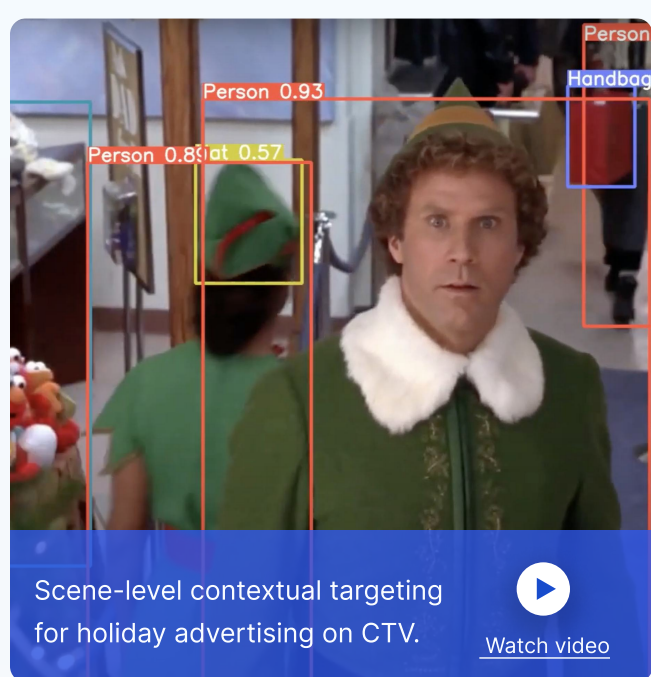


Bring the Magic of the Holidays to Your CTV Ad Strategy

Let Scene-Level Intelligence Create Powerful Audience Connections this Holiday Season

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.**

The Power of Scene-Level Holiday Targeting



Precise Moment Recognition

Our advanced AI understands the magic of the holidays in every scene - from the warmth of family gatherings to the excitement of holiday preparations. **This intelligence lets you place ads at exactly the right moment, when viewers are most receptive to your message.**

Beyond Basic Genre Targeting

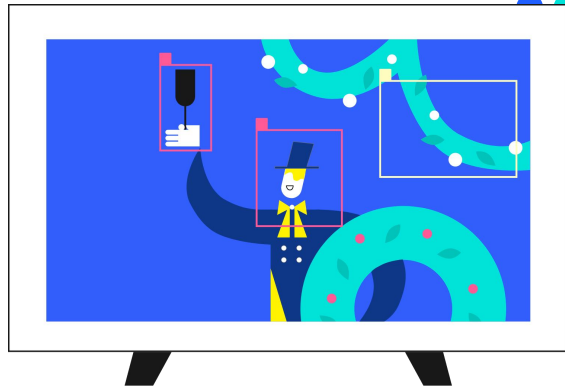
ContextIQ leverages multimodal AI to analyze the actual content of each scene - just like a human would - to match holiday ads with the right programming at the right time and ensuring your message resonates with the viewing experience.

Dynamic Holiday Context Matching

- ✓ Match holiday gifts and promotions with scenes of joy and gratitude
- ✓ Match retail ads with gift-opening scenes
- ✓ Serve up food and beverage spots with holiday meals
- ✓ Place travel ads during homecoming sequences
- ✓ Time decor promotions with home decorating moments
- ✓ Pair holiday fashion spots with festive cocktail gatherings
- ✓ Position party supplies promos near New Year's parties
- ✓ Showcase kitchenware during holiday cooking content
- ✓ Spotlight winter ski deals after snowy mountain scenes
- ✓ And much more

Beyond Basic Genre Targeting

ContextIQ leverages multimodal AI to analyze the actual content of each scene - just like a human would - to match holiday ads with the right programming at the right time and ensuring 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 Holiday Campaigns

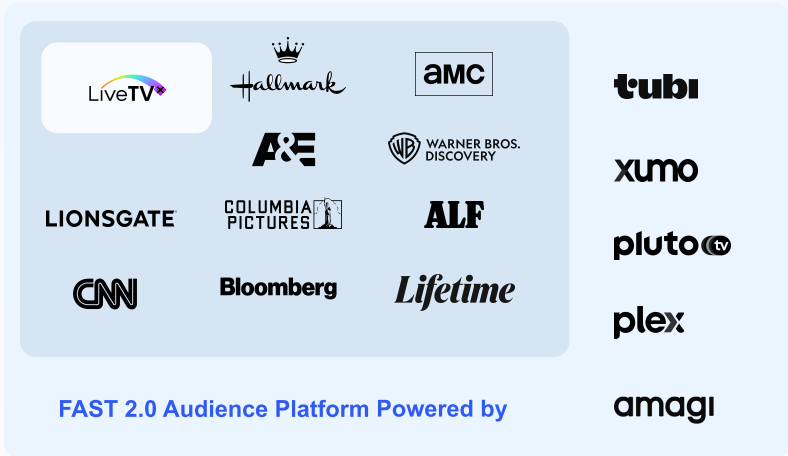
+300%

Higher aided brand recall with AI-enabled contextual targeting

4X

Better performance than traditional targeting methods

Source: AVCA



Reach Holiday Audiences at Scale

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

Make Your Holiday Campaigns Magical

[Contact us to get started →](#)

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