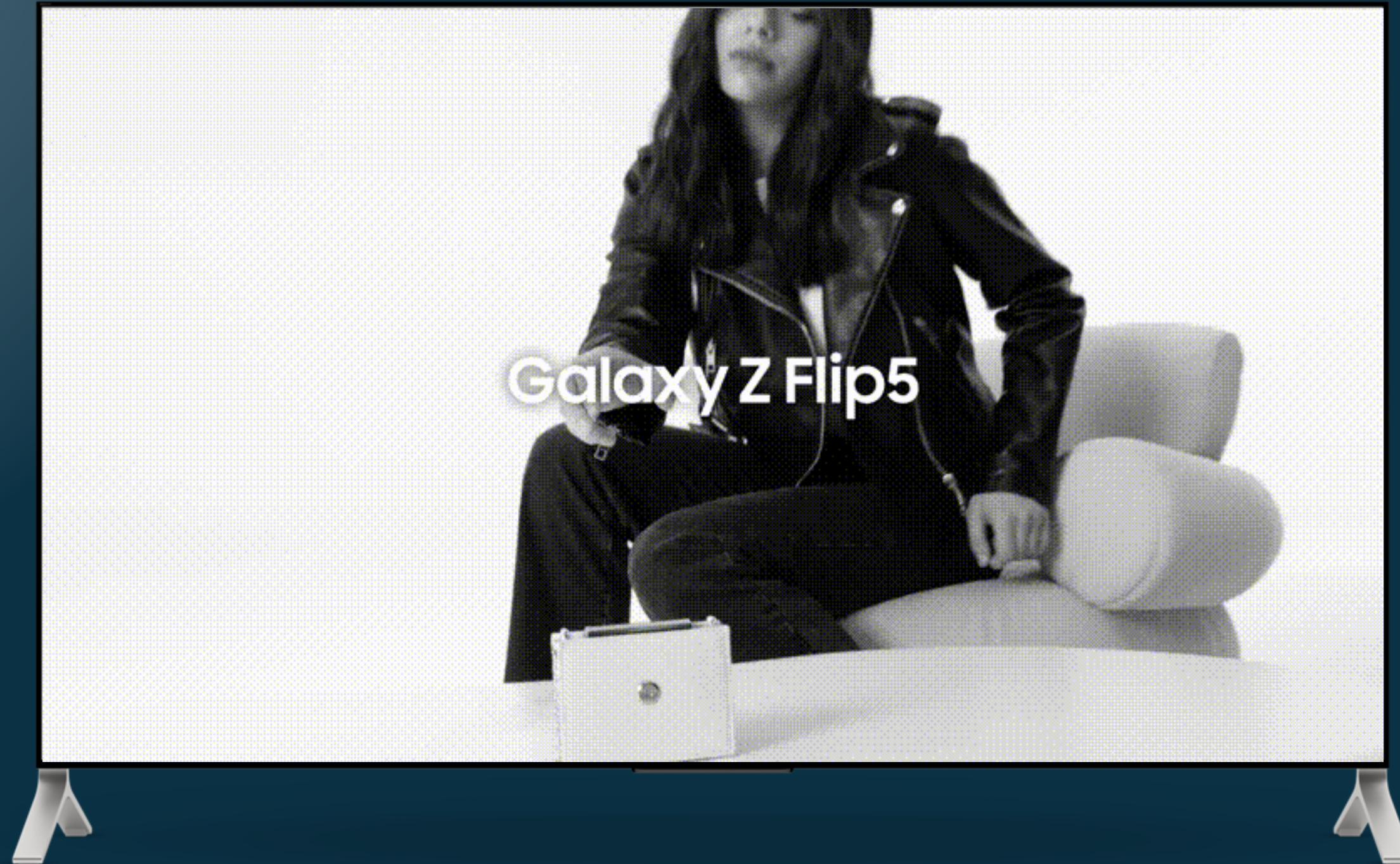


GROUP
SHOWHEROES

**The Power of Context and Creativity for
engaging, all-Screen Ad Experiences**

CONTEXTUALIZE VIDEO

USE YOUR SPACE!



62%

prefer creative advertising with functionality like QR codes, as users want to be able to interact with products and find them easily

Showheroes
CTV Study 2024:



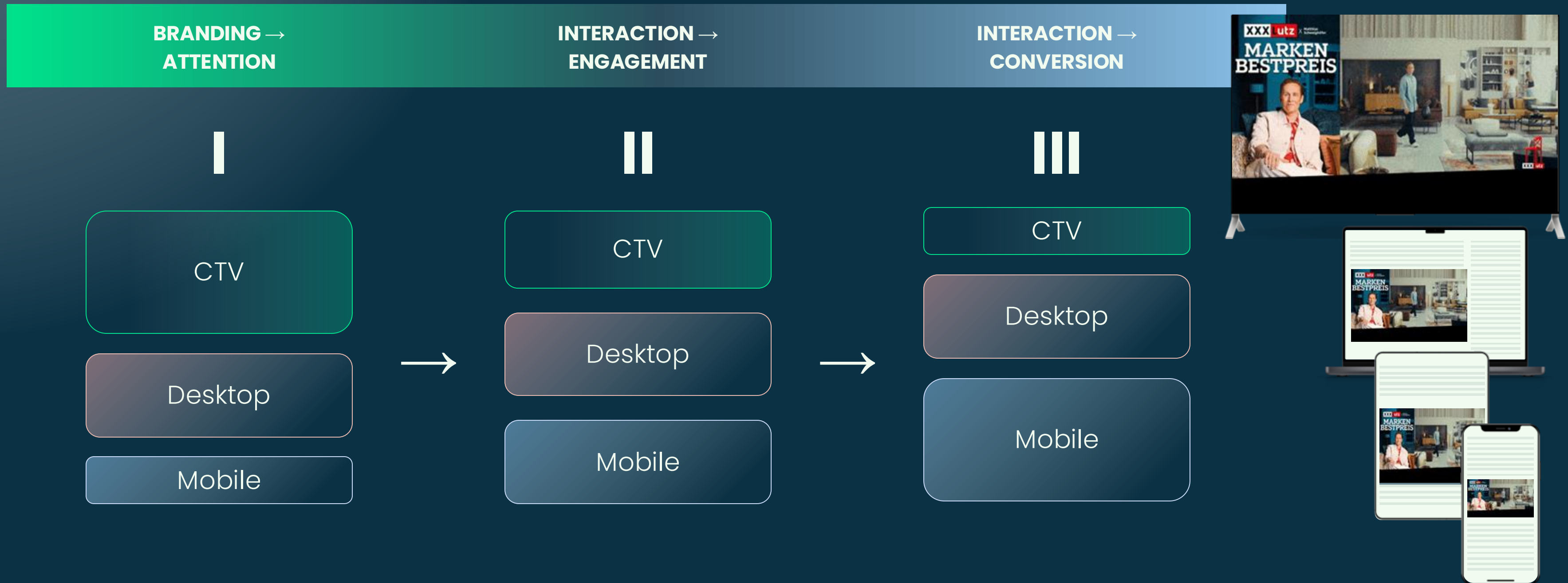
CREATING AN ALL-SCREENS AD EXPERIENCE

Generate **ATTENTION** – **ENGAGE** with your Audience – Place your **OFFER**



FROM PURE BRANDING TO BRAND PERFORMANCE

Delivery Planning - **XXX Lutz**



KEY ELEMENTS FOR BRAND PERFORMANCE

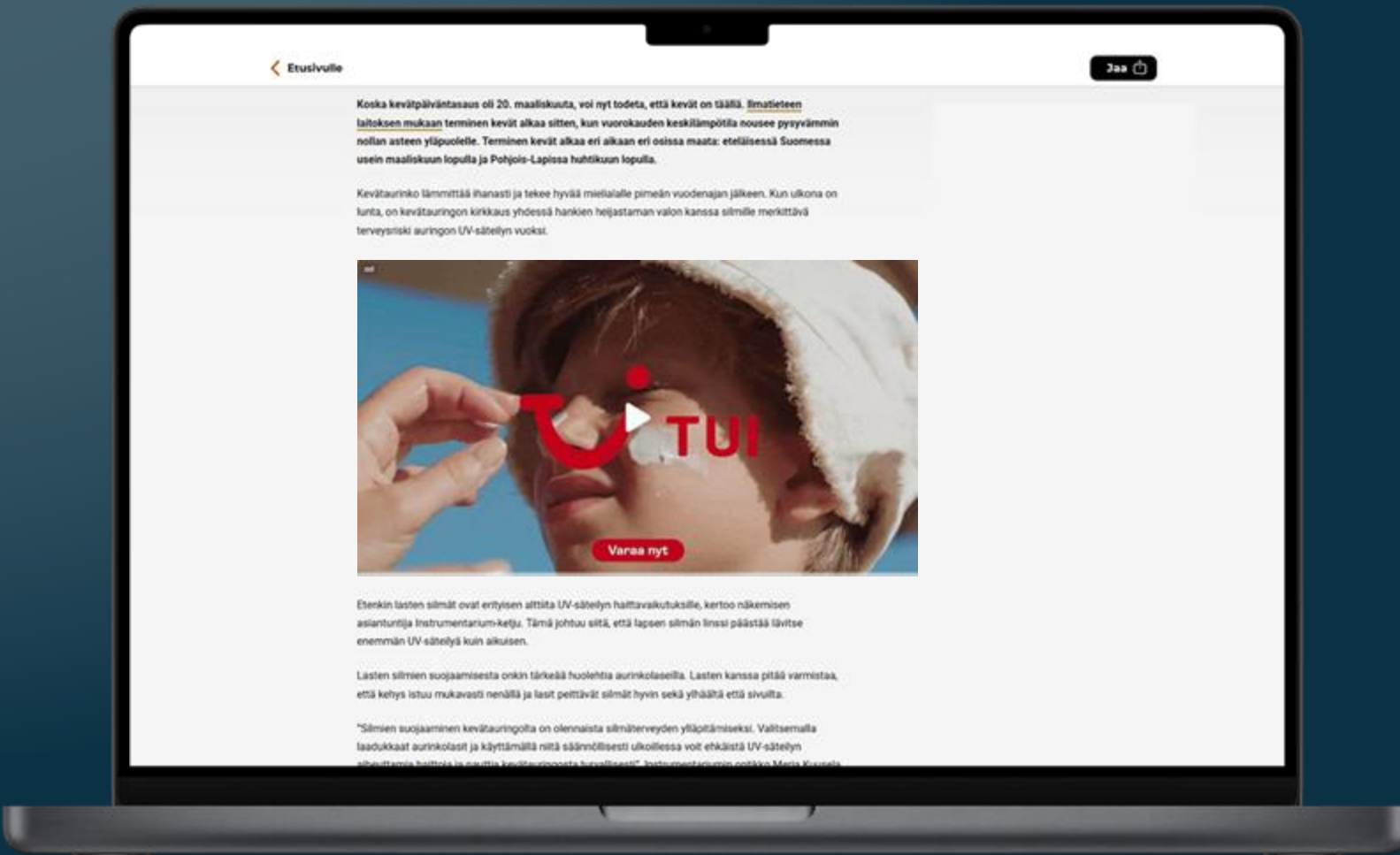
What research has shown us

#CONTEXTMATTERS

67%

of CTV users say they prefer to watch ads that are relevant to the content they are watching ¹

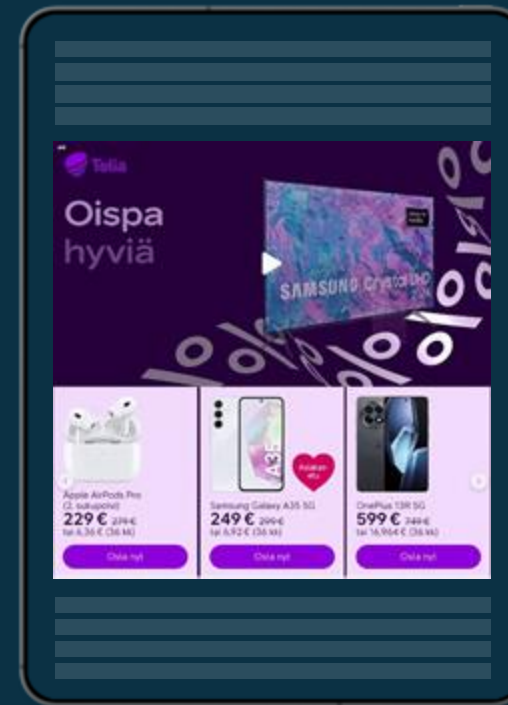
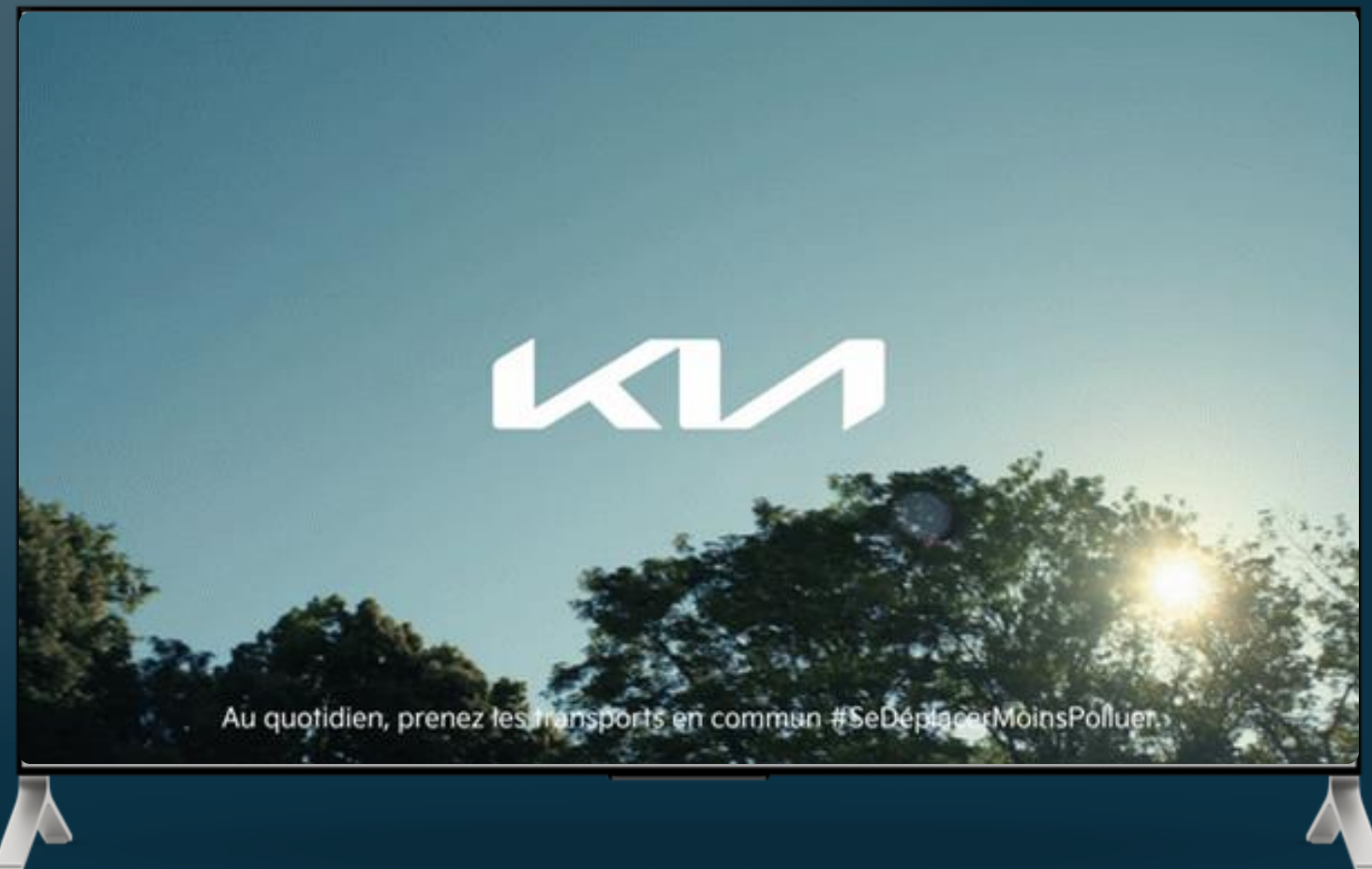
Contextual Targeting



Source: ¹Integral Ad Science, 2020

KEY ELEMENTS FOR BRAND PERFORMANCE

What research has shown us



58%

of users are interested in seeing a CTV ad with a QR code include ¹

Call-To-Action

EXTENDED AD EXPERIENCE

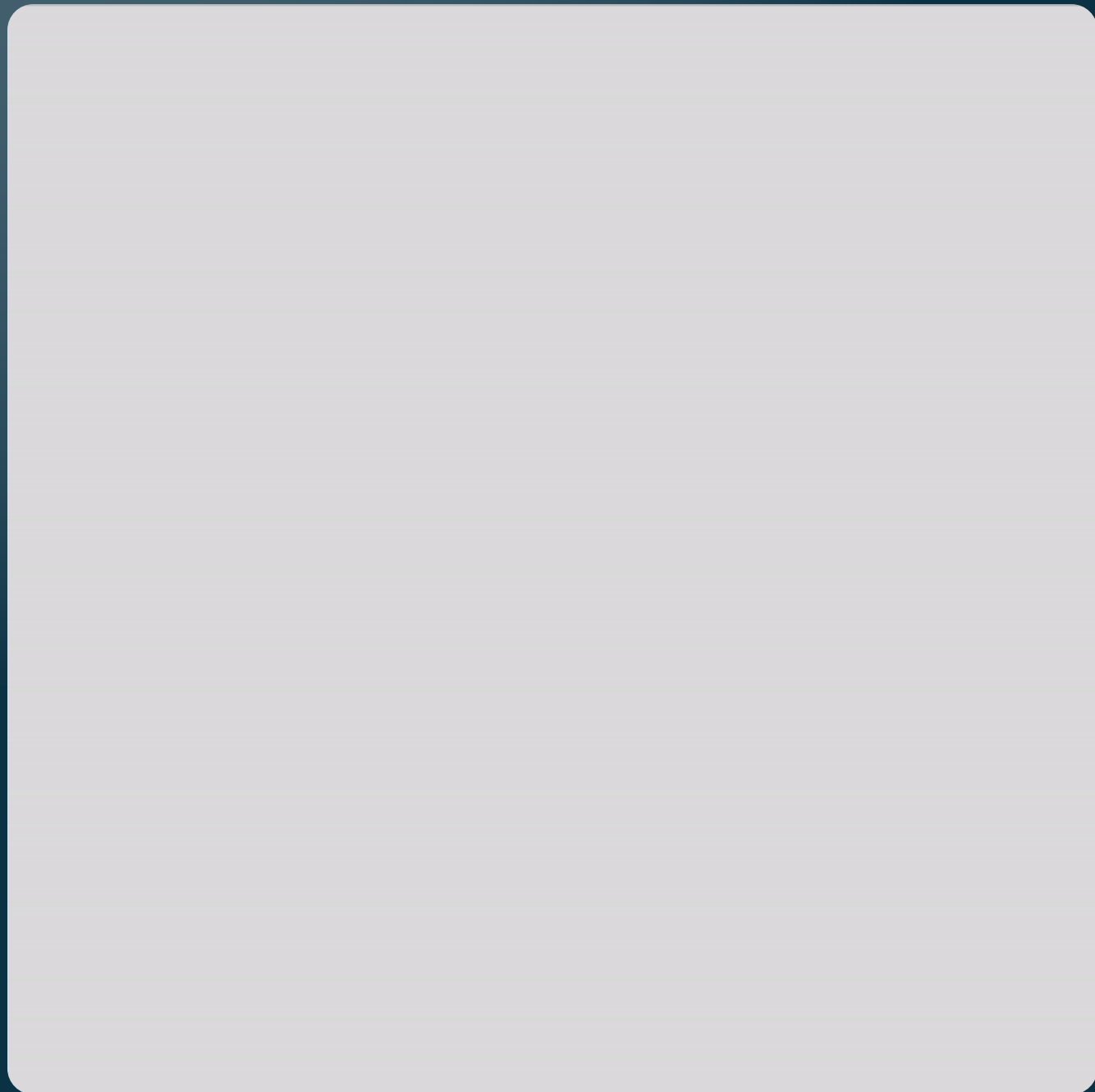
ENGAGEMENT

CONVERSION

¹ Why CTV Reigns Supreme in the Attention Economy: Part 1, ShowHeroes Group, 2022

KEY ELEMENTS FOR BRAND PERFORMANCE

What research has shown us



strongest

Elicitation of emotional responses from consumers, significantly enhancing viewer engagement and ad appreciation ¹

VIDEO

AUDIO/VISUAL EXPERIENCE

EMOTION

MEMORABILITY

¹Frontiers: The Emotional Effectiveness of Advertisement (2020)

LEVERAGING AI TO REACH OUR TARGETS

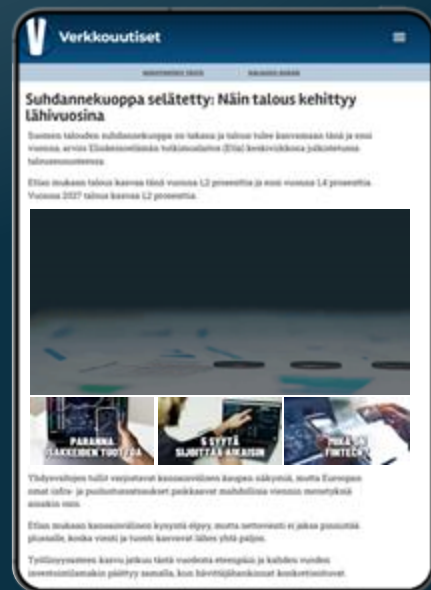
Secure the Indispensable!

SEMANTIC AI for three most essential components funding every campaign:

Content Recommendation

matching video content w/ editorial environment

→ Increase reach with precision on article level.



RELEVANCE

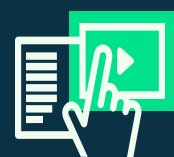
MEET THE USER ENGAGED

Brand Safety

analyzing every page individually

→ avoids blocking of whole domains or verticals

→ secure reach on news portals w/o jeopardizing brand suitability



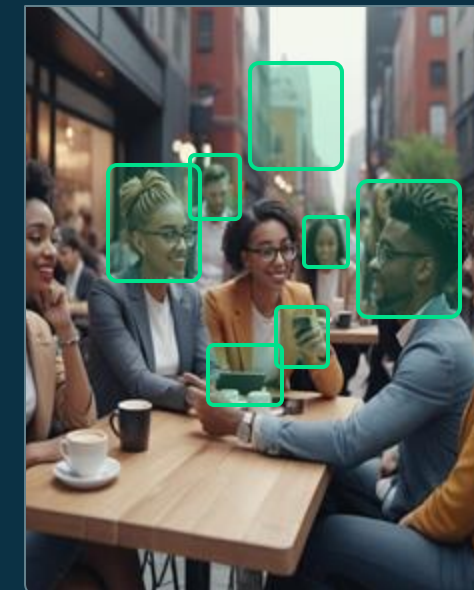
SUITABILITY

NEVER HIT THE WRONG CONTEXT OR SENTIMENT

Contextual Targeting

address your target audience where and when it's right

→ less intrusive but more engaging than ID-based targeting



TARGET AUDIENCE

AT THE RIGHT PLACE AT THE RIGHT TIME

MEASURE WHAT MATTERS

What data beyond pure campaign kpi's gives us crucial learnings?

A) Campaign Performance



B) Attention Measurement



C) Contextual Insights

TOP PERFORMING



KEYWORDS



IAB CATEGORY



ENTITIES



SEGMENTS

D) Brand Uplift Studies

1) SUMMARY: BRAND LIFT STUDY **ONLINE VIDEO**

OLV BLS	Control Group	Exposed Group	Uplift
AIDED BRAND AWARENESS	87%	89%	+2%
AD RECALL	47%	50%	+6%
MEDIA MIX OLV	32%	42%	+31%
LIKEABILITY	-	84%	-

2) SUMMARY: BRAND LIFT STUDY **CTV**

CTV BLS	Control Group	Exposed Group	Uplift
AIDED BRAND AWARENESS	85%	88%	+4%
AD RECALL	47%	59%	+26%
PURCHASE INTENT	37%	37%	-
LIKEABILITY	-	63	-

SAMSUNG Galaxy Z Flip5

Galaxy Z Flip5

Join the flip side Buy Now

After seeing Samsung's latest advertisement, how likely are you to consider purchasing a Samsung smartphone in the next 6 months?

Very likely
Somewhat likely
Neutral
Somewhat unlikely
Very unlikely

THANK YOU!



Kay Schneider

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