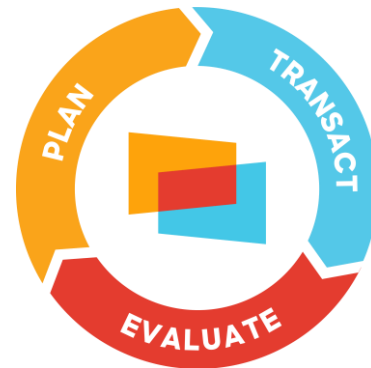


Comscore Activation in Basis by Centro

Leverage Comscore page-level insights to improve content targeting and achieve greater ROI

Comscore Activation™ provides **Basis by Centro** users an extensive range of pre-bid criteria to improve page-level targeting based on brand safety, contextual relevance and inventory quality.

Powered by proprietary content analysis technology and industry-leading Comscore products, Comscore Activation helps you surface content that is relevant and unique to your campaign, while avoiding issues related to brand safety and fraud, ultimately enabling greater ROI in programmatic.



Consistent, end-to-end tools allow you to continuously optimize

Available Segments

Brand Safety

- 20 Pre-built Filters
- Custom Keywords and Phrases (Avoidance)
- 16 Languages

Contextual Relevance

- IAB Categories and Sub-Categories
- Custom Keywords and Phrases (Target)
- Custom Segments

Quality Delivery

- Viewability
- Invalid Traffic
- Media Metrix and Video Metrix Rankings
- Page Quality
- Ad Noticeability

Why Comscore

- **Massive Scale:** Contextual insights from the second-largest commercial crawler connect you with relevant, brand-safe content – at scale.
- **Granular:** Proprietary Comscore categorization technology classifies granular page-level content to ensure ads are delivered in highly-relevant environments.
- **Trusted:** Surface quality inventory leveraging trusted validation insights and media rankings from flagship Comscore products, including vCE® and Media Metrix®.

Custom Segment Creation

Agents App

Centro can provision custom segments via the Comscore Agents App on your behalf or you can use a self-service login to create customized segments for your campaigns. This easy-to-use application gives you full control over your content targeting strategies, allowing you to layer category, keyword, brand protection and quality filters for your campaigns at a fixed price – and make real-time changes as needed. The tool also gives you an immediate estimate of impressions available so you can plan your campaign delivery accordingly.

For example, an auto company wants to run advertising alongside content related to electric vehicles and sedans that includes the keywords related to the specific brand being advertised, while ensuring there is no content or keywords on the page that may damage the brand message.

The screenshot displays the Comscore Agents App interface for creating a custom segment. It features a sidebar with 'Available' filters, a central 'Selected' list, and a right-hand 'Impressions by Day' chart. Callout boxes provide context for various elements:

- Combine categories and custom keywords to find content uniquely suited for your ads:** Points to the 'Available' filters and the 'Selected' list.
- Estimate daily impression volumes available based on your criteria:** Points to the 'Impressions by Day' chart.
- Avoid unsafe content that conflicts with the brand image or message:** Points to the 'Brand Protection (AND)' filter.
- Select high page quality to help ads stand out:** Points to the 'Page Quality (AND)' filter.

Selected Filters:

- Custom Keywords (AND): Tesla
- Custom Keywords (AND NOT): Recall
- Contextual Categories (AND): Electric Vehicles, Sedan
- Brand Protection (AND): Safe from Accidents
- Page Quality (AND): High

Impressions by Day: 94,389,079. The chart shows a peak on Friday (approx. 0.175B) and a low on Monday (approx. 0.035B). A note indicates: 'Please allow 48 hours for custom keyword and domain impression data'.

Day	All Regions	US-East
Wed	0.105B	0.105B
Thu	0.145B	0.145B
Fri	0.175B	0.175B
Sat	0.095B	0.095B
Sun	0.040B	0.040B
Mon	0.035B	0.035B
Tue	0.065B	0.065B

Ready to learn more?

Comscore can help you compete and succeed in a dynamic, cross-platform world. To learn more, contact your Comscore representative or email learnmore@comscore.com.