



Bidtellect’s Solutions: Brand Safety and Context Control

Bidtellect’s technology tackles brand safety head on, ensuring your brand’s ads are seen positively “in the wild.” We’ve partnered with IAS’s Brand Suitability and Contextual Targeting Solution.

Pre-Bid Blocking & Native

Yes: it’s a match made in brand safety and performance heaven. We leverage IAS pre-bid targeting to ensure ads appear in brand safe environments, effectively securing brand safe spaces before the bid.

Context Control Avoidance

Provides more **granular control of content** adjacencies and controls for appropriateness of various context, as tailored for a specific brand.

- **100+ industry-specific and topical** segments for content avoidance
- **Brand-specific protection** for content avoidance unique to your brand name and negative sentiment
- **Pre-bid segments** for avoidance within major global DSPs

Re-Think Social Media

User-generated content just can’t be predicted, targeted, and blocked to the same degree that content on the open web can be.

You want your ads next to contextually-relevant content that matches the sentiment of your brand. Bidtellect can repurpose your social creative assets for Native placements and scale your content effectively.



Social media is the least trusted media source
(Edelman Trust Barometer)

42%

42% of users distrust ads on social
(Edelman Trust Barometer)



“The real meat of what brand safety means in a programmatic environment is happening on the open web.”

- Bidtellect CEO Lon Otremba at Adweek’s Elevate: Brand Safety Event.

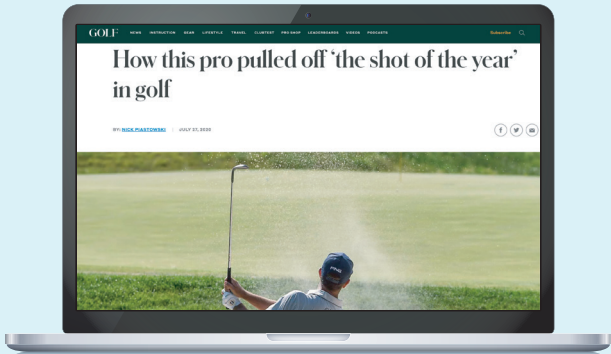
It Takes Nuance: Sentiment and Context

Long keyword block lists, PMPs - taken as a sole approach, these can limit supply and performance, plus hurt publishers. A nuanced approach, including “smart sentiment” targeting and natural language processing technology, understands the context of your ad placements while maximizing scale and performance.

42%

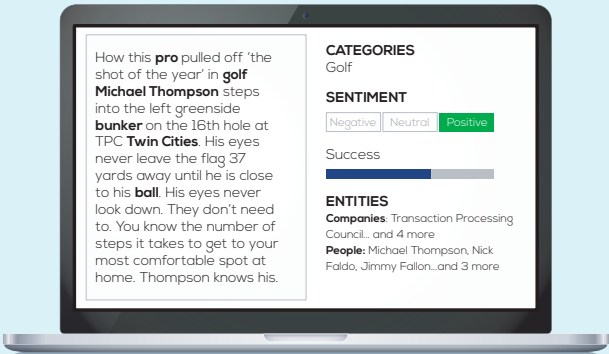
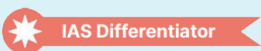
IAS is “42% more accurate than the next best provider” at classifying online content
(THE OZONE PROJECT)

Context Matters



Our natural language processing technology reads the page and understands the nuances of context and sentiment of content in real time.

IAS Differentiator



Sentiment & Emotion Drives Meaning
Precise classification of content at scale is the key factor for enabling true control.

CATEGORIES
1200+ IAB V2-Compliant

FEELINGS
General sentiment | Emotions

ENTITIES
People | Places | Organizations

KEYWORDS
Non-ambiguous words, e.g. a specific brand name, spokesperson

Carefully curated combination of these ingredients, so you can offer the most value to your customers

Top 3 Takeaways

1

Go for open web over user-generated content. Context has never been more important.

2

Be wary of “quick fixes” like wholesale blocking and PMPs that limit scale and performance.

3

Context signals, nuanced targeting, and optimization approaches fulfill privacy and brand safety requirements. They also reach performance goals faster.

Bidtellect is primed to be your brand safety champion partner! With pre-bid targeting, partnerships, and optimization technology, we’ll reach your performance goals while meeting your brand safety standards.

Read more: this anti-smoking health organization utilized Bidtellect’s contextual and brand safe capabilities to reach performance goals safely.