

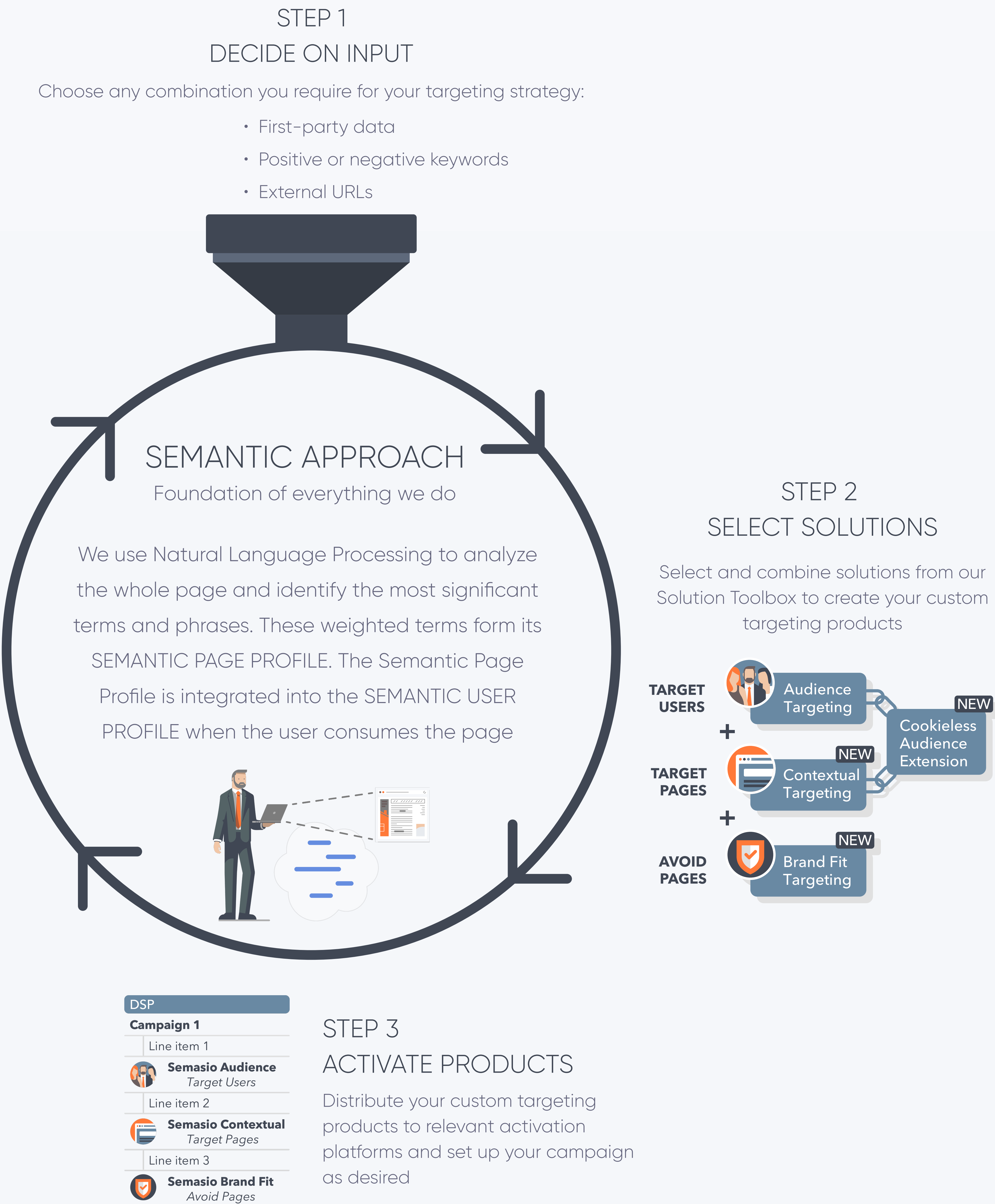
Unified Semantic Targeting

With Semasio

The days of “black box” targeting platforms are coming to an end.
Gain complete control, transparency, and ownership of your targeting.

We call it **targeting on your terms**.

What we do



Semantic Approach

We use Natural Language Processing (NLP) to understand pages and users

Compliance

GDPR, CCPA, the EDAA OBA Framework, NAI Code of Conduct, DAA Principles

www.semasio.com/privacy

> 90%

Coverage of the internet population

> 95%

DSP match rates

> 300 bn

Page views analyzed per month

> 25

Leading activation platforms

> 24

Languages supported

New languages available on demand

≈ 1 bn

User profiles on the platform

How you benefit

“Data-driven advertising is facing an increasingly uncertain future.”

Unified Semantic Targeting

Semantic Targeting understands pages and users based on the actual terms they contain and consume. This enables you to target both the pages and users using the same input seamlessly. And so, you can execute a unified targeting strategy, regardless of what happens to user-level advertising.

“Third-party data solutions are black box and undifferentiated with low performance.”

Transparent and precise Semantic Approach

Semantic Approach is objective, preserving page and user information during the constant profiling process. This way, you get to choose your preferred targeting solutions and create virtually any target you need. The resulting transparent and differentiated targeting strategy reaches completely new pages and users.

“‘Walled gardens’ create a high level of dependency and keep you in the dark.”

Performance combined with control and ownership


Our Platform gives you the control to create custom targeting products and gain insights for further optimization. You have complete ownership of all the unique products created for or by you. With control and ownership comes complete freedom as to where you want to activate these targeting products.


“Traditional brand safety is a blunt and simplified instrument which does not capture your unique needs.”


Ability to define what fits your brand


Semantic Brand Fit allows you to define topics you do not wish your brand to be associated with. This lets you dynamically avoid content which is dissonant with your unique product and message.


What you get


- 


Ever-growing and up-to-date classic offer for quick start
- 

Semantic Approach for constant and objective data processing
- 

Full transparency and insights for further optimization
- 

Possibility to combine multiple solutions in one campaign
- 

Limitless customization to fit your unique marketing goals
- 

Complete control and ownership of entire creation process
- 

Your hands on keyboard

	Entry	Advanced	Expert
	Managed Service		Self Service
	Classic Targeting	Custom Targeting	
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GET STARTED WITH CLASSIC TARGETING

CONTACT US FOR CUSTOM TARGETING