Content Activation

Achieve brand-safe, contextually-relevant ad delivery using Comscore's robust page and video analysis

OVERVIEW

Comscore Activation™ provides a robust set of inventory filters to help marketers and media companies achieve brand-safe, relevant campaign delivery across desktop, mobile, CTV, and podcasts. Available via a single, seamless integration, Activation is powered by Comscore's massive commercial crawler and intelligent categorization technology, allowing for more granular analysis that provides a true understanding of page, video, and podcast content.

AVAILABLE SEGMENTS

Brand Safety
- Pre-Built Safety Filters
- Custom Keyword Avoidance
- Brand Suitability

Contextual Relevance
- IAB 2.0 Categories
- Custom Keyword Targeting
- Numerous Languages
- Seasonal Categories
- Sentiment Analysis

Predictive Audiences
- TV Audiences (network, genre, frequency)
- OTT Audiences (SVOD watchers & gamers)
- Personas (sports fans, political, cord cutters & more)

Cookie-free Demographics
- Age
- Gender
- Legal Drinking Age (LDA)
- Household Size
- Household Income
- Presence of Children
- Race
- Ethnicity
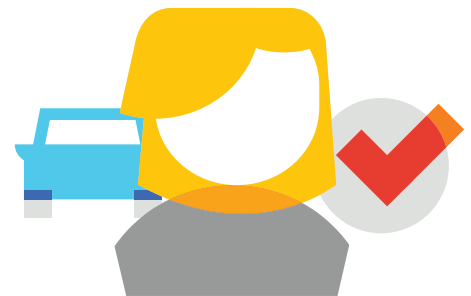
WHY COMSCORE

While brand safety and contextual targeting solutions may all seem alike, it's important to note that there are substantial differences in underlying technology.

Comscore's sophisticated analysis extracts the true essence of content, resulting in greater granularity and accuracy compared to other offerings.

Additionally, Comscore's crawler is the second-largest commercial crawler* in the ecosystem, ensuring clients do not have to sacrifice scale for precision when targeting.

LEAST SOPHISTICATED ➝ MOST SOPHISTICATED

|	White/ Blacklists	Site-Level Analysis	URL Token Analysis	Keyword Analysis	Comscore Activation
Allows for basic brand protection	✓	✓	✓	✓	✓
Updates continually as new content is created		✓	✓	✓	✓
Extends analysis beyond parent domains			✓	✓	✓
Enables custom keyword targeting & avoidance				✓	✓
Identifies unique patterns and profiles					✓
Provides granular understanding of content					✓
Applies visual and audio recognition for video					✓

*Source: Internal Domain UV Analysis, September 2017.

HOW IT WORKS

As our commercial crawler retrieves page and video information across millions of URLs and videos each day, we use key processes to empower marketers to find the best placement for their ads:

- **Intelligent Categorization:** Using machine learning and natural language processing, we extract the contextual essence (or profile) of a given page or video. The profile can be compared to a fingerprint in that it is unique for each piece of content and goes far beyond basic keyword recognition.

- **Dynamic Category Matching:** We then leverage our contextual engine to connect these profiles across 350,000 ultra-granular subcategories. These are mapped to the IAB taxonomy & brand protection filters and fuel the creation of our proprietary taxonomies, allowing us to provision pre-bid contextual categories, brand safety, brand suitability, seasonal and predictive audience segments. We also combine our contextual insights with audience composition statistics from our trusted, independent measurement solution, Media Metrix, and viewership behaviors from our massive TV footprint to provide cookie-free behavioral segments.

- **Video Audio and Visual Recognition:** Our industry-leading solution analyzes both the second by second audio and frame by frame visual components of the video. These inputs feed into our Intelligent Categorization technology to ensure a comprehensive and accurate approach to visual recognition that other solutions cannot offer.

DESKTOP   **CONNECTED TV**

PODCASTS   **MOBILE**
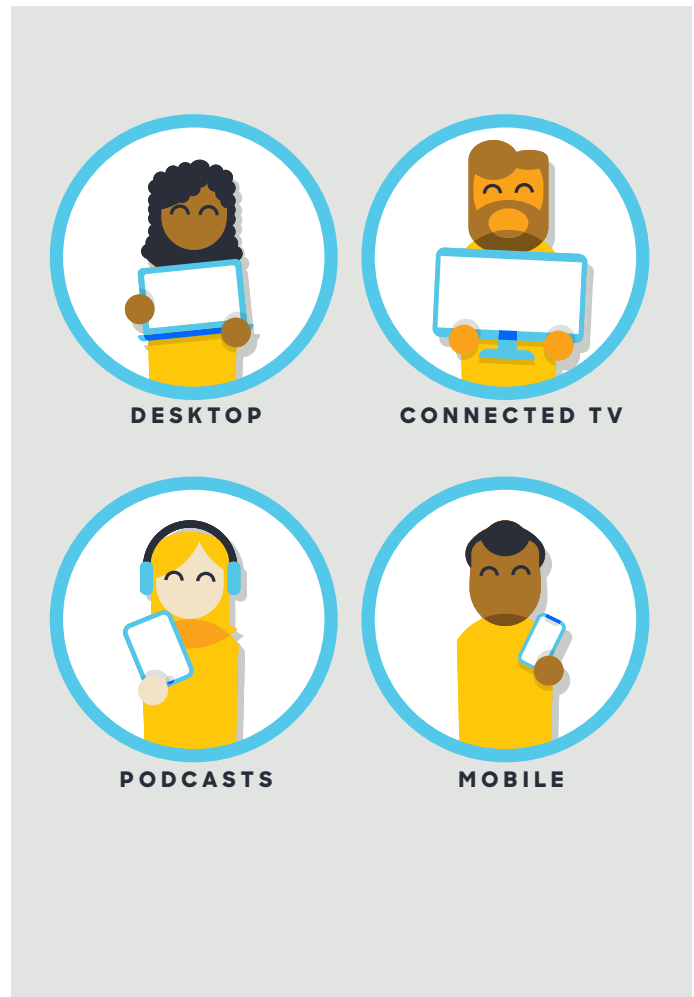
KEY USE CASES

MARKETERS

- Achieve optimal brand protection without sacrificing reach

- Deliver ads in contextually relevant settings

- Reach key demographics and audiences without the use of cookies

- Optimize CTV and livestreaming video advertising with contextual targeting

PUBLISHERS

- Charge premiums for targeted, brand-safe ad delivery

- Automate inventory packaging to improve efficiency

- Build custom, hyper-relevant packages for private marketplaces

- Protect client campaigns from brand safety issues

PLATFORMS

- Provide customizable, precise brand safety solutions

- Deliver highly-relevant keyword targeting and avoidance

- Offer cookie-less legal drinking age (LDA) compliance

- Bolster exchanges with trusted, powerful segments

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email **learnmore@comscore.com**.

comscore