

SETTING THE STANDARDS OF CONTEXTUAL BRAND SAFETY

How to move brands from a cautious to a
confident position in a programmatic environment



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INTRODUCTION

The brand safety conversation isn't a new one, yet it's one that continues to prove its relevance and gain attention on a global scale. In the past few years, we have seen a steady influx of brand safety challenges that have left major brands with big questions. With research citing that almost half of consumers would abandon brands if their ads appeared next to offensive digital content or fake news¹, and more brands making the investment in audience targeting and programmatic, the conversation around safety continues to be an important one. As we set the new standards of brand safety, how can brands truly move from cautious to confident when placing valuable dollars in the programmatic environment?

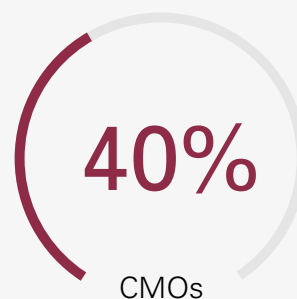
A TRANSPARENT CONVERSATION

Moving from cautious to confident

At its core, brand safety addresses the loss of trust between a brand and a consumer. With significant revenue impact hinged on reputational damage, trust becomes an emotion with a dollar sign. As the nature of programmatic advertising removes direct control of the media buy, the confidence of the brand in their chosen partners is critical for success. For that confidence to be withstanding, the relationship between the brand, agency partner, publishers, and technology vendors must be fluid—as long-term benefits derive from transparency and evidence-based decisions.



On average, 78 percent of U.S. client-side marketers are concerned or very concerned about brand safety issues when buying programmatically.²



Research shows that over 40 percent of CMOs are concerned about the lack of transparency from suppliers and technology companies. Followed closely by a concern about transparency from agencies (over 37 percent).³

¹ CMO Council

² Association of National Advertisers (ANA), "The State of Programmatic Media Buying," December, 2017

³ Teads as cited in press release, November, 2017

DEFINING TRUE CONTEXT

Through efforts to mitigate brand risk and ensure safety in a programmatic environment, more brands are implementing extensive whitelists and blacklists. However, stringency over safety results in sacrifice, with over 50 percent of U.S. advertisers citing lack of scale as one of their challenges when using a whitelist.⁴ Context helps. By understanding the desired context of the page in real time, a brand benefits from both safety and scale. Newer contextual technologies maximize the impact of every dollar spent, yielding a higher volume of brand conversions and the potential for new customer acquisition. They assure immediacy, relevance, brand safety, and insights, and can increase reach while preserving targeting.

THE CONVERSATION AROUND CONTENT

Appearing next to unsafe content remains the biggest fear for U.S. CMOs, according to research by Teads. We live in a world of evolving content, presenting a unique challenge to brands who seek to achieve the balance between optimal exposure and risk. The only way to understand true context is by going deep and analyzing content at the page-level. By crawling and reading the content on the page to understand the context of the conversation, we can make educated decisions about where advertising is placed.

95%

Percentage of
the addressable
web that Oracle
Contextual Intelligence
understands



No user-generated
content

15B

Web pages crawled
every month



No reliance on keyword
indicators in the URL

⁴ eMarketer, "The Brand Safety Dilemma; Looking Beyond Scale and Efficiency to Context and Common Sense", October 2017

ONE SIZE DOESN'T FIT ALL

Brands differ, needs evolve, and risk tolerance is relative. With brand safety being a subjective metric, what is considered safe for one brand may not be safe for another. It is essential to understand that a brand safety solution is not one size fits all. To achieve optimal results and overall campaign success, advertisers require a custom safety solution that addresses their unique needs and pain points to yield desired results.



Don't wait until it's too late.



Reputational damage can cost millions.



Brand safety requires an always-on approach.

A PROACTIVE APPROACH

We can't turn back time, and when it comes to brand safety, after the fact is just too late—the damage is done, and the repercussions are here to stay. Reputational damage can have significant financial implications, sometimes costing reputable brands upwards of millions of dollars in lost revenue or lack of new customer acquisition. Brand safety isn't just something that should be activated when an adverse event occurs. A robust brand safety strategy is an always-on approach—constantly monitoring and reacting in a sea of evolving content, placing advertising and engaging consumers in the moments that matter.

NOW YOU'RE SPEAKING MY LANGUAGE

A truly global campaign requires a comprehensive approach to targeting. Understanding the nuances between language and culture is an essential factor when activating campaigns on an international scale. To avoid a high number of blocks on sites that a native user would deem safe, a localized view of language is critical to campaign success—especially through the lens of brand safety.

SUPPORTED IN

30+

LANGUAGES



CATEGORIZING WEBSITES IN

170+

LANGUAGES

CREATING A RELEVANT EXPERIENCE

Brand safety hinges on creating a relevant experience for consumers by placing them in front of safe and relevant advertising. These decisions around safety and the unique risk tolerance of each brand brings to life the values of each organization and the people-based approach to marketing that activates the moments that matter to the customer when they matter.

AUDIENCE EXTENSION AT SCALE

Keeping your brand and message away from harmful and toxic content doesn't have to mean limiting the scale of your campaign. We live in a world of fragmented audiences, limited attention, and rapidly evolving content. And while that poses several challenges to marketers trying to connect with their audience, there also exists opportunity. By identifying trending contexts and content, brands can find the environments where their audience is most engaged. This contextual understanding opens up new, incremental and safe inventory on pages your campaign would not have discovered—increasing scale without compromising relevance or brand equity.

CONCLUSION

Tackling the broader safety issues

Today's programmatic environment brings its own set of challenges that brands must overcome. Between avoiding harmful content, maintaining reach, delivering the right message, and providing relevant content at the opportune time, brand safety encapsulates a broad spectrum of issues for today's modern marketer. Staying abreast of the many problems that face a brand is a constant effort, and in the ever-changing digital landscape, the pressure is on marketers to deliver results at scale without jeopardizing brand equity. The standards of contextual brand safety aim to alleviate this pressure and empower brands and marketers to take control of the media buy and execute their campaigns with confidence.

ORACLE CONTEXTUAL INTELLIGENCE

The Oracle Contextual Intelligence suite of solutions stems from the Oracle Data Cloud acquisition of Grapeshot. This technology helps advertisers identify brand-safe environments, transform digital content into actionable data, and bring relevance to every customer experience.

Contact your Client Partner or The Data Hotline to get started.

THE DATA HOTLINE 
oracle.com/thedatahotline