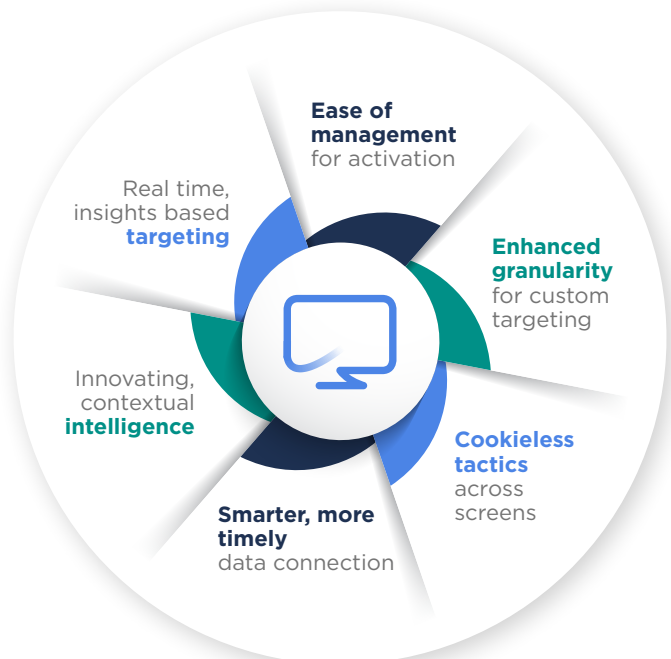




Smart Contextual: The next generation of high-impact targeting solutions is here

7 years in the making with patented technology, Amobee is proud to announce a solution that scales as quickly as you need to.

Not all contextual solutions are smart enough for today's cross-channel advertising, but Smart Contextual is. Go beyond conventional keyword targeting of the past and tap into the real-time content trends, topics, and conversations that are captivating your target audience. Smart Contextual uncovers interests and sentiments that are far outside of what is generally known about a given audience, allowing you to reach beyond competitor keywords across connected TV, digital video, desktop, mobile apps, mobile web, and social.



Smart Contextual:

The power to discern niche and unexpected audience interests

Smart Contextual is a suite of cookieless targeting solutions that leverages web panel data, natural language processing (NLP) technology, and data analytics to generate unique insights about brands and the categories they operate within. The results are smarter contextual targeting outcomes based on capturing and analyzing keywords uncovered from a mixture of panel data, social behaviors, mobile, video, search, and TV consumption. These insights are then translated into targeting tactics that give you greater advertising outcomes.



Save time in your busy schedule by activating contextual keywords within seconds, not days.

That's smart.



Achieve reliable performance with a proven product and industry leader, not an untested solution.

That's smart.

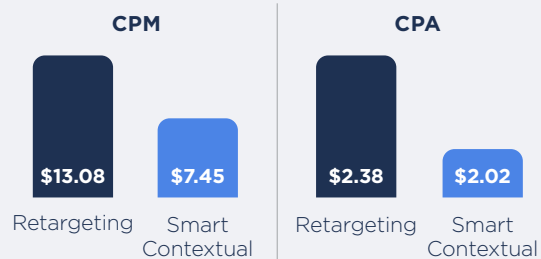


Outsmart competitors with customizable, easy-to-build targets that dynamically update and optimize themselves.

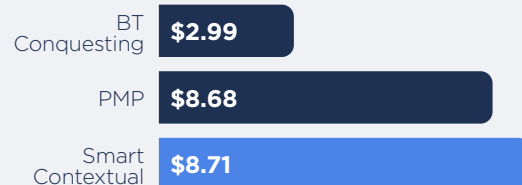
That's smart.

Proven results from top clients

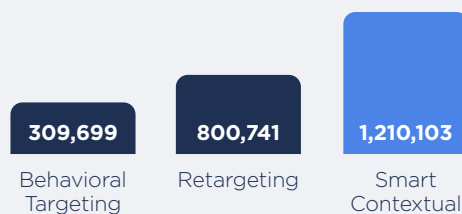
A leading airline lowered CPM goals by **43%** and CPAs by **15%** versus other retargeting tactics.



A beauty and fragrance retail brand achieved **2x** higher ROAS by leveraging Smart Contextual against other prospecting tactics.



A grocery chain activated Smart Contextual and delivered **100k** more impressions with greater cost efficiency.



Make the smart decision and [start the conversation](#) with Amobee.