SmartMatch™

BEST PRACTICE GUIDE

CONTENT

2024

Smartology™
Where Content & Context Connect

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This serves as a guide to help you get the most out of your content when using SmartMatch™.

This will take you through how to use both editorial and media content, as well as, tips for setting up a successful SmartMatch™ campaign.

EDITORIAL CONTENT GUIDELINES

When using SmartMatch™ you can upload your content straight to the platform, by using the URLs or editing it manually.

DO

Webpages

Insights, Research and Thought Leadership content

Minimum of 250 words of continuous text

General interest subject matter

Strong headline

Engaging opening text

Makes sense as a stand-alone statement

Broad range of topics

DON'T

Product–specific content

Company–specific content, e.g. press releases

Less than 200 words of continuous text

Niche subject matter

Content which is time-sensitive

No clear, engaging opening text

Doesn't make sense as a stand-alone statement

Narrow range of topics

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VIDEO CONTENT GUIDELINES

SmartMatch™ do not currently run playable videos in the ad unit, but you can upload your videos to use in the same way as your editorial content.

DO	DON'T
Videos with transcripts or text description	Videos without any transcript or text description
Shorter videos (under five minutes)	Longer videos (over five minutes)
Insights, Research or Thought Leadership content	Product-specific content
Strong headline	Company-specific content, e.g. press releases
Engaging subject matter	Niche subject matter
Makes sense as a stand-alone statement	Doesn't make sense as a stand-alone statement

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TOP TIPS FOR A SUCCESSFUL SMARTMATCH CAMPAIGN

It may sound obvious but write content that is relevant to publishers. Keeping an eye on the subjects that are currently topical and outputting relevant content items has the potential to significantly improve overall campaign performance.

Post new content regularly to your site. The more content you include, the greater the likelihood of an editorial match. And as you create more posts, your Google ranking will increase too.

Include a variety of content. Avoid repeating the same topic as broader content will be expose your advertisements to a wider range of news articles. 5-6 URLs is the ideal minimum for good results.

Aim to include some evergreen content. A selection of the posts should be sustainable, lasting and continue to be relevant beyond the day it is published.

Do not be discouraged if one content piece isn't performing today. The news is constantly evolving and tomorrow that content piece may be the best performing article.

SmartMatch campaigns are quickly and easily set up by dropping in the URL of your content page. The corresponding ad will generally generate automatically, without any interaction. Some content pages require you to copy and paste the title and copy, this is because the page hasn't been set-up with Open Graph meta-tags. It may be worth a quick call to your web designer to see if these can be included as it will make the creation of your ad campaigns even more straightforward and seamless.

SMARTMATCH ADVERTISEMENT CHECKLIST

- ☐ Content in focus
- ☐ Strong headline
- ☐ Strong CTA
- ☐ Change colours to stay inline with brand guidelines
- ☐ Upload logo

Image: Scaped from the article site

Headline: Extracted from article's own headline

Body copy: 1st few lines of the promoted article. Copy ends with ellipsis ("...") to motivate readers to click to read on

CTA: Drives to the article's landing page

Logo: Drives to the article's landing page

Revolutionising Coral Reef Restoration

New technology promises to revolutionise the way in which we restore the most biodiverse ecosystem on the planet - coral reefs.

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Any queries or comments contact our Customer Success team at
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