

STEP 1

START WITH CONTEXT, TARGET MINDSETS

To see what drives the best results for your brand, isolate for context as a first step-ensuring your ads are always targeting relevant mindsets.

Think contextually to capture people's attention. By aligning with mindsets, rather than broad demographic targeting, you'll improve campaign outcomes and increase scale.

Sentiment

What is the sentiment of your creative? Write down a few topics that align with that sentiment, e.g. adventure seeking aligns with adventure travel, action & adventure movies, or adventure video games.

Interests

What are their professional interests? For example, are they entrepreneurs, executive leaders, or frequent business travelers?

Brand Suitability

You can also target people based on topics that align with your brand purpose.

What is your brand mission? Which charitable endeavors or social causes do you support and wish to align with? Make a list here.

STEP 2

SET YOUR STRATEGY

To create a smart contextual or brand-suitable strategy, consider both brand and campaign KPIs.

Brand KPIs

Based on the overall goals for the campaign, list a few segments that come to mind for each KPI. This will help you frame out your strategy.

Awareness - Jot down broader contextual categories for greater reach, e.g. fashion, food & drink, or sports.

Consideration - Go slightly more focused to hone in on select contextual environments, e.g. fashion trends, cooking, or football.

Intent - Select more niche content topics, e.g. women's sportswear, vegetarian diets, or fantasy sports.

Make note of other campaign goals or considerations below.

Viewability goal?

Video-completion rate?

Click-through rate?

Desktop? **Y** **N**

Mobile Web? **Y** **N**

Mobile In-App? **Y** **N**

CTV? **Y** **N**

STEP 3

SELECT YOUR SEGMENTS

Build a high-performance campaign by selecting the right contextual segments and ensure you are getting true video-level context. You can layer on brand safety with any segments you target.

First, ask any partner what level of contextual analysis they offer. Is it...

Page-level?

Channel-level?

App-level?

Video-level?

It's crucial to determine the level of contextual analysis offered in order to formulate the best strategy for your campaign. For video targeting, video-level analysis is most effective and brand suitable.

Segments

We're here to help you strategize and activate. Whether you know what you want to target or are looking for extra guidance, a GumGum representative can help you finalize your targeting segments.

Once finalized, use this space to list your selected segments.

Your Contextual Segments

Your Brand-Safety Segments

You are Ready to Implement Your Contextual Video Strategy!

Contact Your GumGum Representative or verity@gumgum.com