What you missed with a blocklist: Coronavirus

COVID-19 is one of the most discussed news topics online in 2020, raising issues and challenges related to ad placement, as many advertisers are blocking all content featuring the keywords 'COVID' and 'coronavirus,' regardless of whether the content is brand safe or suitable. Here is how that impacts ad spend, publisher revenue, and scale.

URL blocking misses target content

13% of coronavirus-related content does not feature the terms 'coronavirus' or 'COVID' in the URL, equivalent to 1 in every 7 articles.

Keyword approach blocks safe content

76% of coronavirus-related content is safe for advertising, yet unnecessarily blocked due to the appearance of the term ‘coronavirus’ or ‘COVID,’ equivalent to 3 in every 4 articles.

Missed: Brand safety threats

Missed: High-value inventory

Safe, relevant, and paid-for impressions lost with basic brand safety

15% - 32%

What to do: Lean into context

Keyword blocking misses a vital ingredient—context—which is critical when defining suitable inventory versus isolating damaging content. Without understanding the true context of what’s on the page, you inevitably over-block safe content, limit scale, and increase the risk of a brand safety exposure.

How we help

Oracle Contextual Intelligence crawls 15 billion web pages per month, analyzing the relationship between every word on the page so you can understand its true context. This allows you to evaluate complex content at scale and make informed decisions about your media spend.

Find out how you can use Contextual Intelligence to protect your campaigns and safely navigate the online content ecosystem.