SEEDTAG

Henkel

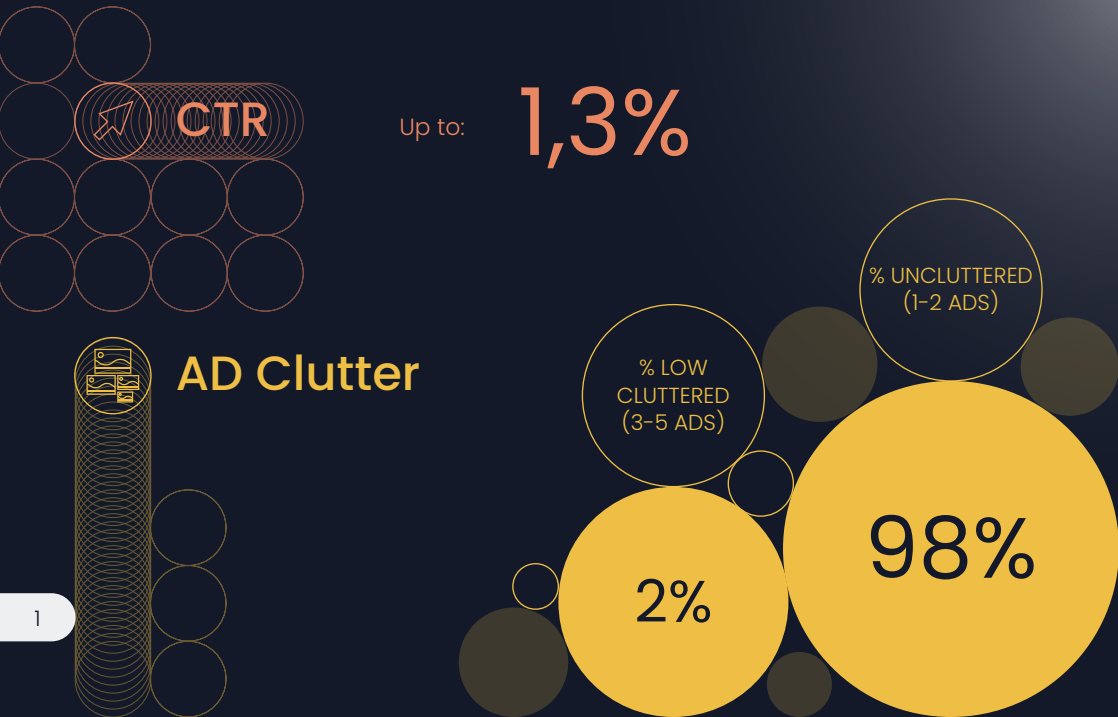## Pril

Research activity able to analyse a contextual data strategy as an efficient alternative in a cookieless world:

Outstanding results for the **Contextual Strategy**:

VTR **79%**

Up to:
+4 pp
Vs Cookie Strategy

Good performances for both strategy:

CTR Up to: **1,3%**

AD Clutter

% UNCLUTTERED
(1-2 ADS)

% LOW
CLUTTERED
(3-5 ADS)

2%

98%

Creative Survey results:

AD PERCEPTION

81%

AD CONTEXTUALIZATION

82%

AD MEMORY

65%

BRAND INTEREST

56%

Brand Lift Survey Cint:

| Contextual | Vs | No contextual |

BRAND FAVORABILITY

76% +9 pp 67%

MESSAGE RECALL

79% +14 pp 65%

PURCHASE INTENT

75% +7 pp 68%

Eye Tracking Analysis

Demonstration how Contextual ADS reach higher results than no contextual ones.

NOTICEABILITY:

1,6 times
more effective, than no contextual.

AD RECOGNITION:

+18 pp

VIEW QUALITY:

1,5 times
more effective, than no contextual.

BRAND INTERESTE:

+8 pp

A Contextual data driven strategy
represents a meaningful alternative to a Cookie strategy.

THANK YOU.

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xandr | MetrixLab | Cint | IAS Integral Ad Science