# ANOKi

ContextIQ

Cultivate a Fresh CTV Ad Strategy for Spring Campaigns

Discover CTV Ad Targeting Intelligence Rooted in Multimodal, Agentic AI and Create Powerful Audience Connections for Your Seasonal 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.

The Power of Scene-Level Spring Targeting

Person 0.97

Scene-level contextual targeting for Spring advertising on CTV.

Watch video ▶
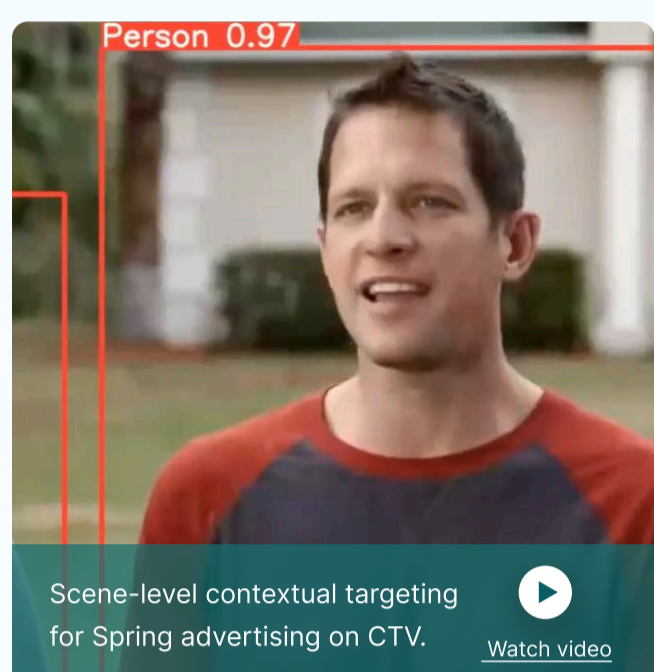
Precise Moment Recognition

Our advanced AI understands the spring vibes in every scene - from cleaning montages and outdoor garden makeovers to Mother's Day brunches. **This intelligence lets you place ads at exactly the right moment, 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 match spring-themed ads with the right programming at the right time and ensure your message resonates with the viewing experience.

Dynamic Spring Context Matching

- ✓ Match home improvement ads with spring cleaning and renovation scenes
- ✓ Pair garden center promotions with scenes depicting beautiful landscaping
- ✓ Position allergy medication near scenes showing signs of spring
- ✓ Showcase outdoor furniture during backyard barbecue scenes

- ✓ Time lawn care products with yard maintenance activities
- ✓ Serve up athletic wear ads during outdoor fitness sequences
- ✓ Position spring break travel packages during matching destination scenes
- ✓ Match cleaning products with programming featuring enviable interiors

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 Valentine'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.)
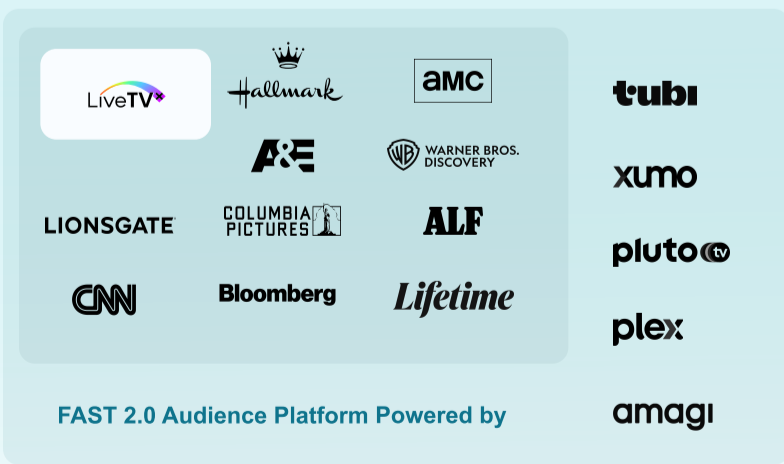
Why Choose ContextIQ for Seasonal Campaigns

+300%
Higher aided brand recall with AI-enabled contextual targeting

4X
Better performance than traditional targeting methods

Source: AVCA

LiveTV · Hallmark · amc · tubi
A&E · WARNER BROS. DISCOVERY · xumo
LIONSGATE · COLUMBIA PICTURES · ALF · pluto tv
CNN · Bloomberg · Lifetime · plex
amagi

FAST 2.0 Audience Platform Powered by

Reach Seasonal Audiences at Scale

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

Create Spring Campaigns That Bloom Bright

Contact us to get started →

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

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Step into the future of CTV with AI. Learn more at anoki.ai