) The volume of images is limited so it is not recommended to be used in regular campaigns and should be considered as a **special project**.

IN-IMAGE AI-BASED DCAI

- Format gives opportunity to personalize your creative by using **information from a product feed***
- The base for the particular product to be shown is the **visual & product description** correspondence of the objects on the picture to the particular product from the client's feed
- Banner has a gallery with max 5 products which are automatically chosen from the feed. Banner is also **constructed automatically.**

	Greek Yogurt
	Chocolate with raspberries
	Pepperoni Pizza
	Cherry jam
	Cream

PRODUCT FEED IS CRUCIAL



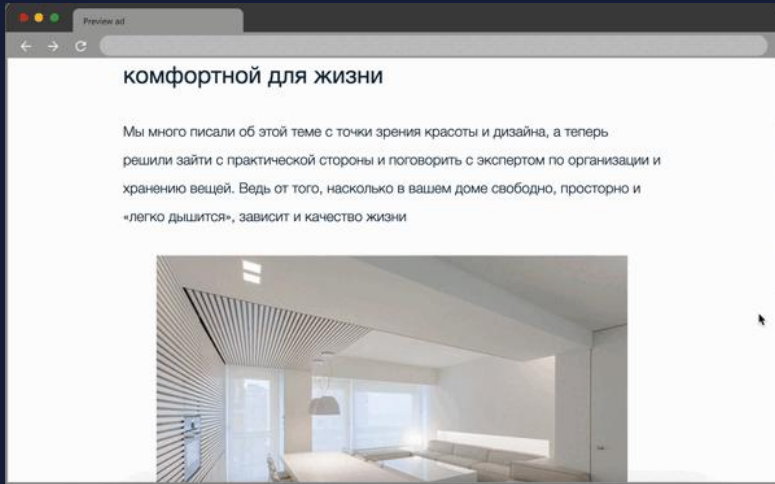
FREE DELIVERY



Chocolate with raspberries
BUY

*Requires feed from customer !

DYNAMIC CREATIVE AD INSERTION EXAMPLE



DCAI is a tool for **E-Commerce brands, Streaming services**. The more products in the feed the higher will be reach.

DCAI is an innovative solution which can be perfectly used for creating a **case study** for brands in order to use it for marketing purposes (nominations, PR articles etc.) and should be considered as a **special project**.

EMOTIONAL PURCHASES: SHOPPING FEATURE



VOX recognizes clothing items in the image of the article on the website.

Similar products are downloaded **from the online store catalog*** in advertising creative.

*Requires feed from customer

HOW IN-IMAGE SHOPPING WORKS

1 A user visits an interesting article about celebrities, for example

2 The VOX algorithm sees that there is a picture with a red dress on the page.

3 When the user scrolls to the image, an advertisement with similar dresses from the catalog of our client, the clothing store, will be loaded into it.

4 The user will have an association between the dress in the picture and the dress in the advertisement. He might even make a purchase!

История одного платья: красный наряд Джулии Роберте из «Красотки»

Помните выражение: «За каждым успешным мужчиной стоит сильная женщина»? В отношении выбора нарядов к культовому фильму «Красотка» это высказывание можно перефразировать: «За каждым успешным платьем стоит сильная женщина». И это касается не только исполнительницы главной роли Джулии Роберте, но и главного художника по костюмам — Мэрилин Вэнс. Именно она превратила «Красотку» в «библию моды» конца 1980-х — обратите внимание, что все образы Вивьен современные дизайнеры до сих пор беззастенчиво копируют, обращаясь к той эпохе



Long coat



Long evening Dress



Casual Red Dress



Flared skirt



Cardigan

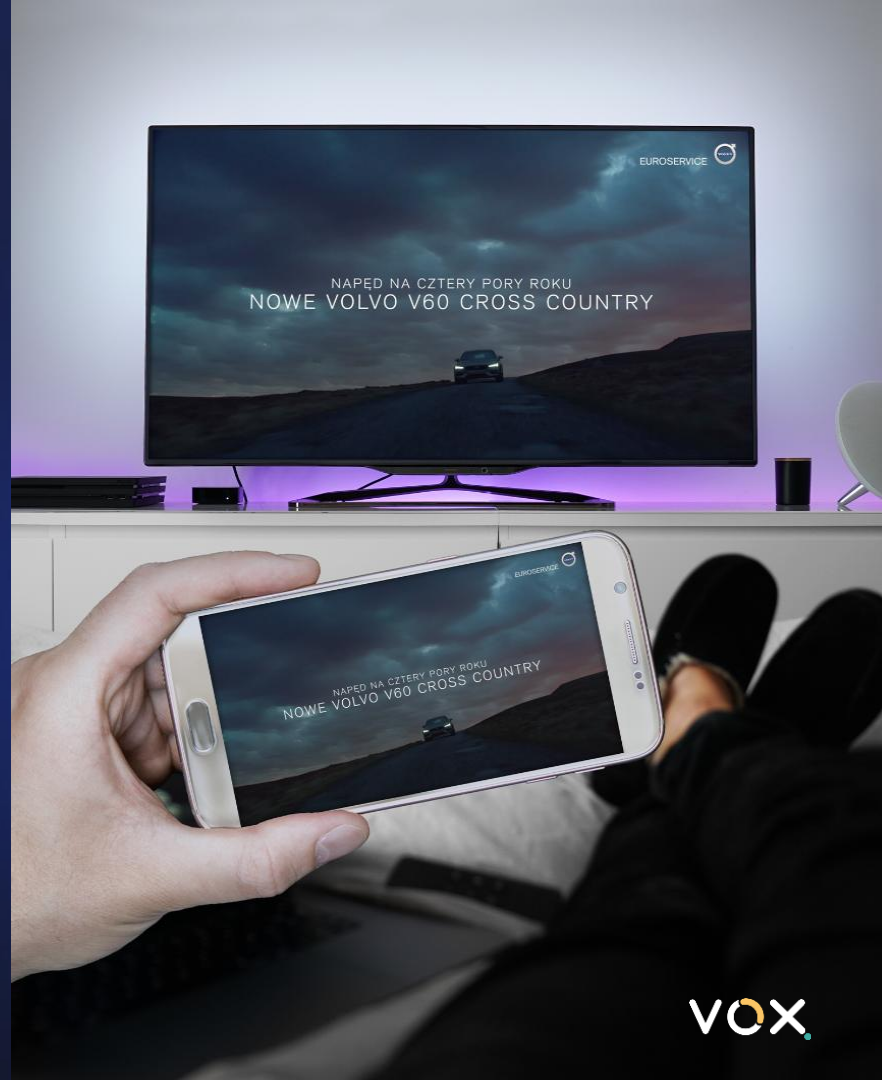
TV SYNC

Achieve even higher engagement with VOX advertising and TV Sync!

Our server receives data about TV broadcasts.

When a TV ad is shown, we show In-image ad in the mobile device.

TV Sync can be used to sync with a competing TV spot.



SEMANTICA 360° + COMPUTER VISION

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Comprehensive text, video and images analysis allows us to **deeply categorize articles** and even **recognize a meaning of each page**.

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The nature park spans 101 hectares and consists of three waterfront gardens, the largest of which is the Bay South Garden, which houses two cooled conservatories, as well as so-called super trees.

Traveler reviews for Gardens by the Bay called it "stunning" and "out of this world."

BRAND SAFETY ON CONTEXTUAL LEVEL

- Brand Safety is ensured by working through two channels - text and graphic - with contextual filtering;
- Sensitive Content Classification: pictures and text are analyzed and categorized appropriately in categories like adult content, violence, hate speech, etc and excluded from placement;
- Contextual Targeting itself makes ads appear alongside relevant and suitable content;
- Real-Time Monitoring: content id monitors in real-time to identify and address potential brand safety risks promptly.



TARGETING ON CONTENT CATEGORIES

CATEGORIES OF IMAGES



Positive graphic
category "food
and drinks"

TEXT & KEYWORDS

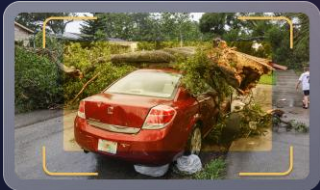
BANANA ALMOND Waffle JAM MILK COFFEE
SODA TEA CHOCOLATE CHERRY MEATBALLS
MEAT CHOCOLATE CHERRY
STRAWBERRY MEATBALLS
JAM VANILLA CHICKEN CROISSANT
CHEESE CAKE ONION PINEAPPLE
SAUSAGE MELON ONION JUICE HAM
EGGS PIKE SALMON PEPPER LEMON
Caramel RICE APRICOT JELLY
CHEESECAKE PIZZA



Positive text
category "food
and drinks"

EXCLUDING NON-SAFE CONTENT

CATEGORIES OF IMAGES



Negative graphic
category:
"incidents"

TEXT & KEYWORDS

WINDSTORM
CRUELTY CRASH
ADULT CONTENT ILLEGAL WILDFIRE
DISASTER EARTHQUAKE HURRICANE
TOLL
ERUPTION CONSPIRACY
ACCIDENT
FAKE NEWS
COPYRIGHT INFRINGEMENT AVALANCHE RECONNAISSANCE
VIRUS ATTACK DEFENCE
UNMODERATED MALWARE
SHOOT VIOLENCE
CATACLYSM ALCOHOL



Negative text
category:
"incidents"

AI HUB «IREN»

Iren — this is the center where we create, train, and improve our algorithms. From creating and preparing datasets to training and testing the algorithms themselves.



Content Manager Team



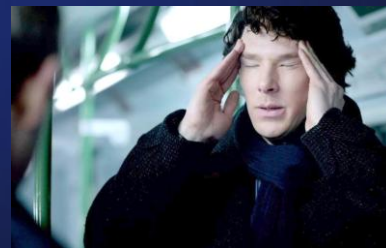
Data Science Team



Dataset collection



Training and creating
algorithms



Analyzing the effectiveness of models
and algorithms

DATASETS CREATION

The more complex the category is, the more images are required for the accurate dataset



Now I know what family dinner looks like!

CHALLENGE
OUR
AI ALGORITHM!



VOX CREATES BRAND IMAGE THROUGH THE CORRECT ASSOCIATIVE ARRAYS



Business Class Car



Business Meeting



Yacht



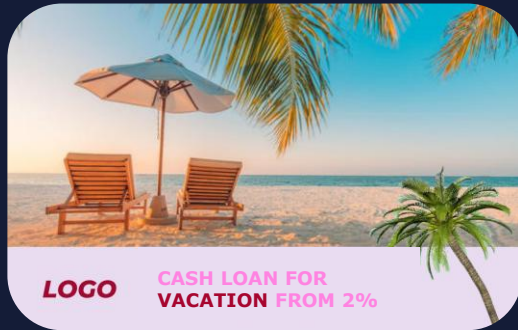
Luxury Property



Branded Goods

PERSONALIZATION OF CREATIVE

Adapt the advertising message based on the context of the page.
Make the creatives more relevant and appealing!!



different advertising messages
depending on the content of the
image or category of content

AI BASED DYNAMIC PERSONALIZATION

- Format gives opportunity to personalize your creative by using **information from a product feed**
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- Banner has a gallery with max 5 products which are automatically chosen from the feed. Banner is also **constructed automatically**.

The image shows a modern living and dining room interior. Overlaid on the image are several product cards and a banner. The product cards are:

- Electric kettle
- TV
- Refrigerator
- Microwave oven
- Air Conditioner

The banner at the bottom right shows a gallery of three products: a refrigerator, an electric kettle, and a microwave oven. The selected product is the electric kettle, with the text: **Electric kettle** Smart Electric Water Kettle Glass Heater. There are also checkmark and close icons in the top right corner of the banner.

EMOTIONAL PURCHASES: SHOPPING FUNCTION

Show your ads to the interested audience in the proper context and attract users' attention.



VOX recognizes clothing items in the image of the article on the website.

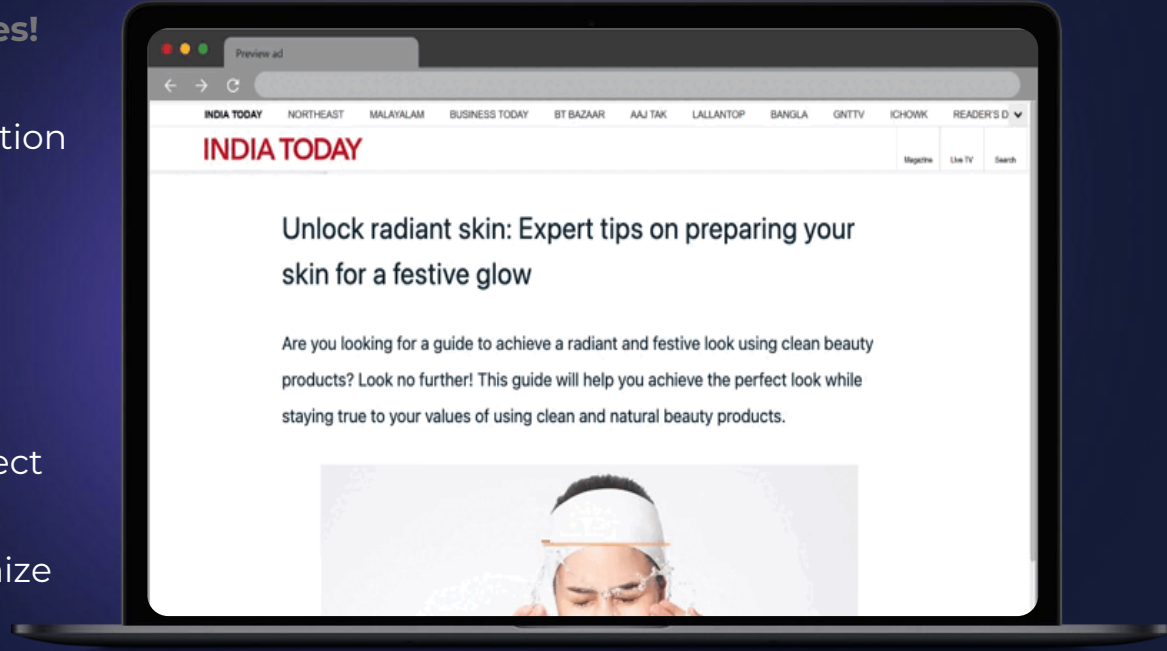
Similar products are downloaded **from the online store catalog** in advertising creative.

DETECTION FUNCTION

Achieve the goals of our AI capabilities!

Using computer vision, the Detection function **recognizes** objects, **highlights** them and combines them with in-image creative.

In the example on the right, the Detection function is used to detect a young woman in an image. Similarly, it can be used to recognize and highlight any category of objects. .



VOX + TRIGGERS

Use triggers to customize your creatives in real-time!

Your creative can transform depending on **stock exchange indicators**, **cricket score**, **air pollution level** and any other **custom targeting mechanics**.

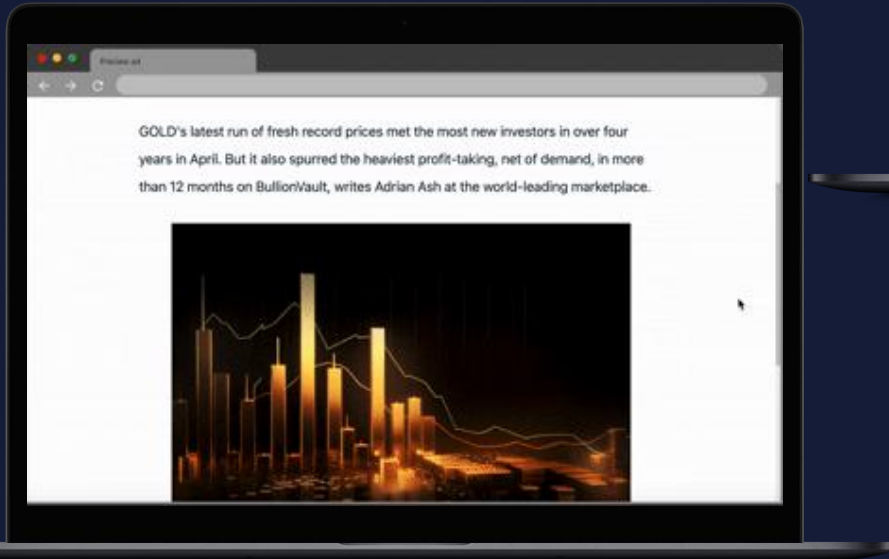
users will see current cricket score in the creative



VOX + TRIGGERS



We can use real-time **stock exchange indicators** to deliver **different brand message** to your target audience



TV SYNC

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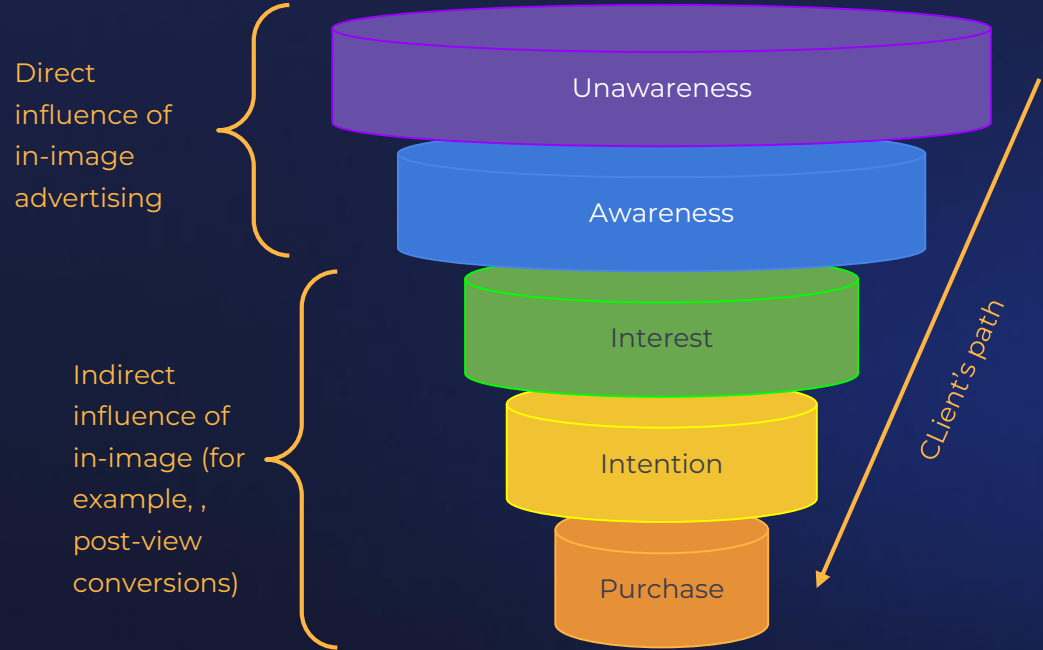
TV Sync can be used to sync with a competing TV spot.



BRANDFORMANCE TOOL

VOX In-image is a perfect tool for the top level of sales funnel but it also affects lower levels.

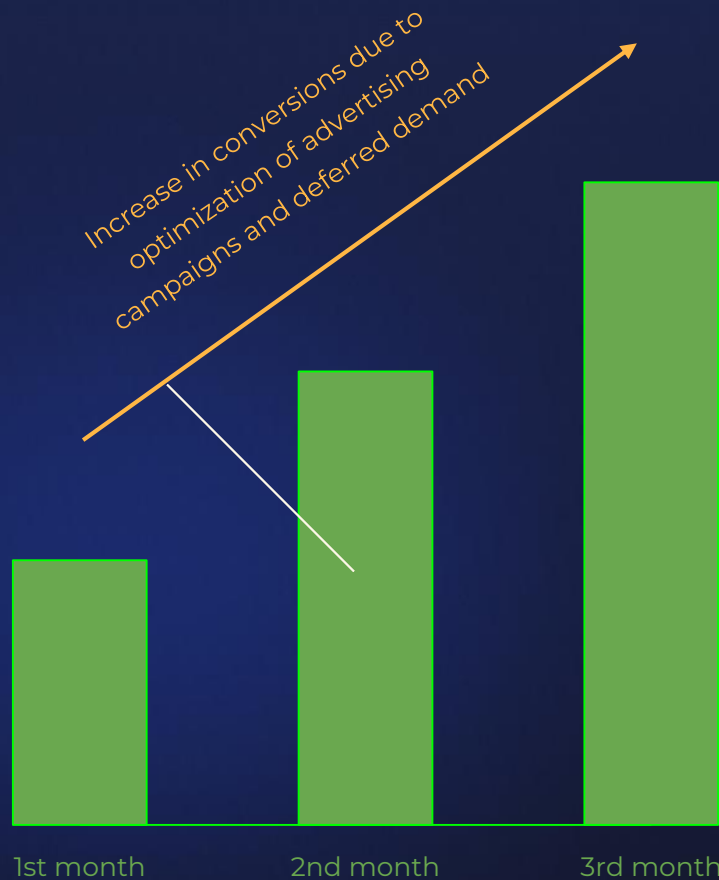
We use Brandformance approach, and this allows us to both broadly reach desired target audience and form the required brand image for it, and achieve measurable KPIs.



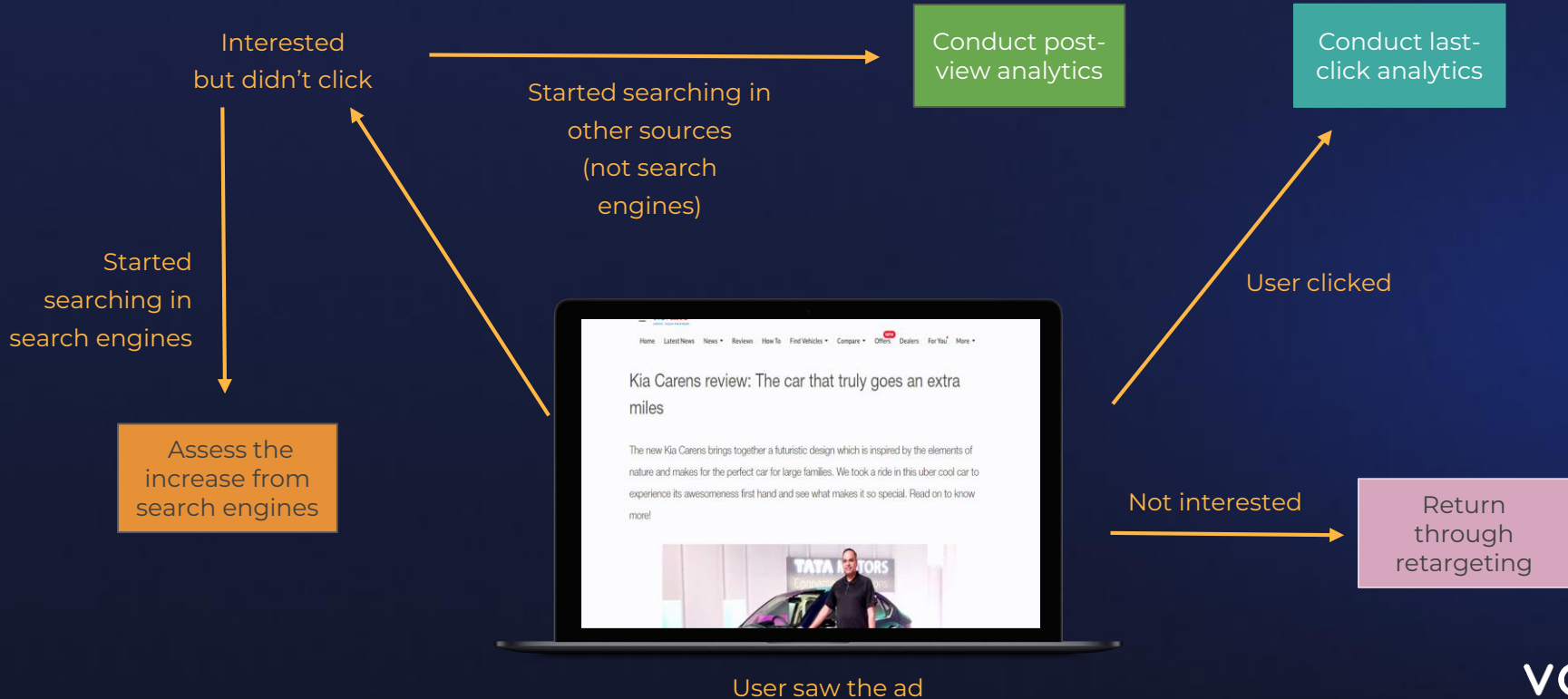
HOW TO ASSESS BRANDFORMANCE

Our experience and AI algorithms allow us to analyze the impact of VOX advertising on **user actions** on the advertiser's website, **brand and post-view conversions**.

Thanks to **attention metrics**, we can quickly make adjustments and achieve not just visible impressions, but communications that **attract the attention of users**.



HOW TO ASSESS BRANDFORMANCE



POST-VIEW ANALYSIS

To evaluate what happens with users after view/click it is not enough to use only **last-click analytics**.

A full-fledged analysis of the effectiveness of advertising requires **post-view analytics**, which provides a lot of clarifying data about the target audience, taking into account its **behavior after interacting with creatives**.

To conduct post-view analytics, we use **SmartPixel**.

SmartPixel allows you to track the further behavior of users who have seen our ads and, for example, to catch up with their retargeting through a programmatic channel.



Step 1. The user saw the ad, but did not click on it



Step 2. The user goes to the website from another source



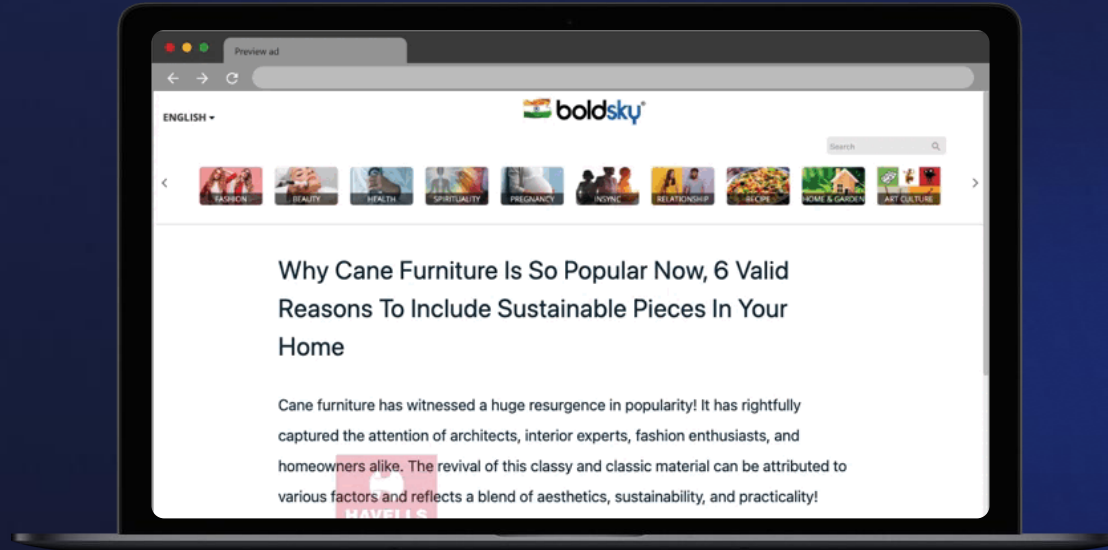
Step 3. The user makes a conversion on the website

FORMATS AND MECHANICS

We have a range of **diverse formats and unusual mechanics**.

For each format, **WOW and 3D effects** are available, which attract even more attention.

Thanks to them, it is possible to achieve **the best CTR rates and engagement metrics** (compared to creatives that do not use them).



Example of in-image creative with WOW-effect mechanic

Case Studies

MG CASE STUDY

VOX AI-vision technology helped us to reach exposed users contextually on relevant content/keywords and ads were displayed on in-image editorial articles to **attract maximum user attention**. Leveraging innovative ad formats & Programmatic solution we **successfully delivered** the stated campaign KPI's and were able to drive **quality traffic**.

Flip CTR

2,39%

Full + Wow CTR

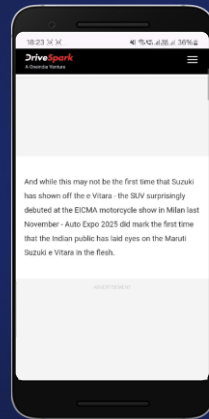
2,35%

Stripe CTR

1,65%

Stripe + Touch CTR

1,62%



FULL creative



Flip creative

HONDA CASE STUDY

The **optimization strategy** centered on precise targeting through demographics, interests, and behavioral analysis, bolstered by real-time data and click-through rates. The approach aimed to ensure **impressive creatives** effectively **reached their intended audience**, achieving maximum efficiency and engagement.

Visits

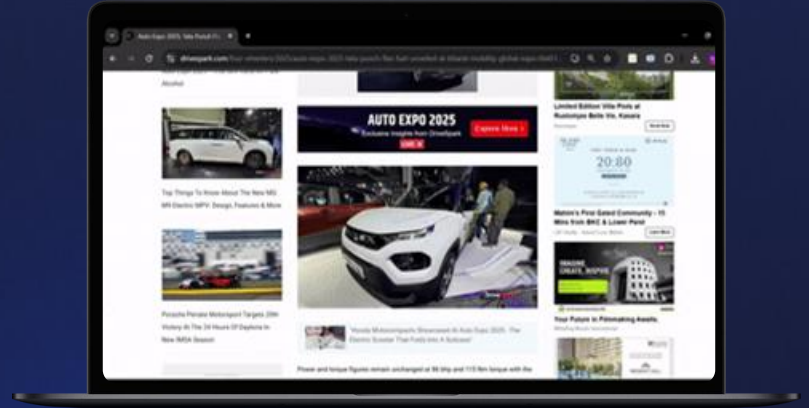
39,892

C2V

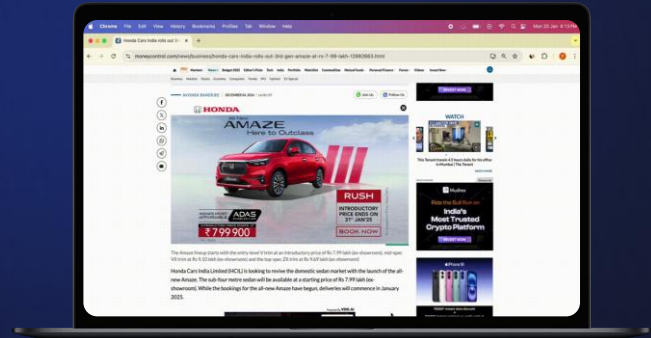
30%

1,69%

CTR



Full + WOW creative



Flip creative

KOHLER CASE STUDY

AI-vision technology analyzes and determines the meaning of visual content to dynamically associate it with the most contextually relevant ads displayed **right in image** and attract full user attention. It sees and perceives any graphics the same way as a human eye does.

Impressions

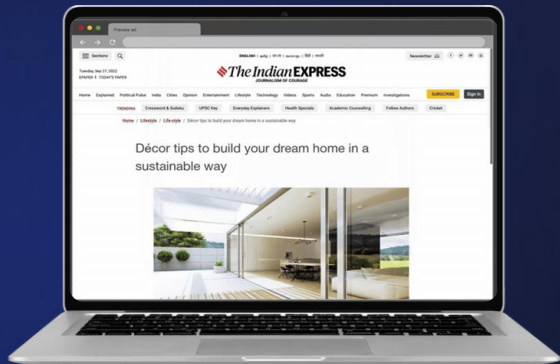
5 mln

Clicks

2,1 mln

0,90%

CTR



Flip creative

TAKEAWAYS?

01

🗣️ AI is smart, but context is wisdom.

02

🚀 Contextual isn't the past—it's the future reimagined.

03

🔒 Build relevance, not surveillance.



Powered by AI
Managed by Humans

