

5 steps to a better brand suitability strategy

Follow these steps to build a robust brand suitability strategy across your digital advertising campaigns that aligns contextual targeting tactics with impactful ad measurement capabilities.



1

Define your risk profile

It's one thing to decide what's considered unsafe content for your brand, but it's another to define your risk and suitability profile. Consider all the areas that could put your brand at risk, from potentially false information sites or topics that may not align with your brand values.

Don't simply focus on what's off-limits or ideal for targeting. Consider the middle ground—the grey areas of contextual targeting—and work with your brand suitability vendors to identify content topics where you can have some flexibility.

2

Identify contexts that amplify your campaigns

Work with your **brand suitability vendor to extract insights so you can understand the types of environments and responsible media opportunities that improve performance and enhance your brand**—as well as the environments that do the opposite.



3

Research the key terms and phrases

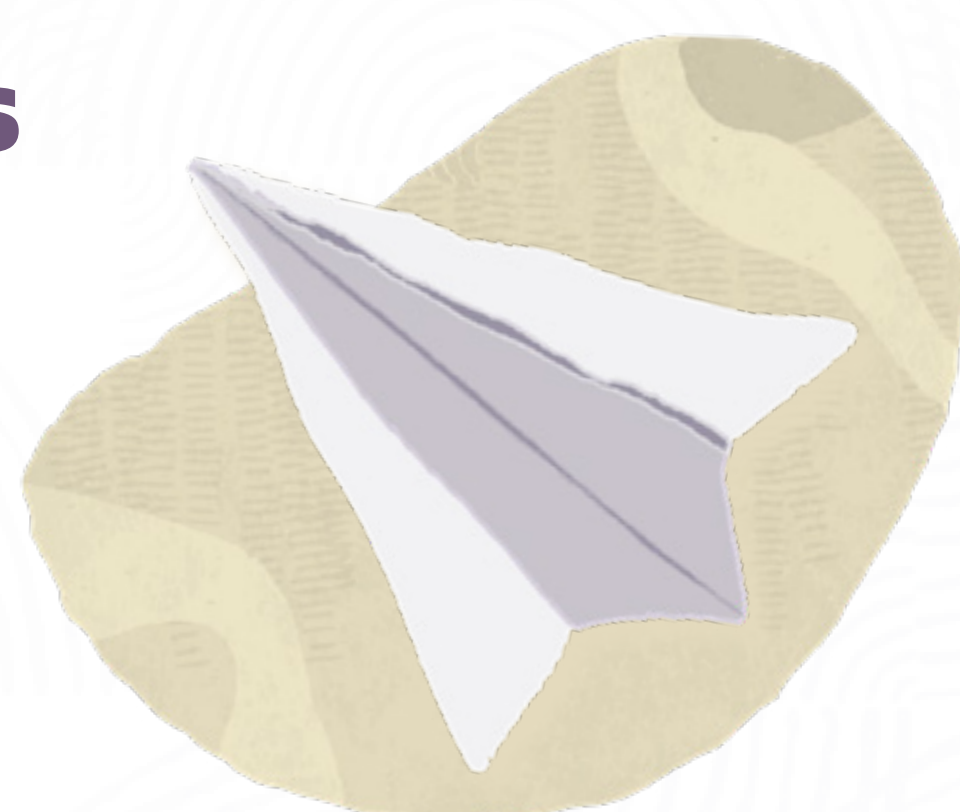
Build your **custom contextual segments using all the terms and phrases that relate to your ideal contexts**, in addition to negative terms that you identified when developing your risk profile.



4

Deploy your segment and complement with Predicts

Launch your campaign and **work with your brand suitability partner** to ensure it remains on track. When combined with Oracle's custom brand safety segments, Oracle Predicts helps amplify your efforts and scale campaigns. Predicts helps you capitalize on trending content and allows you to bid on popular inventory by automatically identifying trending terms and phrases aligned with your custom brand safety segments.



5

Measure and optimize performance

Implement a transparent ad verification solution that looks for context, not keywords, and allows you to examine the results of your brand suitability strategy.

Oracle Moat's impression-level reporting helps pinpoint brand safety risks before they turn into problems.

Take action

If you want to take action with a brand suitability strategy, request to view an [Oracle Moat Measurement demo](#) or [request a consultation](#) for Oracle Activation today.