

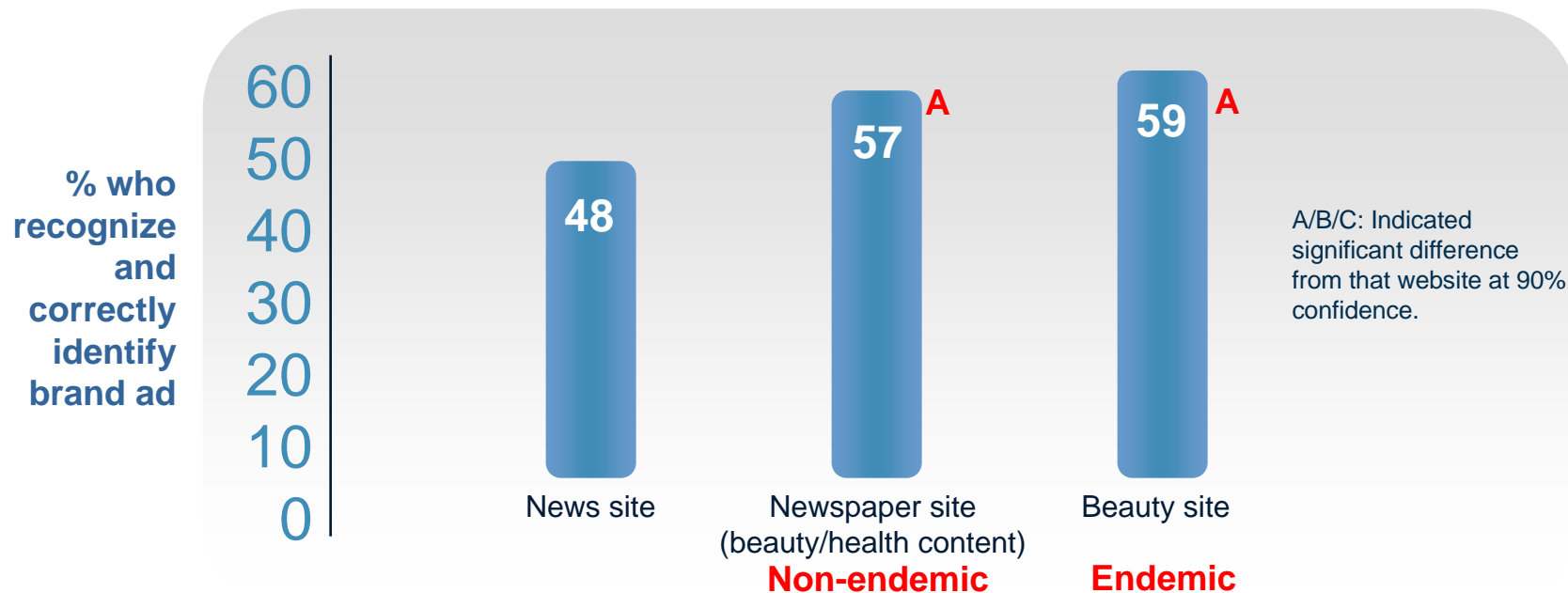
Contextual Ad Effectiveness Research

ADSDAQTM
by ContextWeb

Brand recognition

19% lift on “in context” advertising

Brand recognition is the best measure of how well the ad is noted by consumers. This score represents respondents who correctly identified as the ad sponsor.

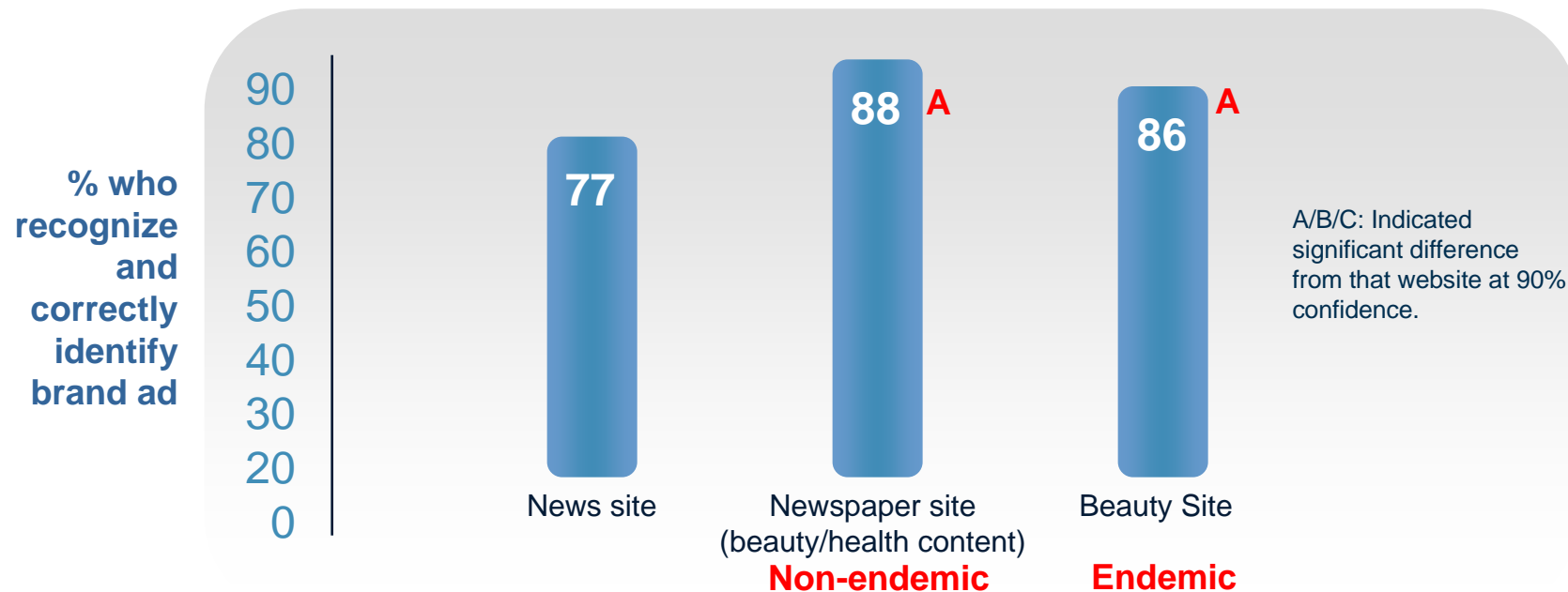


An ad placed on an endemic site and an endemic page on a non-endemic site provide similar results.
Specific content on a page is as effective as a single site buy.

Brand strength

14% lift on “in context” advertising

Brand Strength is a measure of the strength of the branded impression. This score is a subset of respondents – those can correctly identify the brand among those who recognize it.



The non-endemic reach on the exchange provides the same efficiency for brand name advertisers as a single content-specific site

The ADSDAQ Difference

- ▶ Control ad placements at the page level in the content you choose
- ▶ Reach more than 93 million unique users
- ▶ More than 386+ content categories to choose from
- ▶ Quality, brand-safe content
- ▶ Additional targeting for performance, including geo-targeting, behavioral re-targeting, time of day and etc.