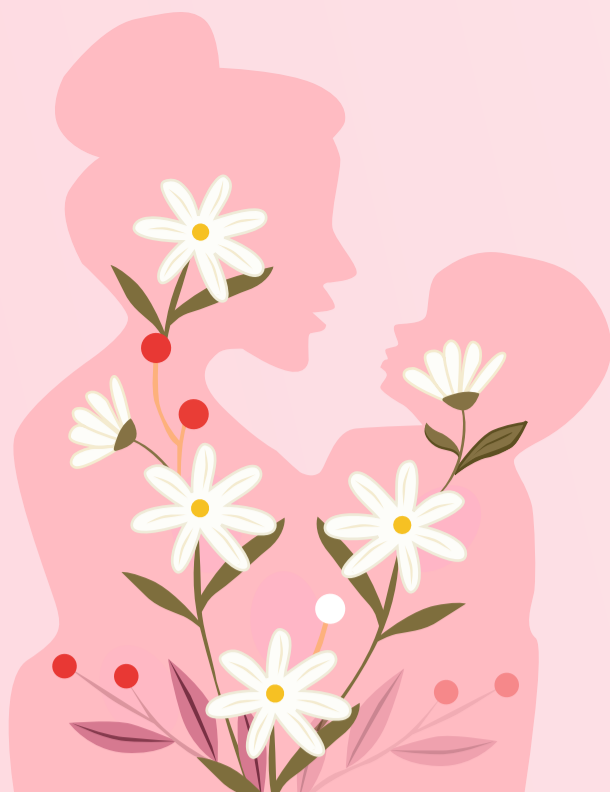


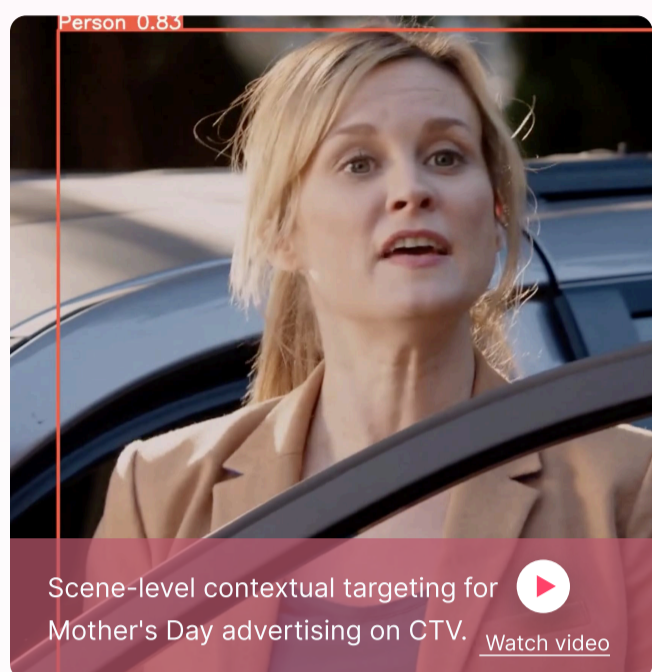
Meet the Mother of All CTV Ad Strategies

Let AI-Powered Scene-Level Intelligence Create Impactful Audience Connections for Your Mother's Day Campaigns

ContextIQ's revolutionary scene-level targeting ensures your ads don't just reach viewers - they reach the right viewers at the right time, creating deeper emotional connections, higher engagement and a better user experience – at scale.



How Scene-Level Mother's Day CTV Ad Targeting Works



Precise Moment Recognition

Our advanced AI understands the emotional moments and detail in every scene - from heartfelt mother-child scenes to family gatherings and brunch outings. **This intelligence lets you match ads with the right content at the right time, when viewers are most receptive to your message.**

Beyond Basic Genre Targeting

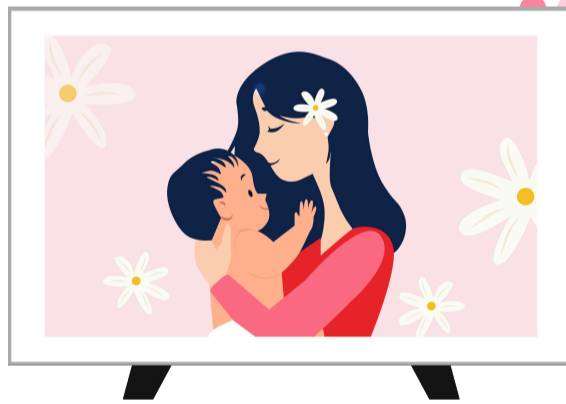
ContextIQ leverages multimodal AI to analyze the actual content of each scene – just like a human would – to pair Mother's Day ads with programming so your message is an integrated part of the viewing experience, not an interruption or distraction.

Dynamic Mother's Day Context Matching

- ✓ Match jewelry and accessory ads with gift-giving moments
- ✓ Pair spa and self-care promotions with scenes related to relaxation
- ✓ Showcase Mother's Day food and beverage ads during brunch scenes
- ✓ Time fashion campaigns with positive mother-daughter moments
- ✓ Serve up seasonal home décor ads during home beautification sequences
- ✓ Position family photo services during nostalgic reflection scenes
- ✓ Match premium chocolate and confectionery with cooking scenes
- ✓ Align family vacation campaigns with scenes showing positive family moments

What You'll Love About ContextIQ

ContextIQ leverages multimodal AI to analyze the actual content of each scene – just like a human would – to match Mother's Day ads with the right programming at the right time and ensure your message resonates with the viewing experience.



Scene-Level Precision

Targeting Ads are dynamically matched to the most resonant context and sentiment using multimodal, AI-generated metadata

Privacy-Focused Approach

Focuses on the content, not viewer data, making it easy to adhere to new and emerging regulatory frameworks

Seamless Integration

Easy to integrate with existing ad delivery systems on CTVs and combine with other targeting solutions (ACR, 1st- and 3rd-party data, etc.)

Why Choose ContextIQ for Mother's Day Campaigns

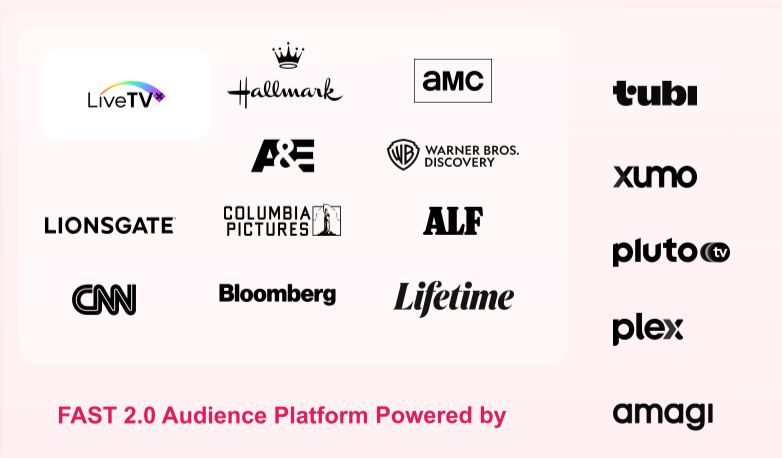
+300%

Higher aided brand recall with AI-enabled contextual targeting

4X

Better performance than traditional targeting methods

Source: AVCA



Reach Mother's Day Audiences at Scale

500M ad impressions available on premium content through the Anoki Audience Network.

Create Mother's Day Campaigns as Special as Mom

Contact us to get started →

Discover how ContextIQ's scene-level targeting can transform your Mother's Day advertising into memorable moments that resonate with viewers.

