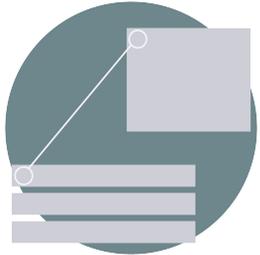


SmartMatch™

WHERE CONTENT & CONTEXT CONNECT

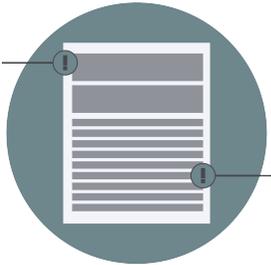
SmartMoments

SmartMoments Benefits



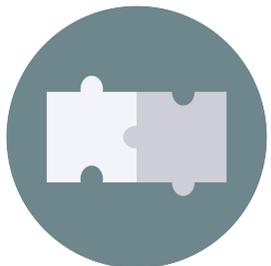
AI-BASED CONTEXTUAL TARGETING

Relying on the content and context of an article to match relevant brand advertisements driving higher engagement than audience targeted campaigns.



BRAND SAFETY

Know which media owners you are running across at all times. Rest assured that your branded content will appear within brand suitable environments, avoiding inappropriate topics.



SIMPLICITY

The platform automates content tagging, creative build & contextual branded content amplification, driving higher engagement so brands can focus on crafting quality content.

SmartMatch moments that matter around key events across the globe

SmartMoments uses SmartMatch technology to topically target around key global events across more than 200 premium publishers, securing highly relevant matches between publisher and client content.

KEY EVENTS

MWC GSMA - Barcelona, Spain February 2024

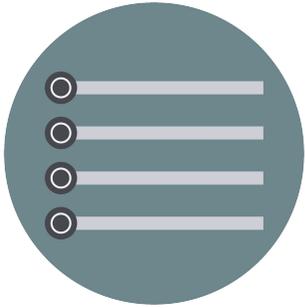
Cannes Lions Festival - France, June 2024

Davos - Switzerland, January 2025

NYC Climate Week - New York, USA September 2024

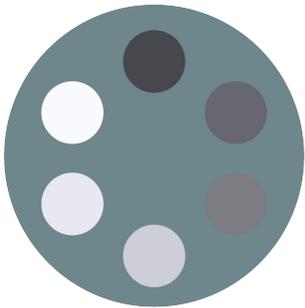
COP29 - Baku, Azerbaijan November 2024





PLANNING GUIDELINES

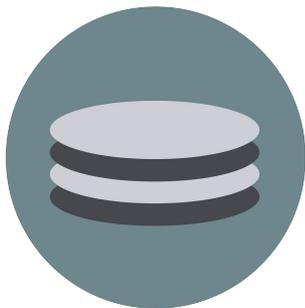
Place your ads across our portfolio of over 300+ premium media titles in multiple languages, only when a news article is hyper-relevant to your content.



CREATIVE GUIDELINES

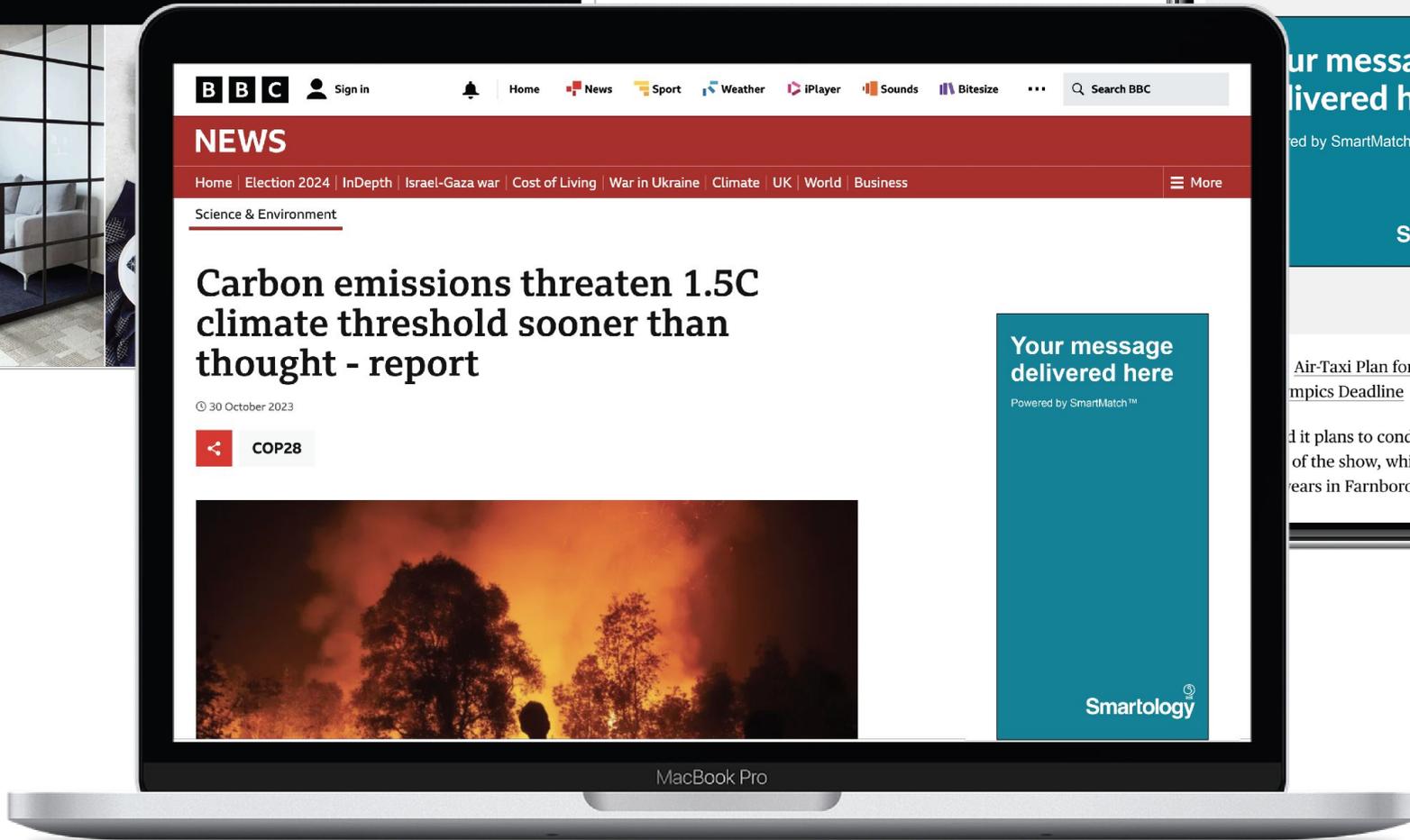
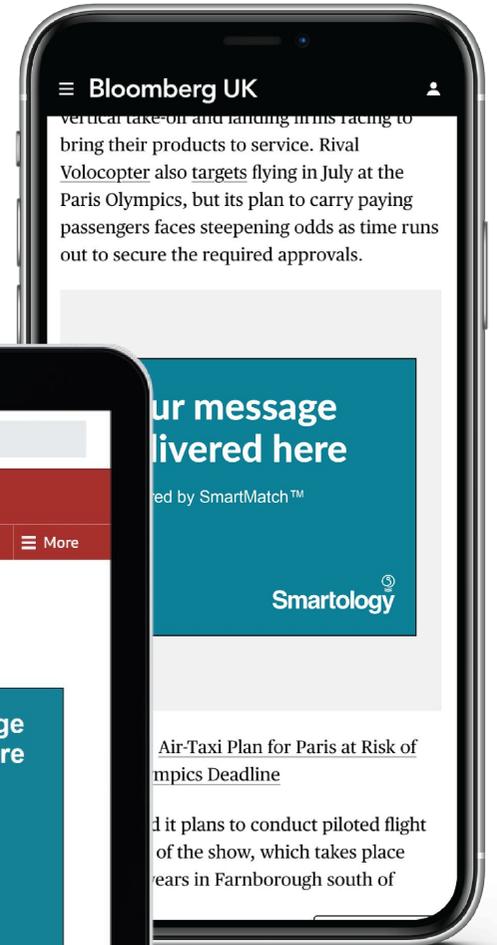
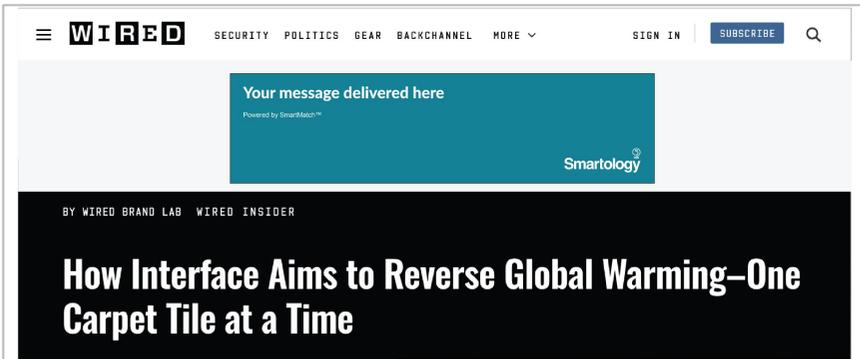
Our in-house design team will create designs based on the client's branding guidelines and build all digital assets to spec (no additional cost).

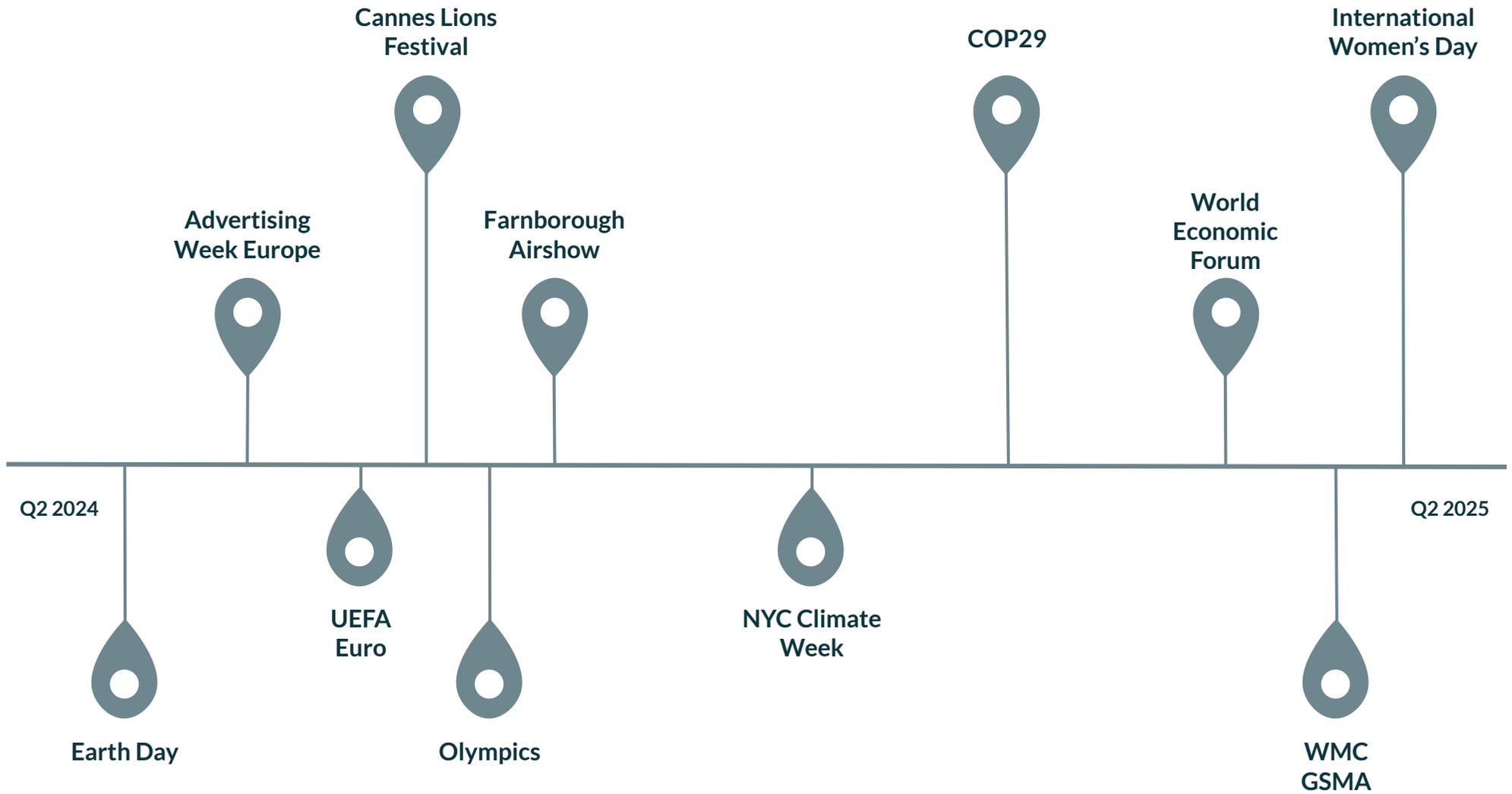
The designs will be impactful, innovative ad units with ownership/high SOV opportunities to drive visibility & combat banner blindness.



COST

- Lead time: 2 weeks
- Production fee: \$ inclusive
- Serving fee: N/A





For further information please contact our sales team at: sales@smartology.net