Improvement in brand safety

Beyond content

an
brand safety strategy, contact us to view
If you're ready to design a more effective
Take action
Consulting on behalf of Oracle November 2021
2
1

the
change in advertising

Brand safety in digital advertising is under-
ang an evolution in an area that can no longer
for the global events of 2020.

Standard brand safety is no longer
relevant, but the conversation today has expanded
to include discussions on brand safety for new
websites and content, brand profiles that ensure
safe, valuable experiences, responsible media
placement, and cost-effective strategies. The
future of this conversation is focused on
customized brand safety tiers, technology that
measures brand safety context, and the evolution
of brand safety to industry standards
(what is consistent, what is not).

The path to evolving your
brand safety strategy

By combining custom brand safety, suitability and
responsible media segments, and page-level targeting
strategies, you can help advertisers find environments
that complement their brand's personality and purpose.

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.

The nuance of language

A single word can have
different meanings
depending on its use,
leading to various definitions and interpretations
into account. The main problem with blocking
(previously known as keyword blocking or
URL blocking) was only available at
the domain level using
broad, predetermined
keywords. By the 1990s, the technology
had expanded into keyword
database to include brand suitability.

The heavy hand

Leverages contextual targeting to
drive more accuracy.

The difference in action

Target nuanced environments

Evaluating contextual intelligence

Evaluating the impact of contextual intelligence, which is
measuring brand safety context, can help advertisers avoid
brand-specific vs. standard risks.

The importance of strategic ad
measurement tools

Oracle's ad measurement tools enable advertisers
to analyze and measure results, reducing brand safety
risk and increasing brand uplift and ROI.

The evolution of brand safety

The path to evolving your
brand safety strategy

The nuance of language

What is contextual intelligence?

The importance of strategic ad
measurement tools

The history of contextual intelligence

Take action

If you're ready to design a more effective
brand safety strategy, contact us to view
Oracle Brand Safety Intelligence.