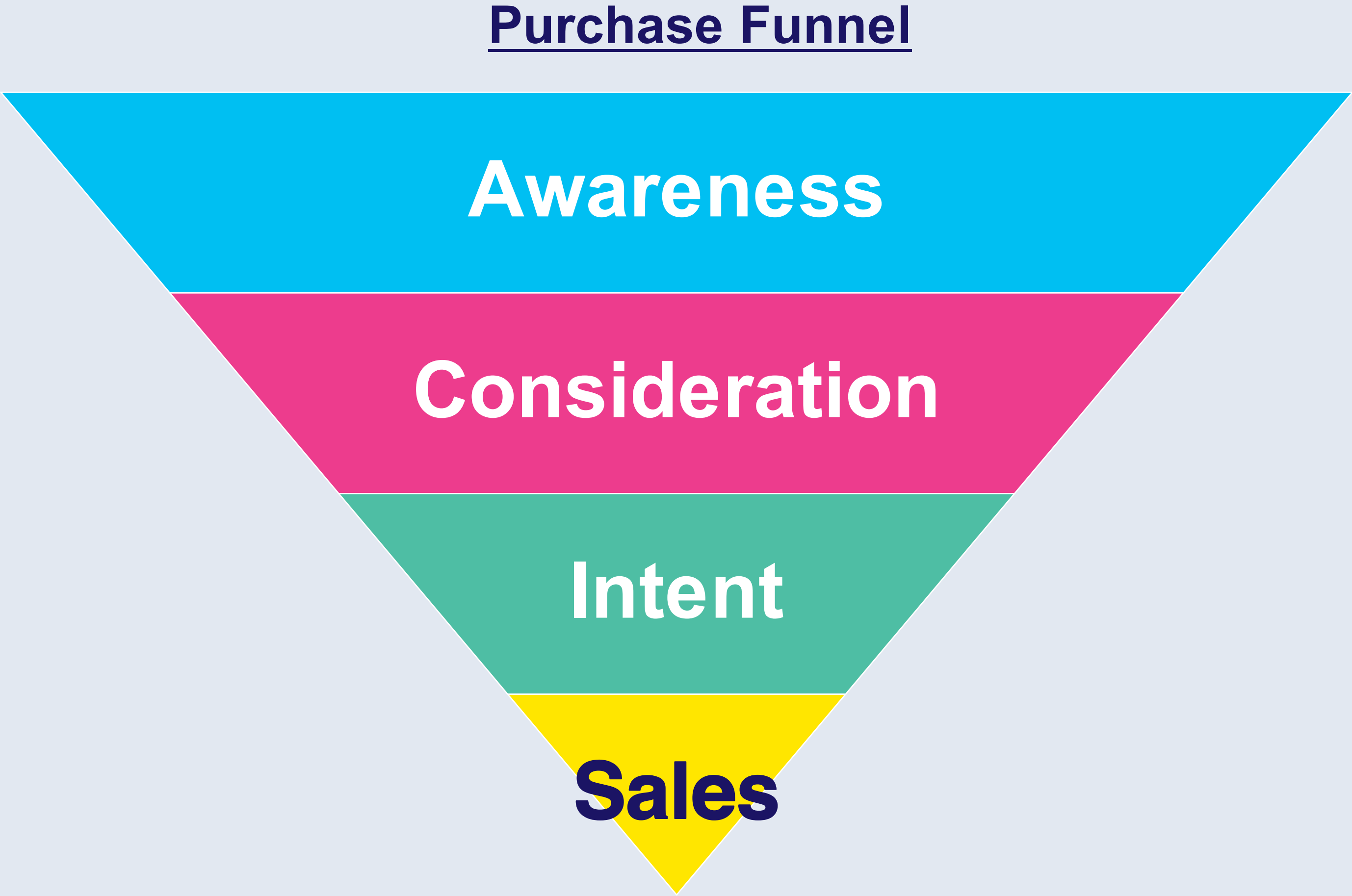

June 7, 2024

Question of the Week:

“Are ads with creative that run in contextually relevant content more effective?”

According to research we've compiled, **contextual advertising** can have a **meaningful impact** on campaign metrics through the purchase funnel



Content impacts brand perception and most consumers will have a more positive view of an ad that is contextually relevant to its placement

72%

of consumers say their **perception of an ad is impacted by their surrounding content**

73%

of consumers find it **more appealing when an ad is related to the content of an article**

Source: Integral Ad Science, *The Context Effect*, September 2021.

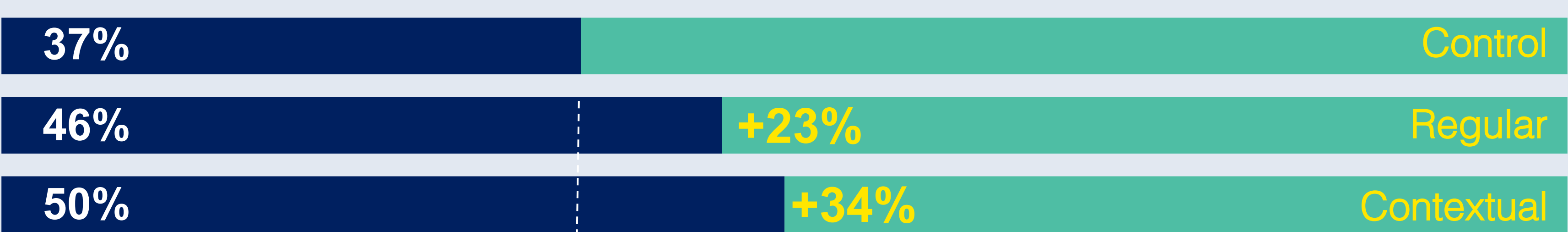
Ads in a contextual content environment drive significant brand awareness and consideration vs. ads in regular placements

In a lab test assessing the performance of a traditional TV spot compared to a contextual TV spot, those exposed to an ad contextually were **twice as likely to remember seeing it** compared to those who saw it in a regular placement.

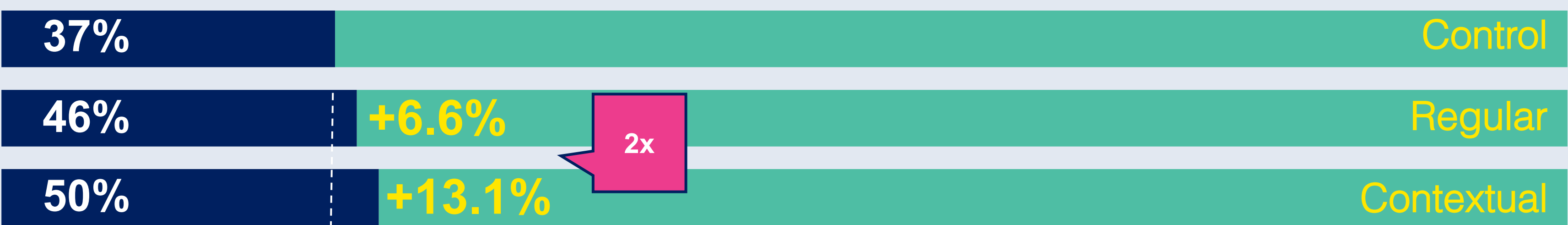
Contextual moments doubles ad recall



In turn this boosts spontaneous brand awareness...



...and drives up first brand consideration, doubling the impact.



Source: Channel 4, *Contextual Moments*, July 2018. MediaTel lab test surveyed 200 people stimulating a real TV viewing experience.

‘Brand consideration’ factors, such as **detail memory** and **emotional intensity**, increase when ads are contextually matched to content

Contextual relevancy helps advertisers increase consideration among consumers. Ads that are contextually matched to the content around which they appear much more effective in driving **detail memory** and **emotional intensity** than unmatched ad placements.

Endemic Matched Ads

Message match ad performance across neuro metrics vs. unmatched ad placements



+36%

Detail Memory

Memory for key message, call to action and branding elements



+14%

Global Memory

Memory for broad themes, overarching narratives, audio / visual elements and equities



+43%

Emotional Intensity

Measures strength of emotion felt as consumers are exposed to content.

Meanwhile, thematically matched ads (i.e., those with a similar theme to the surrounding content) perform best when it comes to global memory generation, which related to a consumer’s memory for broad themes, overarching narratives and audio-visual elements.

Thematic Matched Ads

Theme match ad performance across neuro metrics vs. unmatched ad placements



+36%

Detail Memory

Memory for key message, call to action and branding elements



+14%

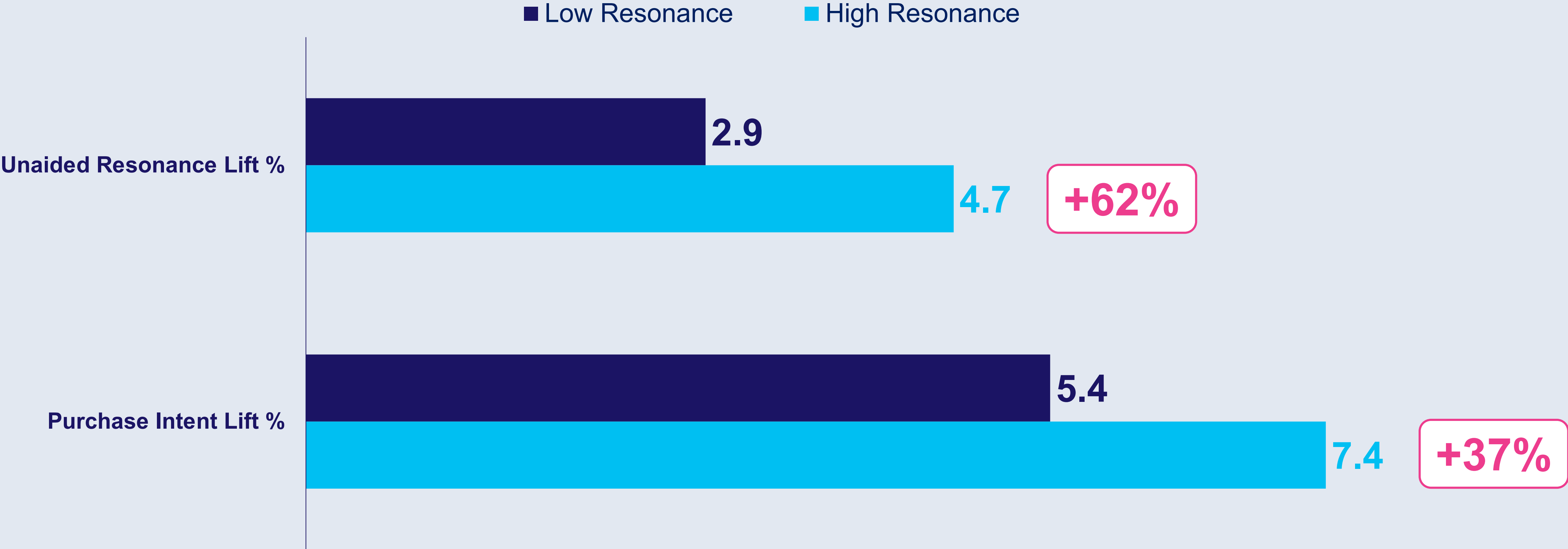
Global Memory

Memory for broad themes, overarching narratives, audio / visual elements and equities

Source: Integral Ad Science, *The Context Effect: A biometric study on contextual advertising*, September 2021, Published in VAB, ‘You Oughta Know’, November 2022.

By leveraging psychographic targeting and context within their campaigns, marketers can drive **greater brand resonance** and **purchase intent**

Resonance Proven Against Branding Measures



Source: Research Measurement Technologies, *Largest ROAS Study Finds OTT The Most Bang For Buck*, October 2018. Based on a 605 Case Study for Major CPG brand. Note: Resonance: Low=<10% (avg: 7.9%), High=15.0%+ (Avg: 17.7%).

Context alignment has also been third-party validated on lifts in **purchase intent** and **sales effect**



+37%

Purchase Intent lift

Found by 605 in the top tertile of DriverTag ad-context alignment, for two ads of one major brand whose agency had not used Context Alignment in making the buy.

Even one exposure was found to have power to make significant lifts if the DriverTag ad-context alignment was above 30%.



+23%

Sales Effect lift

Found by Nielsen Catalina for the top two quintiles of DriverTag ad-context alignments, by studying campaigns that were not placed using Context Alignment.

RMT estimated that this would be a 36% average sales effect in cases where the media agency actually used the tool in buying process

For more information, download VAB's ['You Oughta Know'](#) marketer's guide to learn more on why all impressions aren't created equal



[Click here to download 'You Oughta Know'](#)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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