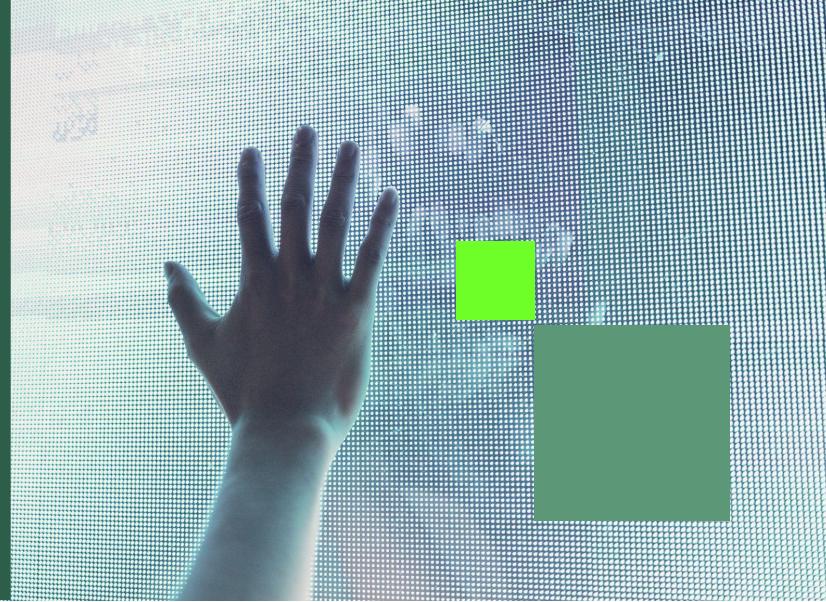




CONTEXT CONTROL

IAS Brand Suitability and Contextual Targeting Solution



PROTECT AND GROW YOUR BRAND

Every brand is unique. Control over the contextual relevance of digital ads maximizes both the impact and cost efficiency of campaigns.

Do more with less, and do it precisely, at scale.

Our patented cognitive semantic technology uses natural language processing (NLP) to dynamically comprehend the nuances of context using sentiment & emotion analysis across 50 languages. This IAS advantage gives our customers precise page-level content classification at scale.

CONTEXT CONTROL AVOIDANCE

Provides more granular control of content adjacencies and controls for appropriateness of various contexts, as tailored for a specific brand.

- 250+ industry-specific and topical segments for content avoidance
- Brand-specific protection for content avoidance unique to your brand name and negative sentiment
- Pre-bid segments for avoidance within major global DSPs

CONTEXT CONTROL TARGETING

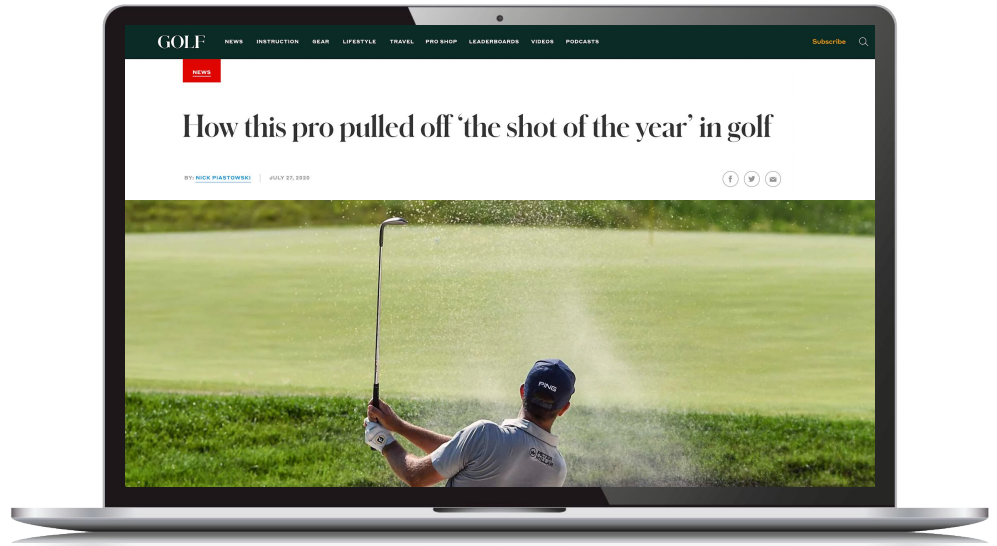
Delivers programmatic buyers unprecedented precision for targeting content that is contextually relevant for a given brand or campaign to increase recognition and engagement.

- 350+ vertical, topical, seasonal and audience proxy segments available
- Accurate classification at scale of content using best-in-class semantic intelligence
- Pre-bid segments for targeting within major global DSPs



CONTEXT MATTERS

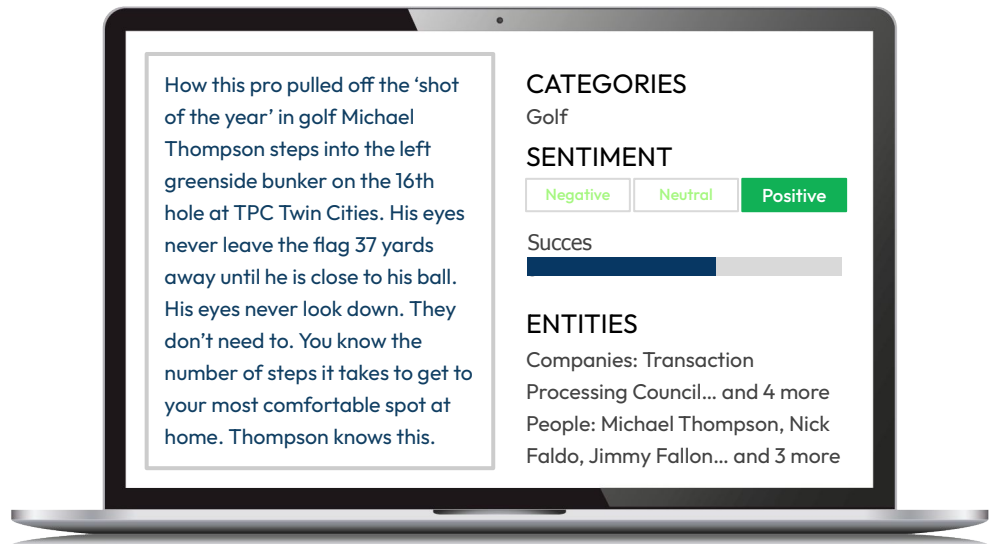
Our natural language processing technology reads the page and understands the nuances of context and sentiment of content in real-time.



IAS **DIFFERENTIATOR**

SENTIMENT & EMOTION DRIVES MEANING

Precise classification of content at scale is the key factor for enabling true control.



To get started, reach out to your IAS representative for more info.