Classic Contextual 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 Contextual Targets.
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

Contextual Target Categories

Categories	Pages in these targets are relevant for the target categories	Page
Automotive	Sites, portals, and magazines from automotive manufacturers, dealers, interest groups, classifieds, and accessories.	3
B2B	Industry magazines, trade fairs, business software solutions, and inter-trade organisations.	3
Entertainment	Ticket agencies, event organisers, venues, as well as search results containing content regarding theatre, music, festivals, and sports tickets.	3
Fashion & Shopping	Sites, shops, portals, and magazines of fashion brands, retailers, interest groups, and accessories.	4
Finance	Portals, forums, platforms, and comparison sites on the topic of insurance, loans, stocks and investments, trading platforms, finance magazines, bank accounts, business news, and career opportunities.	4
Food & Beverages	Supermarkets, food producers, cooking magazines, recipe portals, as well as supermarket and discounter comparison sites.	4
Health & Lifestyle	Portals and forums on the topic of health, health tips, online training plans, as well as stores (both consumer and manufacturer) containing sports accessories and fashion.	5
Home & Living	Stores, portals, and magazines regarding gardening, interior design, furniture, home and household, garden and flora, home improvement, and DIY.	5
Lifestyle	Portals and articles that define a certain way of living, covering topics such as relationships, marriage, weddings, and selected influencer content.	5
Sociodemographics	Student-related pages, University content and pension related content.	5
Sports	Portals, magazines, news articles, and streaming services of sports, sports clubs, sports club memberships, as well as sporting venues (both recreational and professional).	5
Technology	Consumer or manufacturer electronics as well as articles, portals, magazines, and comparison sites on the topic of entertainment electronics.	6
Travel	Search results, portals, magazines, articles, and sites regarding package holidays, flights, hotels, cruises, holidays homes, last-minute travel, and travel agencies.	6

Classic Contextual Targets

Category	Target
Automotive	
	Car Financing
	Eco-Friendly Cars
	Family Cars
	Luxury Cars & Collectors
	Motorbikes
	SUV Cars
	Used Cars
B2B	
	Accounting & Finance
	Architecture & Design
	IT
	Logistics & Transportation
	Professional Health Care
	Start-Ups & Innovation
Entertainment	
	Classical Concerts
	Museums
	Music & Music Streaming
	Music Festivals
	Opera Visits
	Podcasts
	Pop/Rock Concerts
	Theatre Visits
	Yellow Press

Category	Target
Fashion & Shopping	
	Children's Fashion
	Fashion Design
	Fashion Sale
	Jewellery
	Men's Fashion
	Watches
	Women's Fashion
Finance	
	Business News
	Career Opportunities
	Financial News
	Insurance
	Real Estate
Food & Beverages	
	Baking
	Barbecue
	Beer Drinkers
	Cooking/Recipes
	Diet & Fasting
	Discounter-Buyer
	Eating Healthy
	Gourmet Food
	Vegans
	Vegetarians
	Wine Drinkers

Category	Target
Health & Lifestyle	
	Beauty & Makeup
	Green Living
	Health & Fitness
	LOHAS
	Wellness
Home & Living	
	Design Hygge
	Home & Garden
	Interior Design
	Moving
	Renovation & Home Improvement
Lifestlye	
	Family & Parenting
	Finding a Relationship
	Influencer Content
	Marriage & Weddings
	Pet Owners
Sociodemographics	
	Pensioner
	Student
Sports	
	Active Athlete
	College Sports
	Crossfit
	Golf
	Gym Workouts

Category	Target
	MLB/Baseball
	Motorsports
	NBA/Basketball
	NFL/Football
	NHL/Hockey
	Olympics
	Soccer
	Sports Clothes
	Tennis
	Watching Football
	Watching Sports
	Wintersports
	Yoga & Pilates
Technology	
	Casual & Console Gaming
	Consumer Electronics
	Family-Friendly & Mobile Gaming
	Pro-Gaming & Masterrace
Travel	
	All Inclusive Holidays
	Asia
	Australia
	Backpacking
	Business Traveller
	City Trips
	Cruise Trips
	Europe
	Flights
	Hiking

Category	Target
	Hotels
	Last Minute Travel
	New Zealand
	North America
	Rent-a-Car
	South America
	Train

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.