

# The evolution of brand safety and context in advertising

Brand safety in digital advertising is undergoing an evolution that was fast-forwarded due to the global events of 2020.

Standard brand safety avoidance tactics are still relevant, but the conversation today has expanded to include brand suitability. Marketers are searching for new ways to create brand profiles that ensure safe, suitable ad inventory in responsible media environments that align with their KPIs and brand purpose. Here, we cover effective campaign activation and measurement solutions to help marketers and media professionals choose the best tools for managing their campaigns.



## Original: Standard brand safety



Standard brand safety helps advertisers avoid typical brand safety risks, reduce wasted spend, and align brand safety to industry standards (e.g., the IAB dirty dozen, the Global Alliance for Responsible Media (GARM), and their brand safety tiers).

### Common characteristics:

- Leverages keyword blocking
- Often employs URL blocklists
- Targets standard brand safety threats, e.g., drugs, alcohol, etc.

## Advancement: Brand suitability and responsible media



Brand suitability and responsible media solutions help advertisers find environments that complement their brand's personality and purpose.

These solutions cater to unique needs and tolerance thresholds of individual brands or campaigns and are designed to help avoid brand-specific vs. standard risks.

### Common characteristics:

- Leverages contextual intelligence
- Takes brand personality and purpose into account
- Adopts a custom approach to brand safety
- Takes brand personality and purpose into account

## 01 The nuance of language

The main problem with blocklisting keywords is that it **doesn't take context into account**. A single word can have various definitions and interpretations based on the broader story being written.



## 02 The heavy hand of keyword blocklists

Diving into our context-based insights, we discovered some unsettling trends related to content surrounding the coronavirus.<sup>1</sup>



of all online content mentions coronavirus or COVID-19



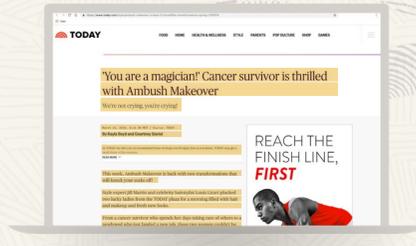
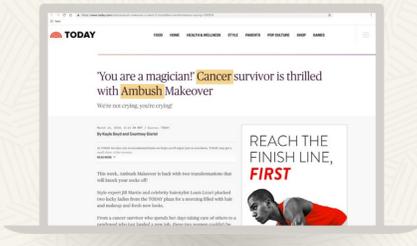
of coronavirus content is considered safe

**1 in 4**

coronavirus-related articles safe for ads are being hit by keyword blocklists

## 03 The difference in action

Brand suitability is powered by contextual intelligence, which involves analyzing content beyond URLs and keywords to determine the relationship between terms and phrases, and the broader meaning they depict.



### Blocking: real-life missed opportunities



**Blocked keyword:**  
Ambush



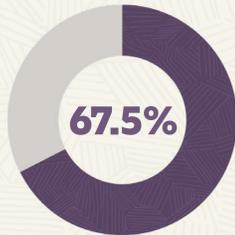
**Missed content opportunity:**  
"You are a magician!" Cancer survivor is thrilled with Ambush Makeover



**Impressions lost:**  
32%

## 04 The importance of strategic ad measurement tools?

Oracle's ad measurement tools enable advertisers to verify campaigns, **reducing invalid traffic, improving brand safety, and minimizing wasted ad spend.**<sup>2</sup>



Improvement in brand safety

**6.3M**

Recaptured media budget

**287%**

Return on investment

## 05 What is contextual intelligence?

Technology that allows advertisers and publishers to connect with desired environments, maximizing protection and driving connections with relevant audiences.

### The history of contextual intelligence

1990s



#### Domain level

Contextual targeting was only available at the domain level using broad, predetermined keywords.

2000s



#### Context level

Advancements enabled analysis of individual pages, driving more accuracy.

2010s



#### Beyond content

Contextual advertising expanded beyond text-based into context around human and viewable categorization.

2020s



#### New frontiers

Context now has the ability to understand a comprehensive picture including video, image, audio, and page quality.

## The path to evolving your brand safety strategy

By combining custom brand safety, suitability and responsible media segments, and page-level targeting tactics with comprehensive ad measurement tools, you can effectively avoid unsafe ad environments without missing out on highly relevant opportunities. Contextual measurement capabilities enable you to validate your ad inventory while optimizing ad placements and reach. As you become more sophisticated in your approach, contextual targeting will play an integral role in your brand safety efforts.



<sup>1</sup> Contextual intelligence data sourced from Oracle Advertising 2020

<sup>2</sup> The Total Economic Impact of Oracle Moat Analytics, a commissioned study by Forrester Consulting on behalf of Oracle November 2021

## Take action

If you're ready to design a more effective brand safety strategy, contact us to view an [Oracle Moat Measurement demo](#).

[Request consultation for activation](#)

