Classic Brand Fit Targets

Transparency Overview

Details	Data and Target Details for Transparency
Target Refresh Cadence	Daily
Availability	Adform DSP, MediaMath
Data Source	Web Pages
Segmentation Criteria	We use NLP (Natural Language Processing) to extract the most important words on a webpage to create its Semantic Page Profiles. When a user consumes the page, the Semantic Page Profile is integrated into the user's Semantic User Profile. The platform then automatically identifies what the Seed Audience has in common semantically that simultaneously differentiates it from the rest of the countries population. Targets are specified based on positive terms (words we require or prefer the content to contain) and negative terms (words we require or prefer the content not to contain) . Based on real-time feedback we then trade off precision against reach to produce our Classic Brand Fit Targets to exclude content that contradicts your messaging.
Available Countries	Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, India, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, United Kingdom, United States
Custom Segment Possibility	Yes - please *contact:* targeting@semasio.com
Privacy Policy	semasio.com/privacy

Brand Fit Target Categories / Targets

Categories	Targets
Automotive	Air Pollution
	Diesel Emissions Scandal
	Negative E-Car Content
	Negative SUV Content
	Traffic Accidents
Beauty	Animal Testing
Corporate	Workplace Harassment
Entertainment	Gambling Content
	Negative Event Incidents
Fashion	Child Labour
	Environmental Organisations
	Factory Pollution
	Poverty Content
	Sweatshops
Finance	Negative Brexit Content
	Tax Fraud
Food and Beverages	Mass Factory Farming
	Meat
	Vegan
	Vegeterian
Health and Lifestyle	LOHAS
Travel	Air Pollution
	Flight Accidents
	Tourist Incidents

About us

Semasio is an independent targeting solution: We empower marketers to create tailored targeting solutions to fit their needs, whether the goal is to target users, pages, or exclude specific content. We use Natural Language Processing to extract most important words and phrases on a webpage to generate unique page- and user-profiles.

We offer three solutions: Audience Targeting, Contextual Targeting, and Brand Fit Targeting. Select one solution from our toolbox or combine them to create a comprehensive targeting strategy.

Semasio GmbH was founded in 2010 by Kasper Skou. The company is based in Hamburg and New York, Denmark and Portugal. Its customer base includes global agency networks, global advertisers as well as independent media and performance agencies.