



SPECTRUM
MEDIA SERVICES

TARGETING AUDIENCES IN A COOKIELESS WORLD

THE COOKIE IS CRUMBLING

with increased privacy actions from the government, industry, & consumers.

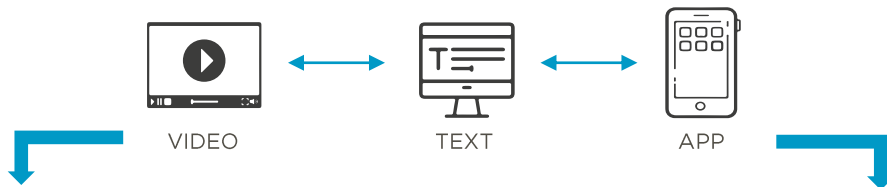
SPECTRUM'S COOKIELESS SOLUTION

delivers targeting, relevance, recency, transparency, & scale all at the page-level.

BRANDS ARE TAKING BACK CONTROL OF PRIVACY & DATA OWNERSHIP

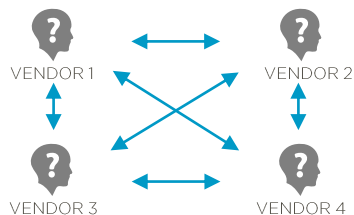
For years, targeting & brand safety were the domain of third parties. With the loss of the cookie, it's now in the hands of the brands.

INPUT CONTENT CONSUMPTION

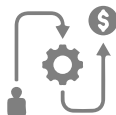


YESTERDAY'S TARGETING WITH COOKIES ONE NON-TRANSPARENT DECISION

VENDORS CONTROL DATA/TARGETING/BRAND SAFETY



PEOPLE EFFICIENCIES



TOMORROW'S TARGETING WITHOUT COOKIES MANY TRANSPARENT DECISIONS

BRANDS CONTROL DATA/TARGETING/BRAND SAFETY



PROGRAMMATIC EFFICIENCIES



NO
TRANSPARENCY

TRANSPARENCY

NOW, A COOKIE-FREE WAY TO REACH THE RIGHT AUDIENCE



Context is a great way to identify an audience, assuming you can properly identify the content and find sufficient volume.

THE OLD WAY

Getting contextual targeting right is hard, and legacy keyword providers suffer from issues with:

TARGETING

- Traditional systems require keyword lists which are hard to maintain

RELEVANCE

- Keywords are prone to ambiguity (is Malibu a beach or a car)

RECENCY / ENVIRONMENT

- Traditional systems leverage high reach home and section fronts, which change constantly limiting understanding of page

TRANSPARENCY / BRAND SAFETY

- Traditional systems choose where brands run

SCALE / REACH

- Fixed lists of pages and sites limit reach and scale

THE SPECTRUM SOLUTION

We provide brands, agencies, data companies, & DSPs with a scaled, strong intent signal that leverages:

TARGETING

- Spectrum leverages algorithms that use topics and not keywords, saving time

RELEVANCE

- Spectrum's topics also avoid ambiguity (we know its Chevrolet Malibu)

RECENCY / ENVIRONMENT

- We focus only on article pages where topics are stable

TRANSPARENCY / BRAND SAFETY

- Brands know where they're going to run before they run

SCALE / REACH

- Dynamic refreshing of segments assure reach and scale

HOW THE OLDER SYSTEMS WORKED

TARGETING ISSUES

What should be a simple target – promoting Malibu Beach travel – can be challenging to create in legacy keyword systems.

1 warning: Too few keywords

Add keywords here...

KEYWORDS (3) [Revert change](#)

beach malibu travel

Are you able to find your target audience?

RECENCY / ENVIRONMENT ISSUES

Grapeshot identifies home & section front placements which may have once included content relevant to your topic, but likely no longer do. Spectrum doesn't put home & section fronts in our Content Targets™ since topics on these pages change frequently.

HOME/SECTION FRONT PAGES
% of non-article pages (high topic churn)

	Grapeshot	Spectrum
Auto	22%	0%
Food	14%	0%
Home	26%	0%

Are your ads running on pages with outdated topics?

RELEVANCE ISSUES

It's hard to capture the right context with only keywords. We compared the top 50 placements from Grapeshot to those from corresponding Spectrum Content Targets™ and found that only half the pages Grapeshot wants you to buy are relevant.

35 Free Mouse **Auto Clicker**
Key Details of Free Mouse **Auto Clicker**. Free yourself from repetitive mouse click work... Free Mouse **Auto Clicker**, can free you from repeat mouse click work... easy,simple Free Mouse **Auto Clicker**.
http://download.cnet.com/Free-Mouse-Auto-Clicker/3000-2084_4-78643587.html - null

36 How to get the next **auto-increment** id in MySQL?
MySQL has the **AUTO_INCREMENT** keyword to perform **auto-increment**. ... To get 1
TABLE_NAME = "youT...". The following is the query. mysql> SELECT **AUTO**
displays the next **auto-increment**. +-----+ **AUTO_INCREMENT** | +-----+

Is this where you want your car ad to run?

TOP 50 SUGGESTED CONTEXTUAL PLACEMENTS
% of pages judged acceptable or better for topic

	Grapeshot	Spectrum
Auto	40%	98%
Food	54%	98%
Home	52%	90%

UNQUALIFIED SCALE ISSUES

On the surface, legacy systems like Grapeshot advertise massive page-level scale for a given topic. In reality, much of your spend could be wasted on that inventory due to relevance, recency, and environment issues.

ORACLE Data Cloud

SEGMENTS / AUTO

gs_auto_vintage

30 Days: Categories (All Languages) 343,870,000 ▲ 42.38%

The Open Web is 6B pages large as of January 2020¹. Is 6% of all Web content truly about vintage automobiles?
1. www.worldwidewebsize.com

LEVERAGING SPECTRUM'S INTENT-BASED SYSTEM



SPECTRUM provides customers with many transparent options to fully control targeting and brand safety.

The dashboard shows various metrics and charts. Callouts include:

- PORTABILITY**: Points to the 'VIEW HISTORY' and 'EVENT SOURCE' tabs.
- SCALE**: Points to the 'MATCHING PAGES' and 'MATCHING SITES' metrics.
- REACH**: Points to the 'AUDIENCE (AUD)' metric.
- INSIGHTS**: Points to the line chart showing trends over time.
- TRANSPARENCY**: Points to the 'MATCHING OPPORTUNITIES' table.
- RELEVANCE**: Points to the 'Auto buyer's glossary' link.
- ENVIRONMENT**: Points to the 'Business and Finance > Business' category.
- RECENTY**: Points to the 'Nov '19' and 'Dec '19' time periods.

The article is titled "Compare Costs: Buy New Car vs. Used?". It discusses the benefits of buying used cars, such as saving thousands upfront and over the life of the vehicle. The article includes a photo of a man and a woman looking at a car. Callouts from the dashboard point to specific parts of the article:

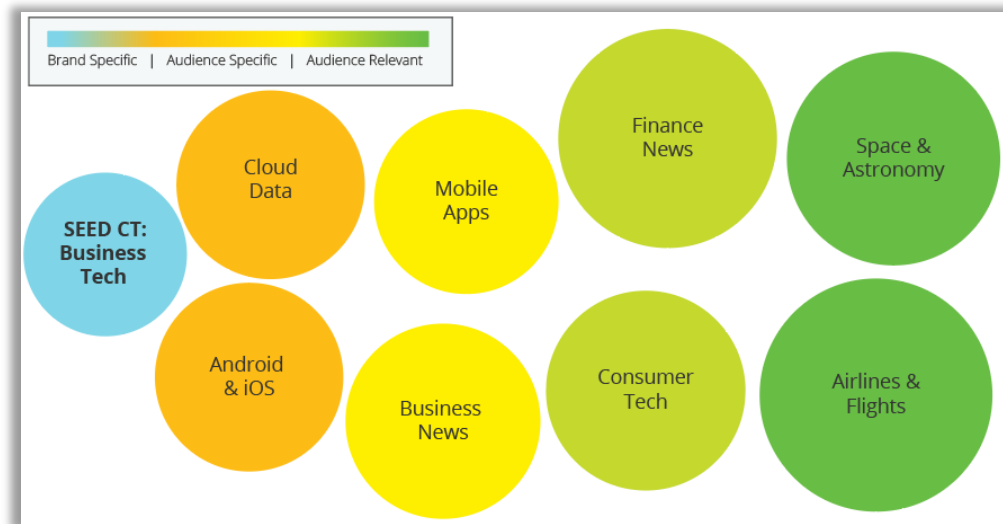
- RELEVANCE**: Points to the article title.
- TRANSPARENCY**: Points to the "Car-buying terms to know whether buying a new or used car - Autoblog" link.
- RELEVANCE**: Points to the "Auto buyer's glossary" link.
- RELEVANCE**: Points to the "Business and Finance > Business" category.

EXPANDING REACH WITH AUDIENCE INTELLIGENCE

SPECTRUM'S AUDIENCE INTELLIGENCE

provides a cookie-less audience extension. As brands explore alternatives to cookie-based ad targeting, they need a platform that can find their audience in multiple environments while preserving reach, scale and frequency.

We use an analytic driven approach which leverages content consumption comp indexes, (like found in Nielsen reports) to ensure brand goals are met.





SPECTRUM
MEDIA SERVICES

As cookies diminish and you're forced to shift your ad spend elsewhere, leverage qualified contextual targeting through the Spectrum Platform:

THE NEXT GENERATION OF SCALABLE, PAGE-LEVEL, COOKIE-FREE TARGETING TODAY.

GET IN TOUCH

www.spectrumplatform.com