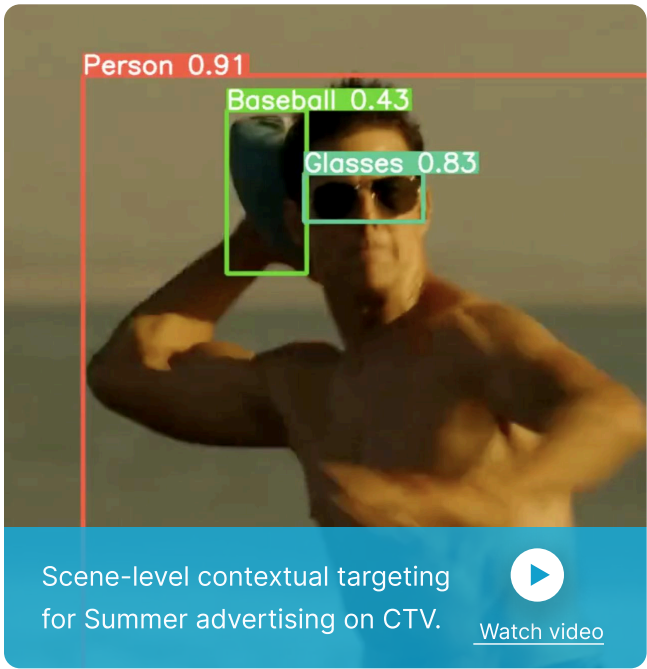ANOKI

ContextIQ

Watch Your Summer CTV Ad Targeting Make a Splash

Let AI-Powered Scene-Level Intelligence Create Powerful Audience Connections for Your Summer 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 CTV Ad Targeting

Person 0.91
Baseball 0.43
Glasses 0.83

Scene-level contextual targeting for Summer advertising on CTV.

Watch video

Precise Moment Recognition

Our advanced AI understands the seasonal joy and leisure in every scene - from backyard barbecues to beach vacations and outdoor adventures. **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 summer-themed ads with the right programming at the right time and ensure your message resonates with the viewing experience.

Dynamic Summer Context Matching

✓ Match outdoor furniture ads with backyard entertaining scenes

✓ Pair swimwear and beach accessory promotions with coastal vacation moments

✓ Position sunscreen and sun protection during outdoor activity sequences

✓ Showcase beverage brands during picnic and barbecue scenes

✓ Serve up frozen treat and beverage ads during hot weather sequences

✓ Position travel packages during aligned vacation scenes

✓ Showcase portable electronics during outdoor leisure moments

✓ Match lawn and garden products with home improvement scenes

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 summer-themed ads with the right programming at the right time and ensure your message resonates with the viewing experience.

Scene-Level Precision

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.)

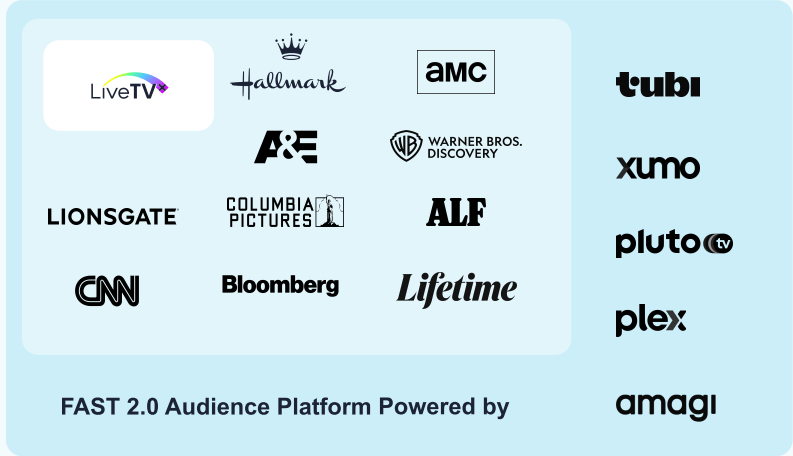## Why Choose ContextIQ for Summer Campaigns

+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 Summer Audiences at Scale

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

Create Summer Campaigns That Sizzle

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

Contact us to get started →

ANOKI

CTV, Meet Multimodal AI

Learn more at anoki.ai