

SmartMatch™

**Smart Ads, Strong Impressions:
Contextual Advertising & Big Tech**

Our Insights

Brand awareness

Following a sustained, microscopic focus on big tech by legislators globally in response to market dominance, monopolistic practices and consumer backlash have impacted consumer and investor confidence.

With new legislation being debated and fines imposed, it has never been more critical for big tech to demonstrate the benefits they bring to society, how they have responded to criticism and are self regulating.

SmartMatch™ is trusted by big tech, utilising AI to strategically position client's thought-leadership, reports, policies and blogs with contextually relevant articles across leading regional and international publications, ensuring reach to the right audiences at the right time and in the right place.

Education and product positioning

Criminal and state run cyber attacks are an almost daily occurrence, whether from viruses, ransomware or theft of data, we are under constant attack from invisible threats.

Cybersecurity companies are at the forefront of identifying the threats and defending against them. Much progress can be made with better education of and vigilance by end users, so education is the key to significantly reducing the opportunities presented to attackers. These companies also want to share how cybersecurity software can provide high levels of protection to individuals and businesses.

Utilising AI to strategically position clients content, SmartMatch™ aligns educational and product information with contextually relevant articles across leading regional and international publications for both B2C and B2B. Achieve greater attention for your thought leadership, blogs and production information by reaching the right audiences at the right time and in the right place.

Methodology

These statistics were determined by data collected from click, scroll and impression tags, used to monitor all SmartMatch™ campaigns.

This data was compared to benchmark figures to measure the uplift in results achieved across all SmartMatch™ campaigns.

The Challenge

A major technology company engaged SmartMatch to run an extensive brand awareness campaign focussing on key legislative policies, policy influencers and a narrow geo-focus.

Our Solution

SmartMatch™'s extensive relationships with premium publishers, and knowledge of key audiences, meant we could build out a site-list tailored to our client's needs. This publisher network, combined with our AI-deep learning contextual technology, allowed us to optimise towards the right audience of policymakers without the use of any third-party-cookies.

Our Results

We served 13m+ client ads in semantically relevant, brand-safe environments across the publisher network. The results demonstrate clients do not need to compromise on quality to deliver successful brand awareness campaigns. Clients can promote their content amongst the right audiences on the world's leading publishers without any user data whatsoever.

The Challenge

A cybersecurity company was seeking to educate users on the dangers of ransomware, while promoting its own solutions to address this rapidly growing problem, capitalising on ransomware's prominent coverage in the current news cycle.

Our Solution

SmartMatch™ allowed the client to own conversations around key themes such as cybersecurity and ransomware. By surfacing the client's content alongside contextually relative articles, SmartMatch was able to drive awareness and engagement.

Our Results

This campaign had a scroll through rate of almost double the benchmark (1.89% vs 1% benchmark) which demonstrates our ability to capture user attention at the height of their interest in a topic, driving engagement at the right moment. Engagement is also demonstrated by the uplift in hover rate from benchmark:

ANZ

+32.2%

uplift from benchmark

SmartMatch™

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