Content Activation

Achieve brand-safe, contextually-relevant ad delivery using Comscore’s robust page-level analysis

OVERVIEW

Comscore Activation™ provides a robust set of pre-bid inventory filters to help marketers and media companies achieve brand-safe, relevant campaign delivery across desktop and mobile. Available via a single, seamless integration, Activation is powered by Comscore’s massive commercial crawler and intelligent categorization technology, allowing for more granular page-level analysis that provides a true understanding of page content.

AVAILABLE SEGMENTS

<table>
<thead>
<tr>
<th>Brand Safety</th>
<th>Contextual Relevance</th>
<th>Quality Delivery</th>
<th>Audience Composition</th>
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</thead>
<tbody>
<tr>
<td>- Pre-Built Safety Filters</td>
<td>- IAB 2.0 Categories</td>
<td>- Viewability</td>
<td>- Age</td>
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<td>- Custom Keyword Avoidance</td>
<td>- Custom Keyword Targeting</td>
<td>- Invalid Traffic</td>
<td>- Gender</td>
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<td></td>
<td>- Numerous Languages</td>
<td>- Media Metrix</td>
<td>- Legal Drinking Age (LDA)</td>
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<tr>
<td></td>
<td>- Seasonal Categories</td>
<td>&amp; Video Metrix Rankings</td>
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WHY COMSCORE?

While brand safety and contextual targeting solutions may all seem alike, it’s important to note that there are substantial differences in underlying technology.

Comscore’s sophisticated page-level analysis extracts the true essence of page content, resulting in greater granularity and accuracy compared to other offerings.

Additionally, Comscore’s crawler is the second-largest commercial crawler* in the ecosystem, ensuring clients do not have to sacrifice scale for precision when targeting.

*Source: Internal Domain UV Analysis, September 2017.
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HOW IT WORKS

As our commercial crawler retrieves page-level information across millions of URLs each day, we use two key processes to precisely categorize content:

- **Pattern Profiling**: Using proprietary artificial intelligence, we extract the contextual essence (or pattern profile) of a given page. The pattern profile can be compared to a fingerprint in that it is unique for each page.

- **Dynamic Category Matching**: We then leverage our contextual engine to connect the pattern profiles to hundreds of thousands of ultra-granular proprietary topical nodes. These topical nodes are then mapped to the IAB taxonomy and non-standard brand protection filters, allowing us to provision pre-bid contextual categories and brand safety segments.

In addition to these processes, we also leverage historical validation scores, media quality rankings and audience composition statistics from our trusted, independent measurement solutions – validated Campaign Essentials and Media Metrix – to provide data quality and GDPR-friendly audience composition segments.

KEY USE CASES

**MARKETERS**

- Achieve optimal brand protection without sacrificing reach
- Deliver ads in contextually relevant settings
- Reach key demographics without the use of cookies
- Mitigate issues with invalid traffic and viewability

**PUBLISHERS**

- Charge premiums for targeted, brand-safe ad delivery
- Automate inventory packaging to improve efficiency
- Build custom, hyper-relevant packages for private marketplaces
- Protect client campaigns from brand safety issues

**PLATFORMS**

- Provide customizable, precise brand safety solutions
- Deliver highly-relevant keyword targeting and avoidance
- Offer cookie-less legal drinking age (LDA) compliance
- Bolster exchanges with trusted, powerful segments

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.