

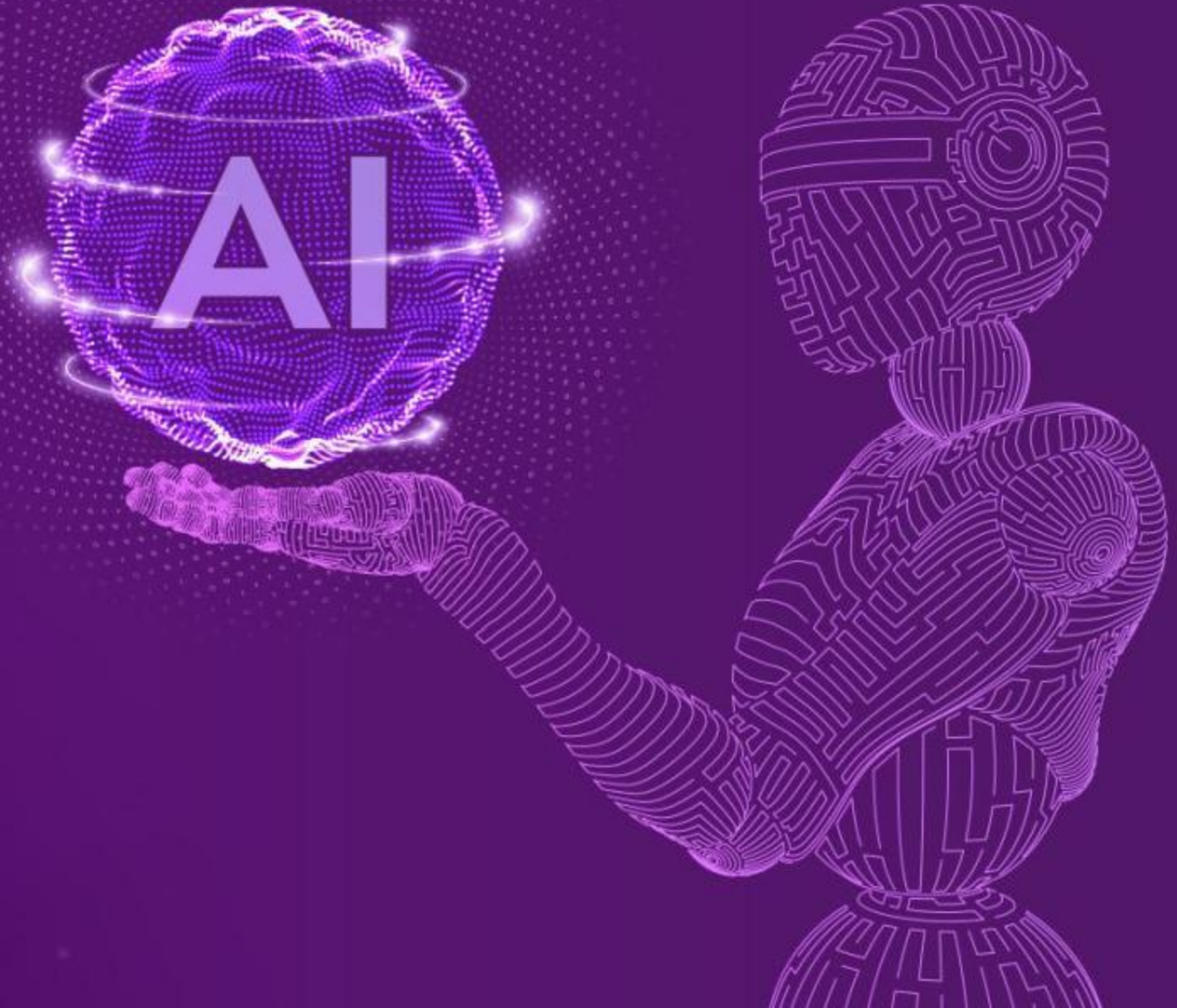
The AI Moment in Context & Creative Personalization

Speaker Name: Rahul Joshi

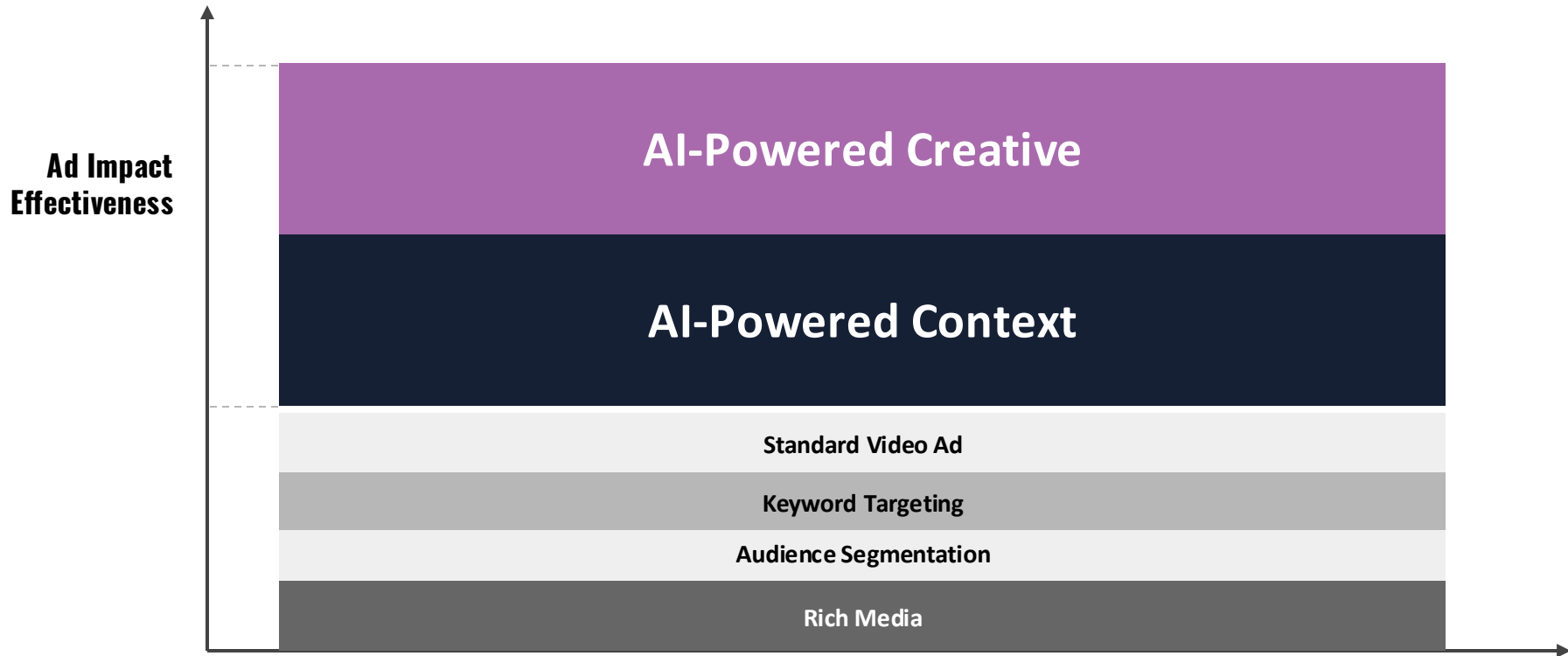
Speaker Company:

silverpush 

**AI breakthroughs
are changing
how we interact
with tech**



Maximizing Ad Impact with The Power of Context and Creative



While current in-market advertising solutions work, they may lack a few steps to reach the desired outcome.

Utilizing the power of context and creative, enhances the ad's impact leading you directly to the desired outcome.

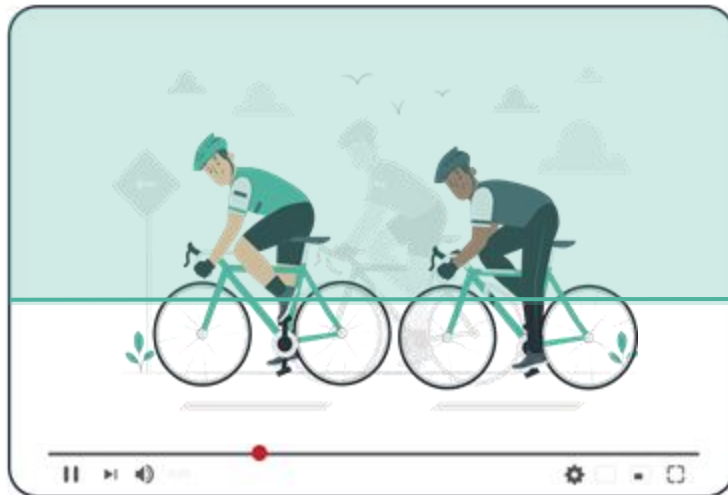
AI is Transforming How Brands are Targeting

Let's learn about the AI-Powered Advertising Solutions

Enhancements With AI in Targeting

Hyper-Contextualization

From broad strokes to laser-focused precision, advanced AI seamlessly enhances targeting to each individual's **context**, radically transforming the advertising landscape.



Video-Level Analysis for Advanced AI Targeting

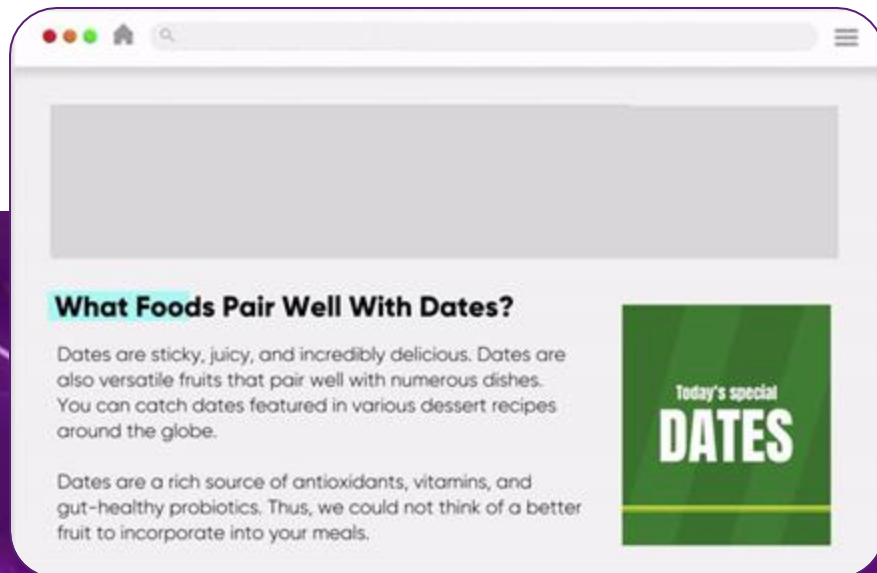
Now advertisers can move beyond basic channel or video categorization.

Advanced AI solutions offer a **360-degree approach**, analyzing entire videos, including content, performance, channel authenticity, creator information, and online footprint for hyper-relevant ad placement.

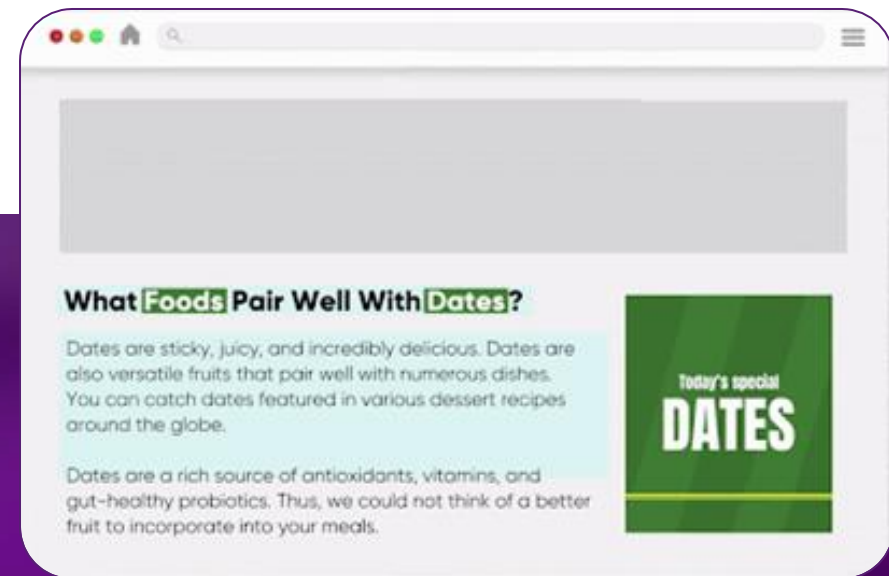


Utilise LLM to Understand Context Better

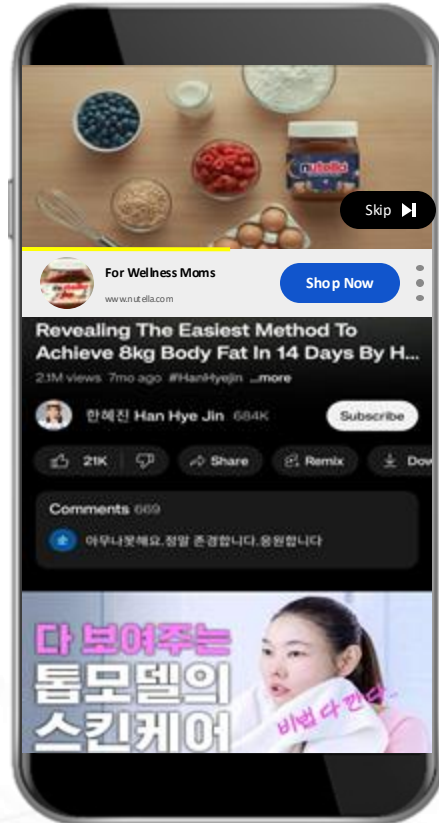
Keyword Targeting



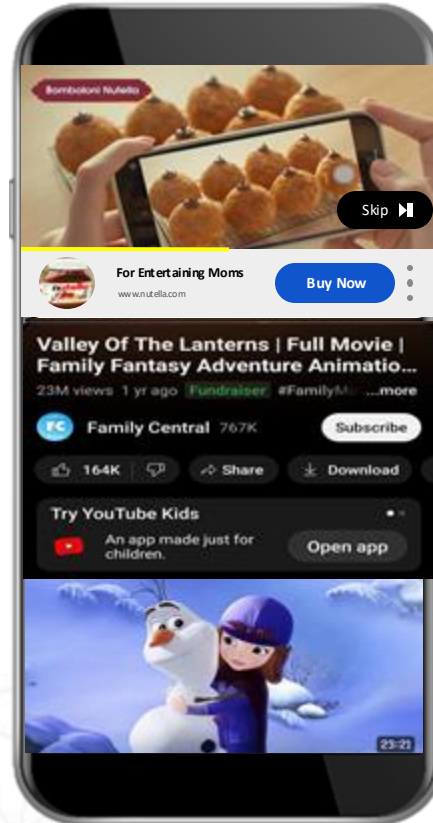
Leveraging NLP to Identify the Semantics of the Content



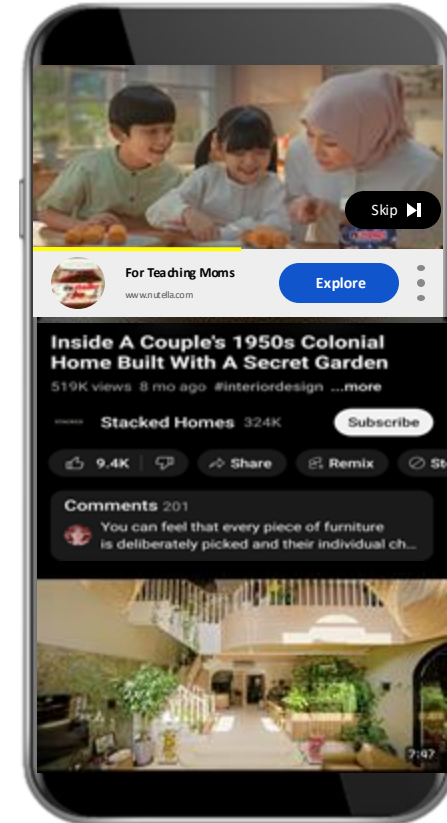
Redefining Personalisation at every step with Advanced AI



Modern Wellness Advocate



Trendy Moms



Home Educators

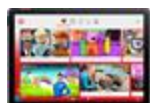
AI-Powered Contextual Intelligence



Applying **Custom Inclusion & Exclusion** themes for enhanced suitability



Ensuring **smart optimization** by avoiding over blocking through intelligent risk balancing and advanced filtering



Using **Kids content classification model** to categorize videos intended for children on Youtube



Solution



Improved Brand Safety & Suitability

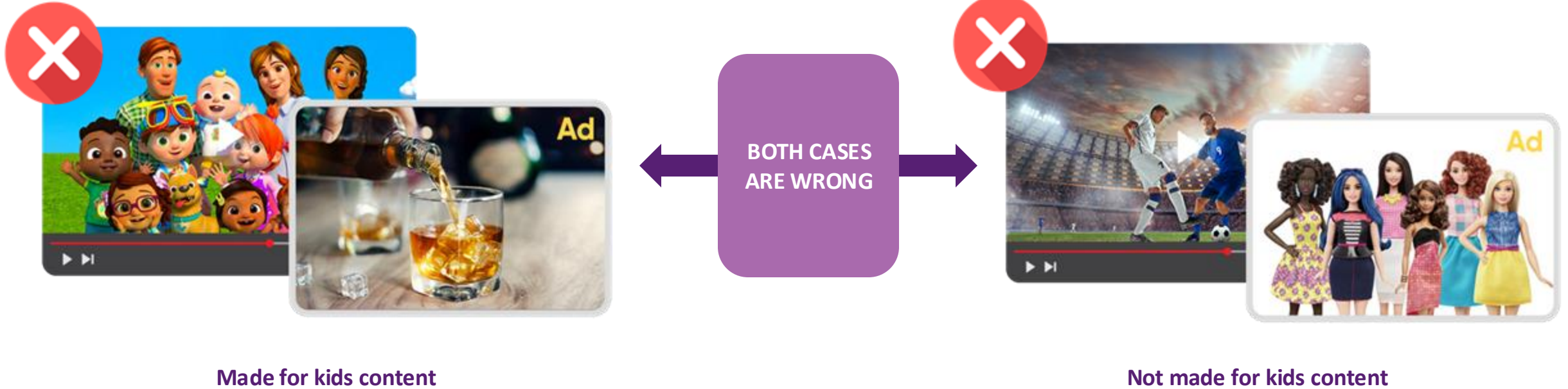


Responsible & Enhanced Ad Performance



Sustainable Approach to Advertising

AI Identifies 'Made for Kids' Content for Enhanced Suitability



84% of kids say YouTube is the main way they consume video content, with 40% of kids spending up to two hours a day on YouTube.

AI is Transforming How Brands are Communicating

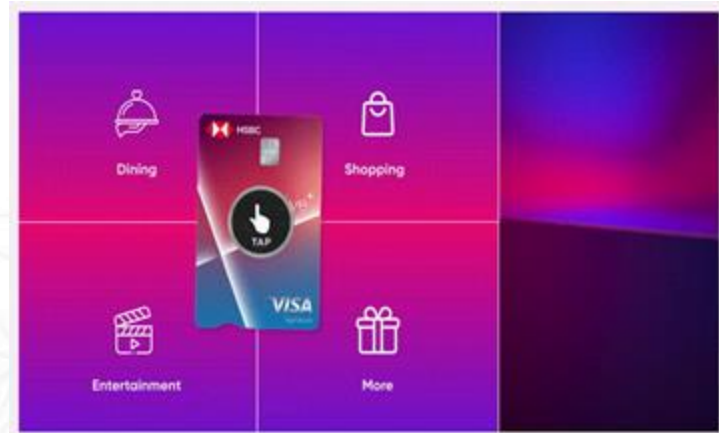
Let's learn about the AI-Powered Advertising Solutions

Take a Leap With Creative Innovation: Interactive Ad Formats

Harness the power of Advanced AI to elevate interactions and engagement in video advertising

Unprecedented results and insights powered by advanced technology

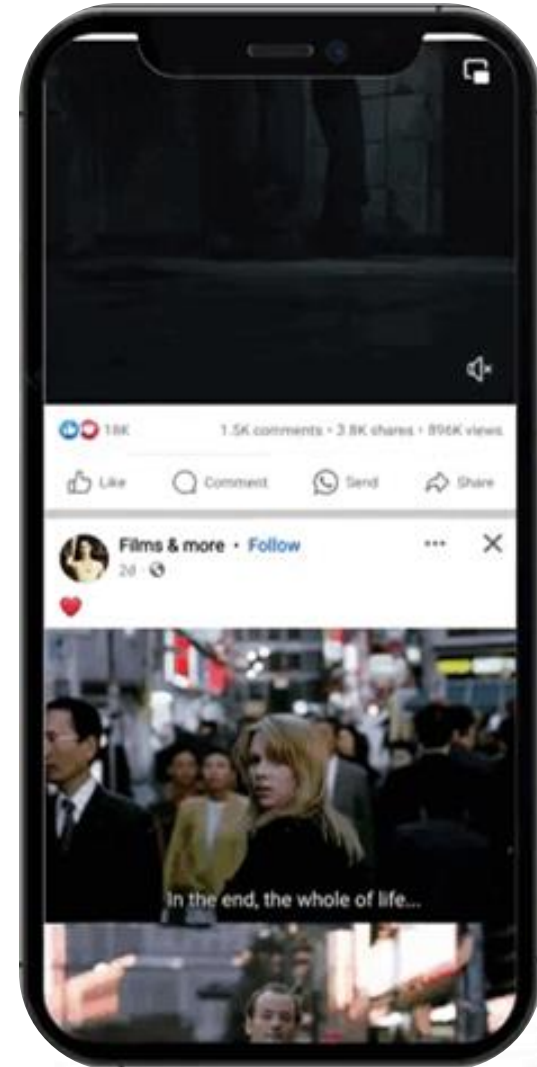
Maximize the impact and performance of your video campaigns



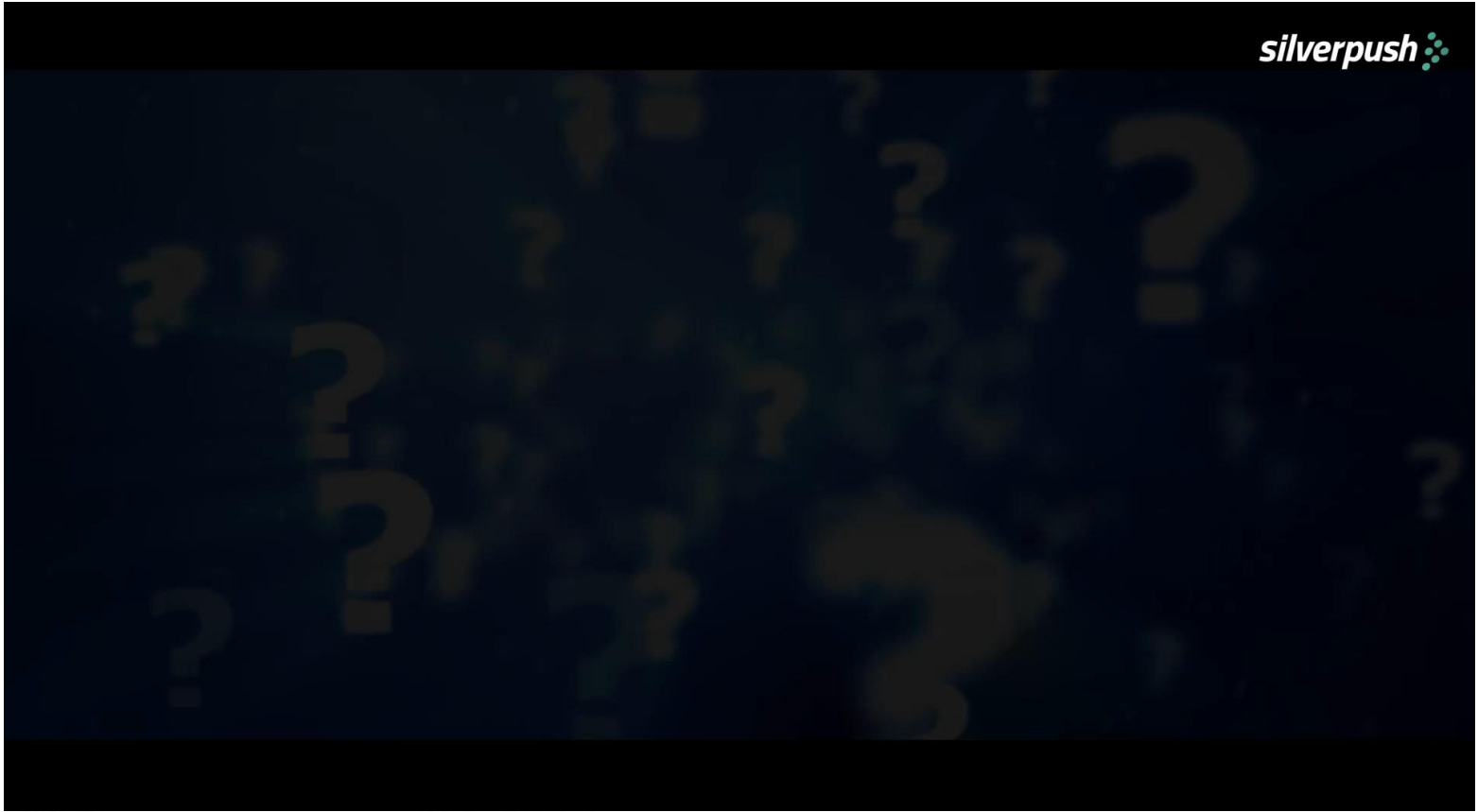
AI That Knows How to Talk the Talk

AI-driven conversational ads lets you have real human-like personalized brand-to-customer conversations.

It cuts through the clutter, by providing instant solution to consumers accelerating their decision-making process while filtering out-of-context conversations.



A Use Case of How a Leading Automobile Brand Utilized AI Moment In Context And Creative



Results

86%
Viewability

9.2%
Engagement Rate

70+
Leads Generated



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Connect with our industry experts to learn more about Advanced AI Solutions!

THANK YOU