



3-MINUTE GUIDE TO

Advertising with *Integrity*

ADWEEK BRANDED

 Connatix



A Purpose-Driven Approach to Your Ad Spend

Integrity is essential for brands operating across all markets and industries.

It carries the promise of quality, authenticity and trustworthiness. For advertisers, integrity is an attribute that has never been more important to achieve than it is now.

Why? Because that's what consumers want. **Specifically, 82% of consumers want a brand's values to align with their own,** according to a recent Harris Poll. So, brands have had to seriously consider their own values and the fact that where and with whom they spend their ad budgets says a lot about what they stand for.

Brands can build a reputation for integrity and high standards by serving ads on publisher platforms known for those very attributes. That means, for example, supporting quality news, ethical journalism and diverse-owned media organizations. These platforms are regarded as organizations with great integrity, and brands that support them benefit from that halo effect.

At the same time, advertiser support provides premium publishers with a steady stream of revenue necessary to continue offering content, news and information free to audiences.

Recent shifts in marketing designed to ensure consumer privacy make advertising with integrity a practical strategy, too. As alternatives to identity-based solutions take hold, it's becoming more important for advertisers to serve ads in environments that align with their brand values and are frequented by their key audiences—while at the same time adhering to consumer privacy regulations.

Advertising with integrity is about aligning brand values with media spend to ensure a brand is not only reaching the right audiences, but also helping support publishers and platforms that produce premium content. It's a win-win if executed correctly. Read on to learn more.

Support Editorial Integrity

Partnering with organizations that provide the public with quality information, or that work toward solving issues that people care about, allows your brand to connect with their dedicated and highly engaged audiences. **Publishers that strive toward journalistic excellence provide more complete and balanced coverage of societal issues such as sustainability and diversity, equity and inclusion.** They also are in search of ways to monetize their content to keep it accessible for their audiences.

IDENTIFY PROSPECTIVE PARTNERS

The first step to partnering with premium content platforms is to find ones that fit your brand's needs and values. Consider whether your target audience is among the publisher's audience. Gather as much information as possible about their readers to make more informed decisions about target and block lists to ensure that all media is suitable for your specific brand and campaign goals.

CONDUCT A SPOT CHECK

Vet prospective platforms' editorial integrity by evaluating the credibility of their authors, sources and domain names and screen for objectionable content that doesn't align with your brand. Vet business ethics by investigating an organization's respect for intellectual property, instances of fraud, and any affiliations with dangerous individuals and organizations.

CREATE A STRONG COLLABORATION

Put programs in place that support the publishers with whom you'd like to partner. Your ad spend can provide a benefit for all. These publishers have fostered dedicated communities of audiences who trust, benefit from and rely on their content. So, when a brand comes in with a highly targeted ad campaign, it starts building a more personal relationship with these readers, too.



Advertise With Integrity

Partnering with high-integrity publishers means your brand must also approach your ad campaigns with an equally high level of integrity. You need to prioritize your audience's privacy and forge a trusting working relationship with your publisher partners and technology vendors to guarantee greater transparency in every aspect of the transaction, including ad buys. It's also critical to ensure that your ads, in any format, are aligned with the content they're served against and reflect well on your brand.

FOCUS ON PRIVACY

Privacy regulations continue to create a framework of consumer protections that the advertising industry is adapting to, and you need to build your programs with these in mind. With ongoing changes to behavioral identifiers like third-party cookies, successfully connecting relevant ads to your target audience will require you to lean into different methods like contextual targeting. That way you can achieve an accurate connection between ad and viewer without requiring any consumer-identifying information to get into the mix.

ENSURE TRANSPARENCY

Solutions like supply path optimization (SPO) provide a clear view of the journey ads take from brand to publisher platform. Efficient supply paths enable greater transparency and higher performance by illuminating scenarios in which ad content goes through multiple tech providers to get to the page, which creates pass-through costs and inefficiencies. Vendors that enable more direct routes to ad publication remove unnecessary layers, which saves on ad spend for brands and ensures more money is getting to publishers.



MANAGE BRAND SUITABILITY

Brand suitability starts with determining what content your ads should be served against. A recent Integral Ad Science study found that **80% of consumers say ads related to the content they're viewing impacted their perception of the brand.** To ensure your ads appear along media that is relevant, but not negative, gather information about your audiences, review insights about a publisher's content based on contextual data and decide what content you want to avoid running your ads against. To that end, seek technology vendors with AI-powered tools that provide contextual data in real time and serve ads accordingly.

Leverage Innovative Technology



The great news is that there are innovative technology solutions to assist both advertisers and publishers as they approach campaigns and media buys with integrity. These tools can help brands match ads to relevant content (and the folks who are accessing it), as well as become more efficient at focusing ad spend, and uploading and deploying ads.

CONSIDER CONTEXT

Cookieless advertising is forcing brands to embrace contextual targeting to match audiences with relevant ads. This isn't a bad thing, as contextual can be your friend as you seek to serve ads at scale. For video advertising, consider working with publishers that employ advanced video players and provide in-video contextual alignment between your ads and their content.

EMPLOY AUTOMATED TOOLS

When it comes to in-video contextual targeting, there are advanced solutions to analyze the content you're thinking of serving ads against and who's watching it. These new, deep contextual tools leverage artificial intelligence, machine learning and natural language processing to gather contextual data from audio and video content on a publisher's platform in real time. These insights can help to identify categories that can be used for targeting, allowing you to make better decisions about ad buys.

EFFICIENCY THROUGH SPO

As you approach your ad buys, look to remove layers between your brand and your publisher partner by leaning into supply path optimization. Ideally, you'll want to find an integrated solution that streamlines the process. Getting all these features in one solution creates efficiencies, which can save you money.

Success Stories



Mars' Skittles Pride Month Campaign

In June 2021, global CPG company Mars wanted to support the LGBTQ+ community by helping increase awareness of Pride Month, and in doing so align its Skittles brand with the cause. Mars partnered with Connatix to serve video ads to the premium audiences of publishers like Eater, Grub Street and Taste of Home, as well as others within Connatix's network of publishers. The campaign used Deep Contextual, Connatix's AI-powered in-video contextual targeting solution, to reach relevant viewers.

The result was nearly a half million impressions with a 92% video completion rate (VCR) on desktop and an 87% VCR on mobile.

Citi's For the Love of Progress Campaign

In the closing quarter of 2021, financial services firm Citi set out to increase awareness of its Citi Impact Fund, an initiative that drives positive social impact across many communities. In addition to increasing the fund's success, Citi hoped to better solidify its alignment with the cause and engage new audiences—specifically those interested and active in social causes.


Citi partnered with Connatix and deployed video ads in real time to audiences interested in LGBTQ+ advocacy and mental health awareness. Using Deep Contextual targeting within video content on sites like Reuters, MarketWatch and The Los Angeles Times, the campaign achieved 81% VCR and 70% viewability, with a cost-per-click of \$0.01.



About Connatix

Connatix is a video technology company

for publishers and advertisers that believes in the power of engaging content and is on a mission to help publishers and advertisers deliver successful videos without compromise. With first-to-market video and deep contextual capabilities, Connatix sits at the forefront of content innovation and is building a new generation of video experiences that are optimized for advertiser and publisher success. Founded in 2014, the company is headquartered in New York City, with offices in Chicago, Tel Aviv, Israel and Cluj-Napoca, Romania. For more information, visit **connatix.com**.



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