

Liz Events
Powered by SEEDTAG^{LAB}

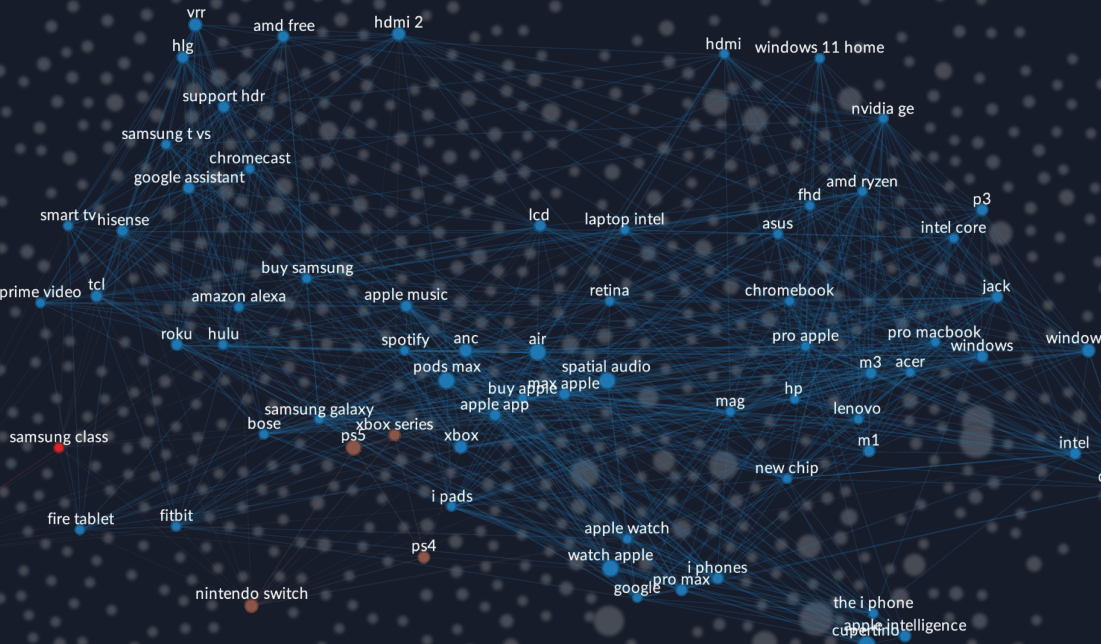
Seedtag Tech & Q4 Insights

SEEDTAG INSIGHTS



TOP Q4 Opportunities

Reach strategy



SPATIAL AUDIO

Spatial audio, gen ipad, max apple, pods max, air pods, xbox one, guitar, support apple, choice award, ear wireless, ambient noise, bose quiet, audio performance, good sound, overall sound, private listening, anker soundcore, record low, apple air, sonos beam, etc

SMART HOME DEVICES

Smart lock, smart device, deal apple, home device, google home, smart tv, dyson airwrap, echo device, high definition, amazon alexa, home network, chromecast, google assistant, compatible smart, apple air, apple smart, reboot, automatization, thoughtful gift, etc

eCommerce

Popular online, home decor, best buy, ecommerce, ebay, day amazon, amazon prime day, day black, retail store, profitable, digital, windows 11, spring sale, customer base, christmas holidays, etc





Maximize your impact with our ready-to-use packages!

Audience-driven strategies at your fingertips!

Tech Enthusiasts

Top Interests:

- Innovation & Emerging technologies
- Gadget exploration and customization
- Community engagement and knowledge sharing

Activate niche audience now!



Black Friday Audience

Top Interests:

- Tech deals
- Selfcare offers
- House discounts
- Travel Deals

Bargains Hunters

Top Interests:

- Innovation & Emerging technologies
- Gadget exploration and customization
- Community engagement and knowledge sharing

Holiday Gift Shoppers

Top Interests:

- Gift Guides
- Curated Collections
- Holiday Deals

Activate those seasonal audiences to scale your reach now!



Contextual Audiences powered by LizOs

How to activate

YOU GIVE US

Your desired contextual audience



WE PROVIDE

From off the shelf audiences set up to enhance your strategy

NICHE PACKAGE

Tech Enthusiasts

REACH PACKAGE

Seasonal C. Audiences x Q4

CUSTOM AUDIENCES

Crafted for you

YOU GET

Real time adapted and ready to activate audience strategy



INTEREST-LED STRATEGY

Automated creation of impactful, data-backed strategies that resonate better with consumers.



TARGETING BEYOND STEREOTYPES

Liberate from IAB categories with non endemic customer insights



EXPERT TEAM SUPPORT

Work with our audience engineers to fine tune custom contextual audiences

Seedtag x Q4 Opportunities

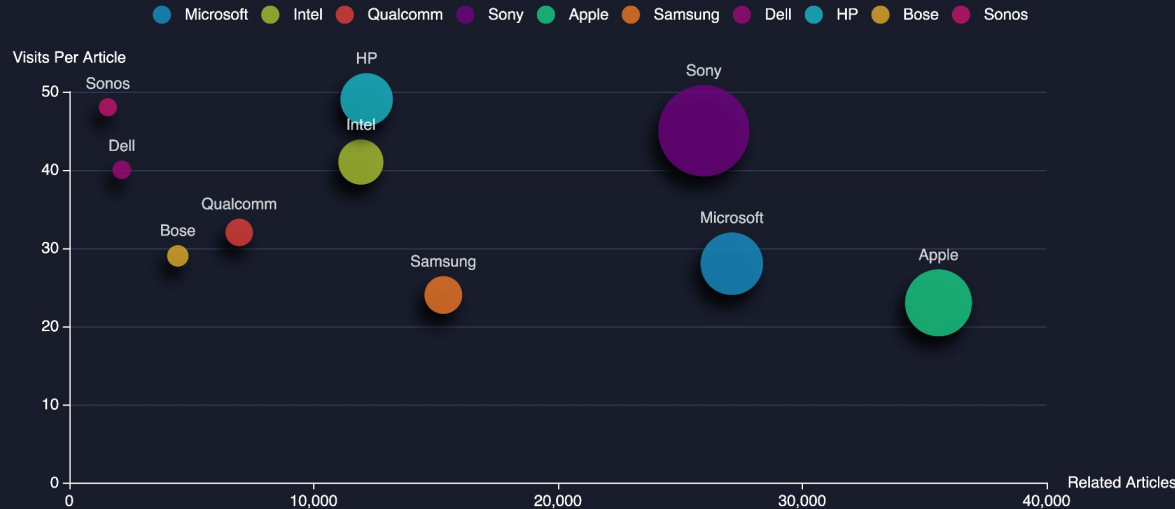
Extended Insights

Electronics & Ecommerce

SEEDTAG

A disputed vertical

Sony leads in total visits, HP in traffic and Apple in total number of mentions



* Bubble sizes determined by their Total Visits



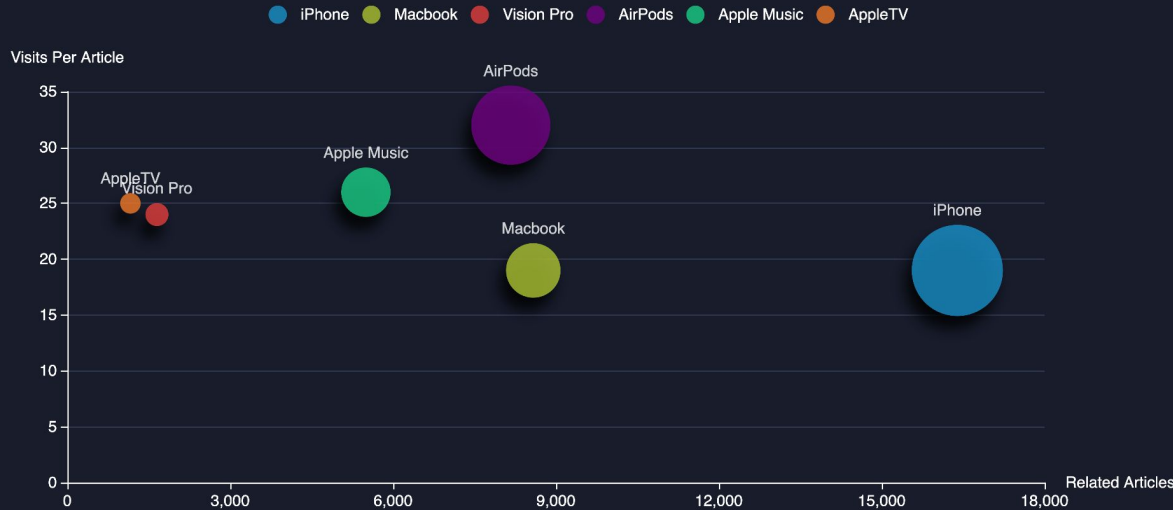
All of the players within the competitive set drive significant media presence, whether in terms of traffic or related articles.

Sony has the overall highest score, though **Apple** and **Microsoft** beat it in terms of mentions, and **HP** & **Sonos** in terms of traffic.



Apple

Most popular Apple products drive the most organic mentions & article traffic



* Bubble sizes determined by their Total Visits



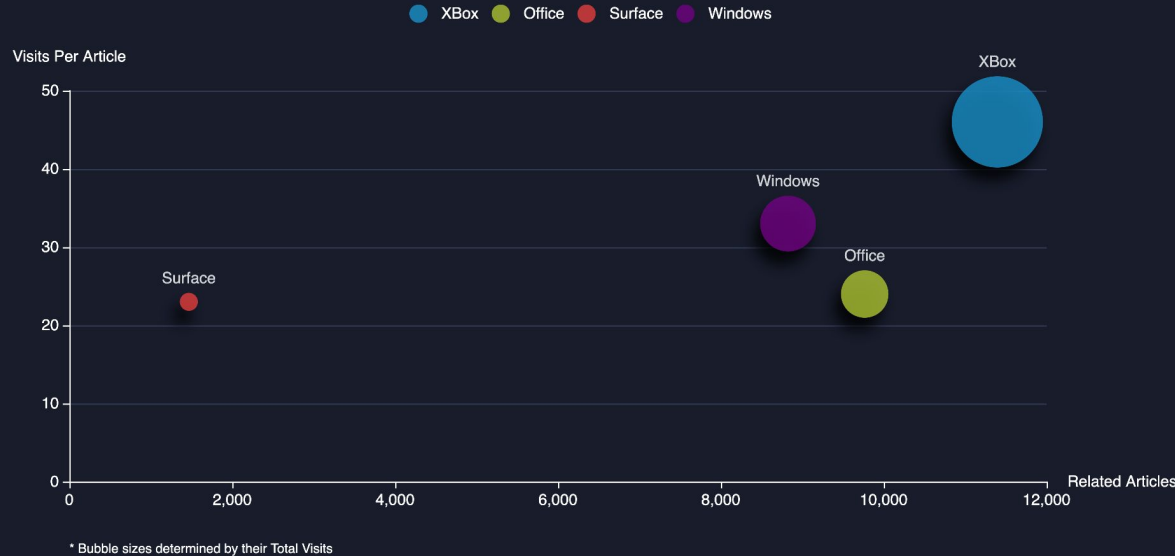
***iPhone** is Apple's stand out brand, with more mentions than other popular products like the **Macbook** or **AirPods**.*

***Apple Music** occupies a sort of middle ground, while the newer **Vision Pro** and smaller **AppleTV** division fall in last place.*



Microsoft

Xbox leads for mentions, traffic, and total volume



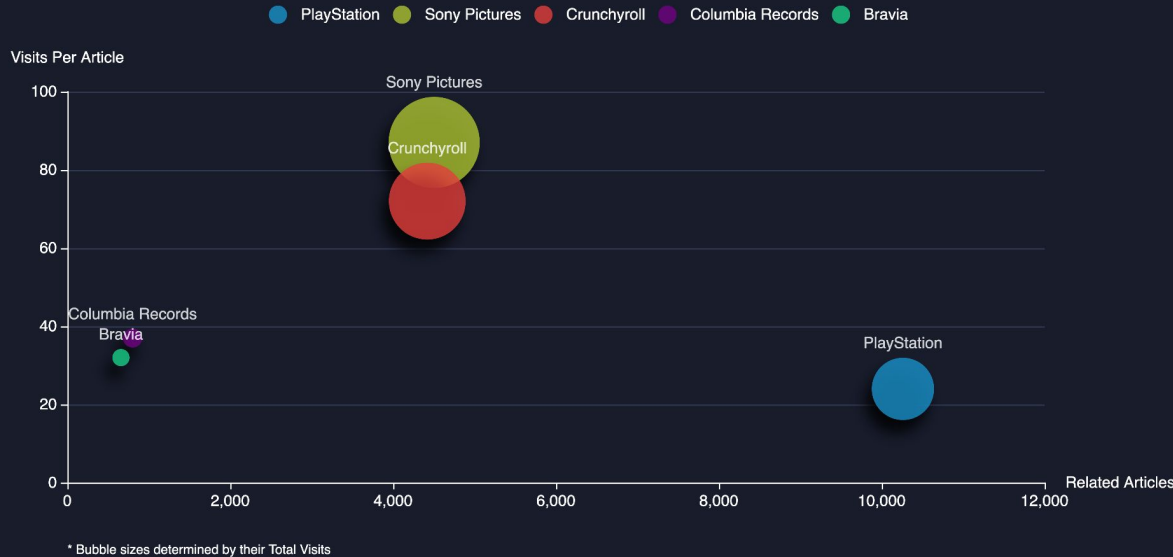
Xbox is in the ideal sweet spot, garnering the highest volume of traffic and mentions from the competitive set

Windows & Office also drive a significant level of total traffic, particularly in terms of mentions



Sony

Playstation stands out for mentions; TV titles drive traffic for Sony Pictures, Crunchyroll



Playstation sees the most related content, and is the most mentioned **Sony** brand overall.

TV content including reviews and streaming guides drive traffic to articles mentioning **Sony Pictures** and **Crunchyroll**.



Contextual Signature x Brand

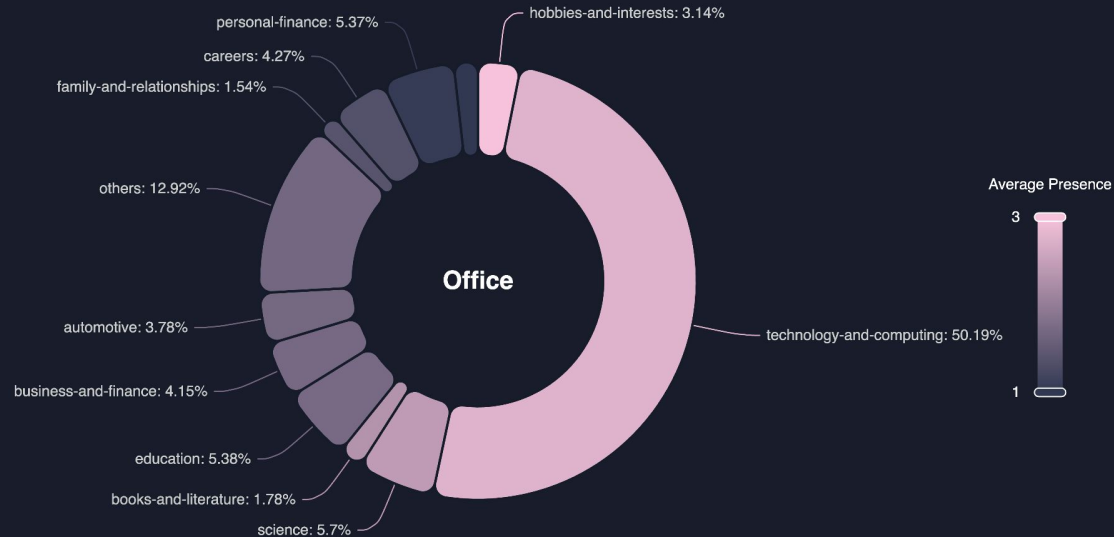
Microsoft Office

RELATED TOPICS

word, lifetime license, version, teams, lifetime access, office 365, 365, google docs, publisher, windows, time purchase, office suite, office apps, cloud storage, users, office, reg, internet connection, subscription fees, power, fastest, power query, solution, vba macros, excel mvp, quick answers, vba code

9.767
Related
Articles

93%
Brand Safe



Contextual Signature x Brand

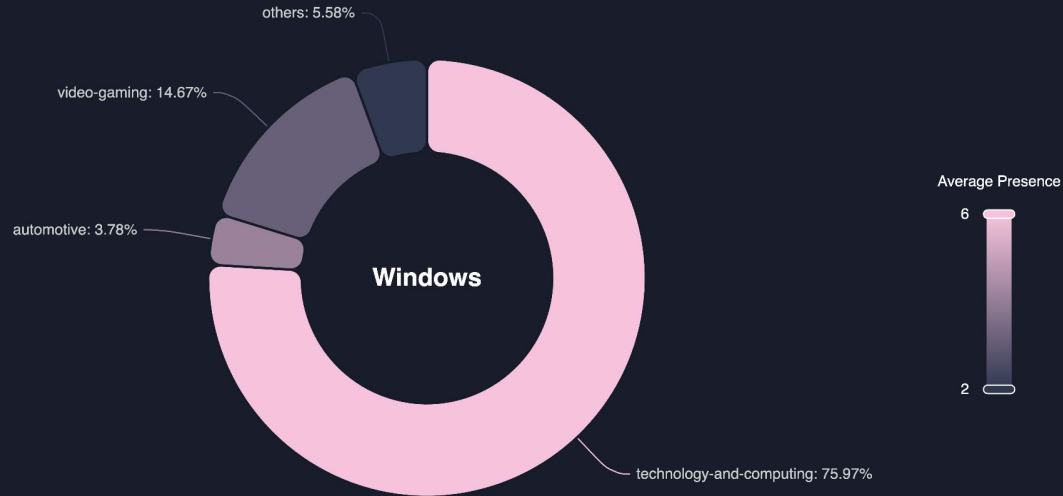
Windows

RELATED TOPICS

windows 7, windows xp, windows server, windows vista, version, windows 8, start menu, operating systems, windows 11, table, virtual machine, exchange server, windows defender, ps, support, mac os, updates, operating, control panel, windows servers

8.826
Related
Articles

93%
Brand Safe



Contextual Signature x Brand

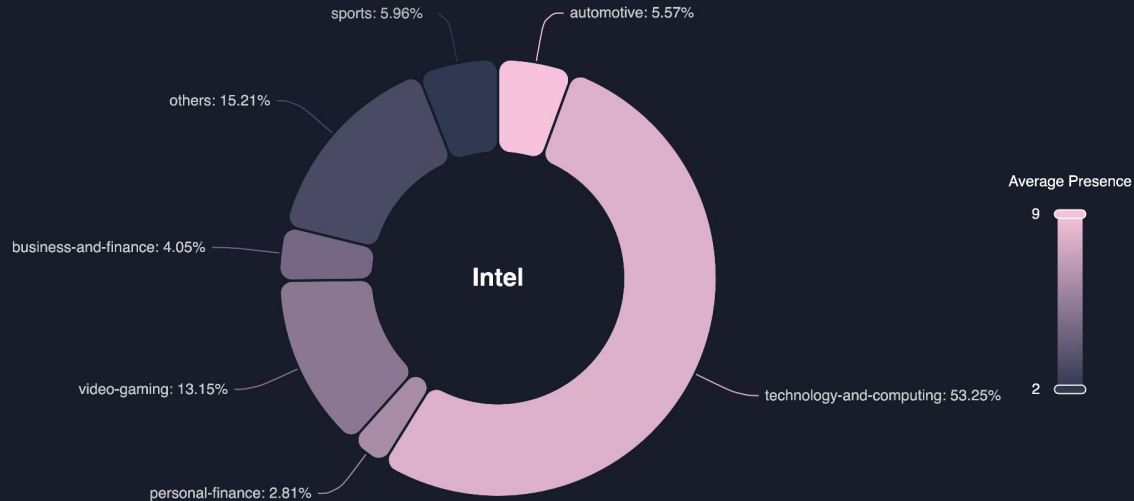
Intel

RELATED TOPICS

reliable, graphics cards, clock speeds, integrated graphics, positive feedback, process node, team red, raptor lake, ryzen 9, power consumption, ryzen 7, cinebench r23, l3 cache, ddr4 memory, article helpful, video editing, clock speed, tom hardware, nvidia, operating, pixel density

11.935
Related
Articles

89%
Brand Safe



Contextual Signature x Brand

Playstation

RELATED TOPICS

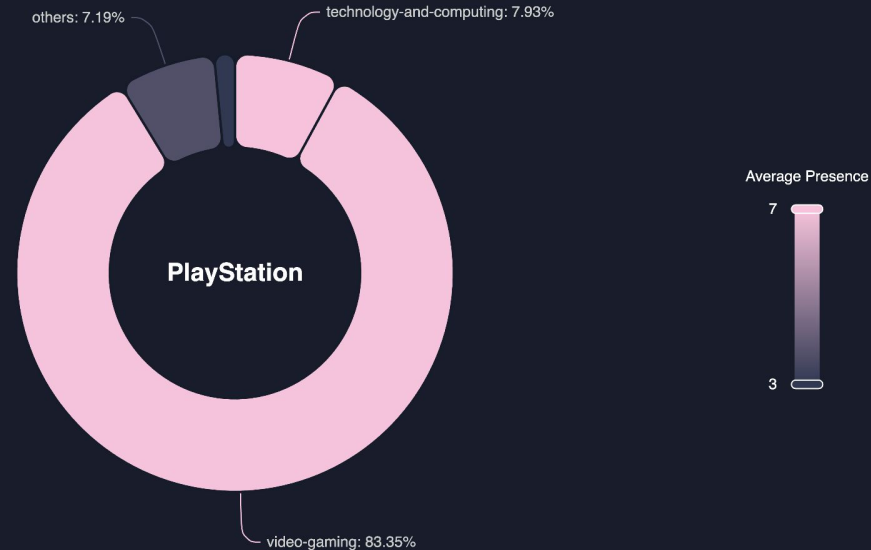
playstation 5, playstation 4, online multiplayer, station 3, station store, nintendo switch, contents toggle, virtual reality, shock 4, ratchet clank, station network, informed decision, san andreas, sony play, haptic feedback, xbox series, digital games, models, classic games

10.261

Related Articles

65%

Brand Safe



Contextual Signature x Brand

iPhone

RELATED TOPICS

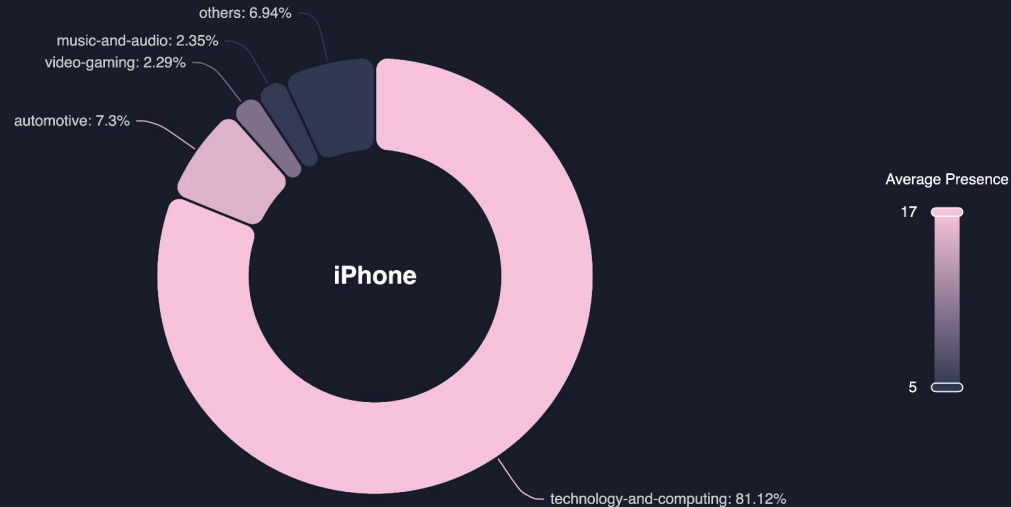
phone xs, phone xr, phone 11, phone 13, phone 8, phone 14, os 18, phone 12, phone 7, phone models, phone 15, xs max, battery life, apple intelligence, os updates, 12 months, phone 6, main, google pixel, model, ain camera, screen, cell phone, settings app, light, apple, beta version, videos, pixel

16.394

Related
Articles

97%

Brand Safe



Contextual Signature x Brand

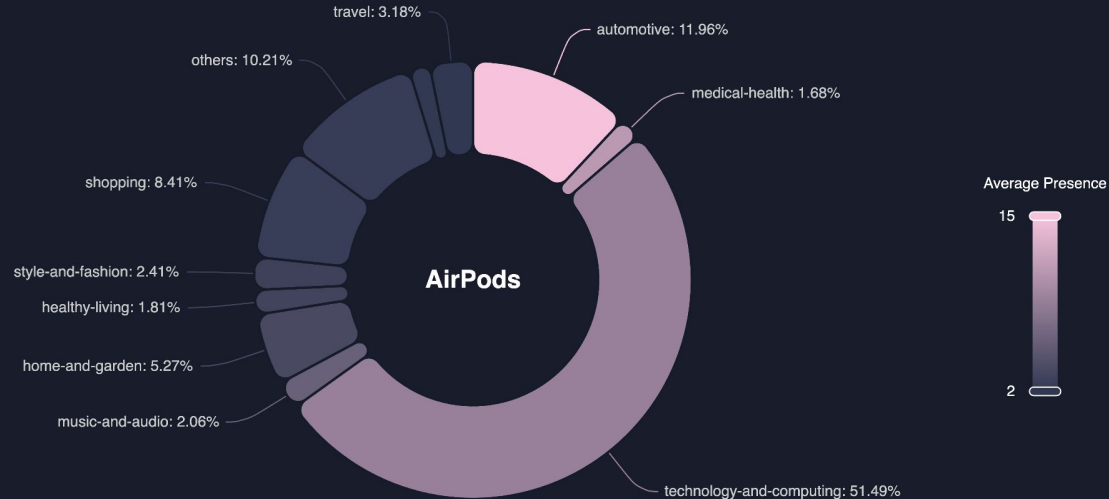
AirPods

RELATED TOPICS

spatial audio, wireless charging, water resistance, ipx4 rating, battery life, transparency mode, touch controls, pods pro, silicone tips, control center, dolby atmos, listening experience, transparency modes, h1 chip, single charge, powerbeats pro, firmware updates, pods max, 5 hours, 24 hours

8.169
Related
Articles

72%
Brand Safe



Contextual Signature x Brand

BOSE

RELATED TOPICS

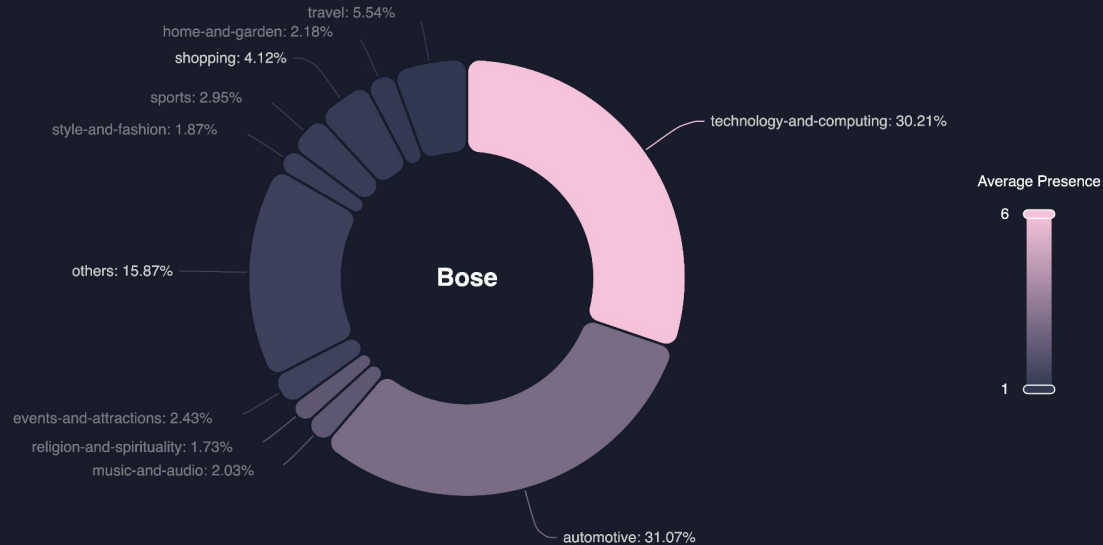
google assistant, white smoke, dolby atmos, voice assistant, comfort earbuds, bose app, 5 hours, bose speakers, chilled lilac, bose quiet, smart soundbar, 30 feet, adaptive, battery life, ipx4 rating, streaming services, bluetooth 5, stability bands, spatial audio, dialogue mode

4.442

Related Articles

90%

Brand Safe



Contextual Signature x Brand

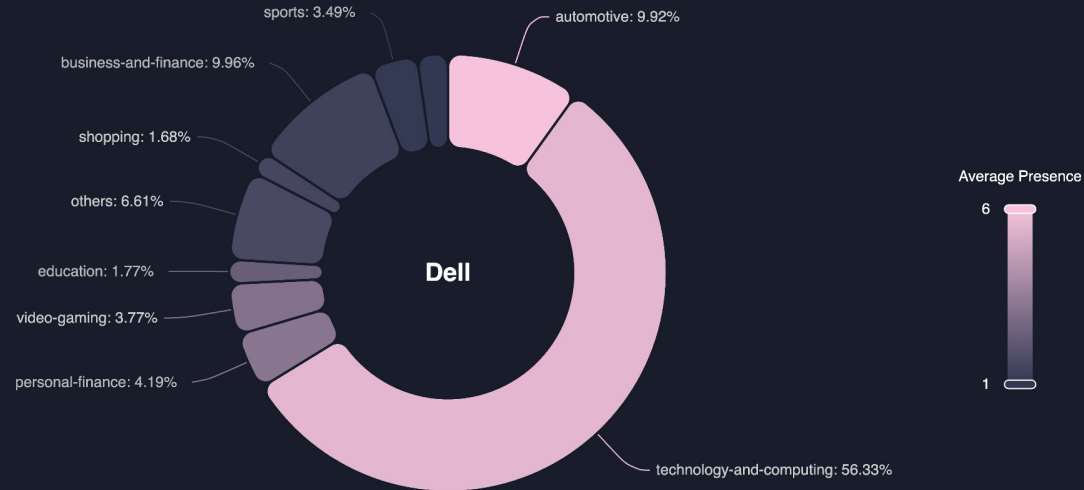
Dell

RELATED TOPICS

nvidia, xps 13, battery life, model, video editing, headphone jack, snapdragon elite, haptic feedback, fingerprint reader, refresh rate, infrared camera, thunderbolt 4, geekbench 6, bezels, xps 17, wide range, graphics card, single multi, integrated graphics, xps 15

2.148
Related
Articles

89%
Brand Safe



Contextual Signature x Brand

HP

RELATED TOPICS

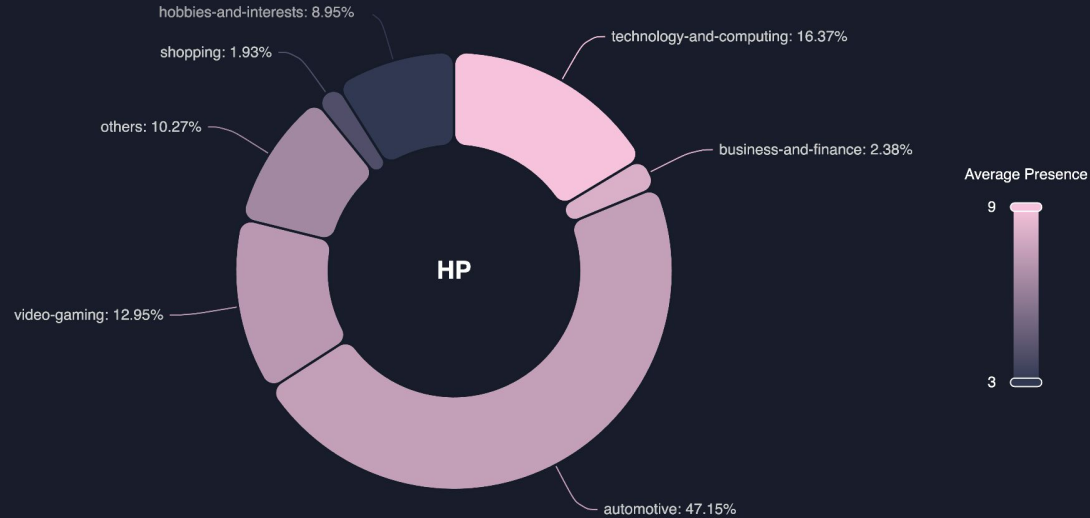
black friday, thanksgiving day, deskjet pro, cyber monday, model, holiday shopping, savings, hp 15, nest buy stores, promo codes, shipping, nov, video games, office depot, epson eco, lenovo idea, office supplies, personal, apple, touchscreen, additional cost, smart devices, lcd display, exp

12.172

Related Articles

62%

Brand Safe



eBay strikes a balance

between mentions and traffic in the ecommerce competitive set



eBay archives a sweet spot of mentions and traffic, garnering the highest volume of total visits.

Amazon leads in mentions while **Temu** wins the most traffic of the ecommerce pack.



Contextual Signature x Brand

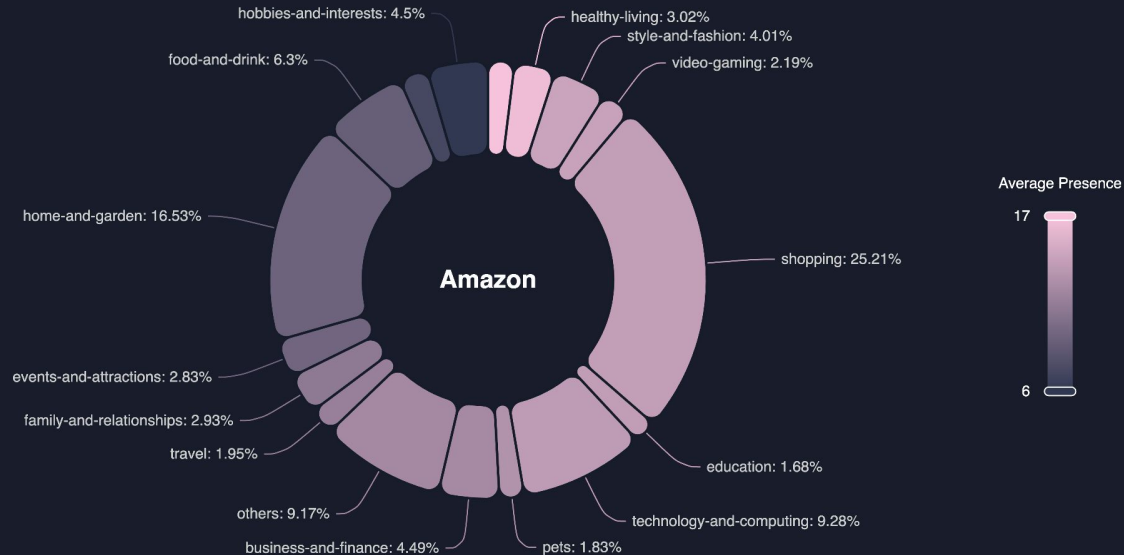
Amazon

RELATED TOPICS

black friday, cyber monday, holiday season, prime membership, deep discounts, lightning deals, holiday shopping, 48 hours, prime day, press release, amazon prime, gift cards, 30 days, special deals, prime video, wide range, appliances, trial, prime, video games

19.382
Related
Articles

81%
Brand Safe



Contextual Signature x Brand

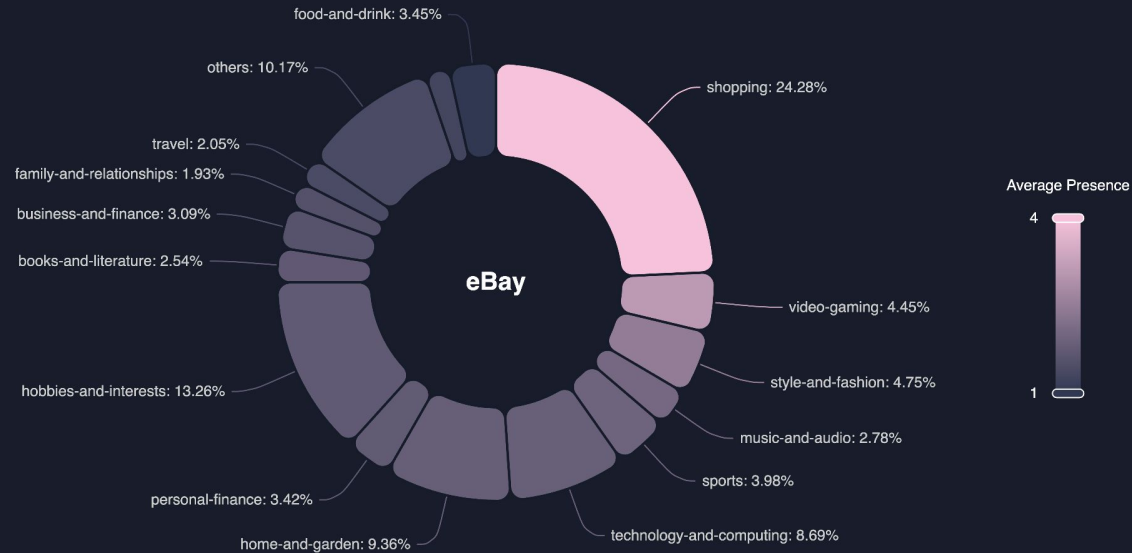
eBay

RELATED TOPICS

cyber monday, black friday, promo codes, john lewis, deep discounts, deals, team, shipping, auction, holiday shopping, previous, holiday season, buy now, money, online shopping, discount codes, lowest price, retailer, promo code, sun vouchers, online shoppers

10.340
Related
Articles

77%
Brand Safe



Contextual Signature x Brand

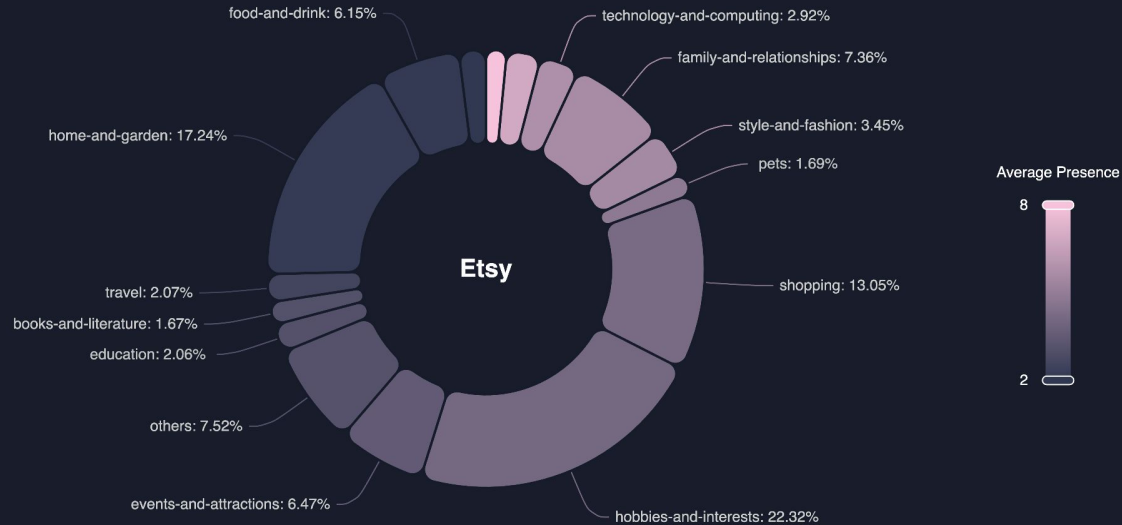
Etsy

RELATED TOPICS

seasonal trends, etsy game, haunted mansion, halloween season, mickey mouse, target audience, commission, etsy asap, passive income, digital downloads, etsy store, online marketplace, discount coupon, idea, etsy shop, extra cash, online store, search engines, holiday clipart, pottery barn

11.145
Related
Articles

96%
Brand Safe



Contextual Signature x Brand

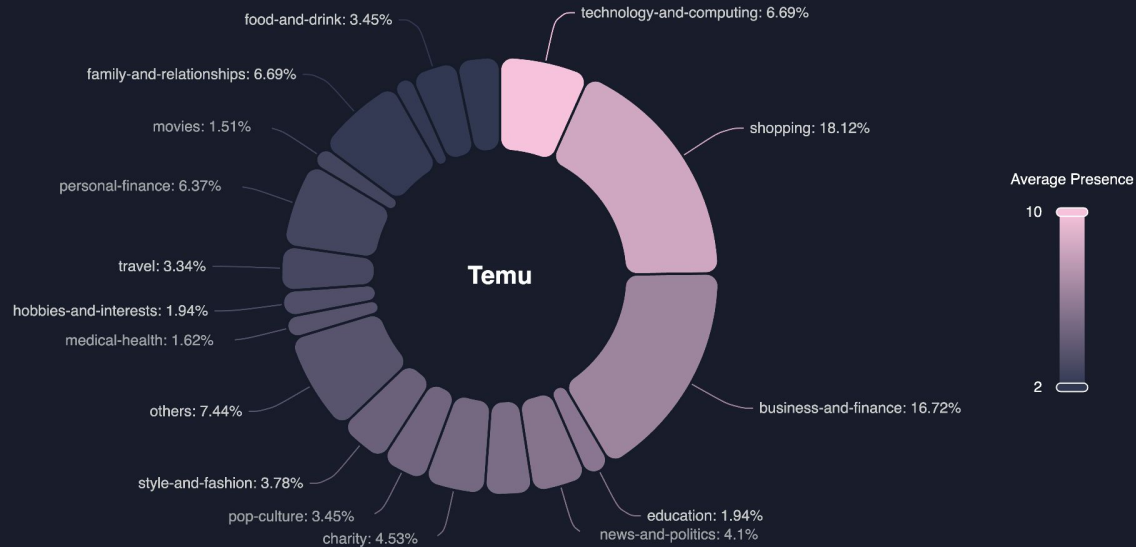
Temu

RELATED TOPICS

wide range, online marketplaces, online shopping, promo code, gift cards, referral link, promo codes, wide variety, shipping, special offers, cyber monday, referral code, decor, pdd holdings, online shoppers, coupon code, wide selection, shipping costs, black friday

927
Related
Articles

7%
Brand Safe



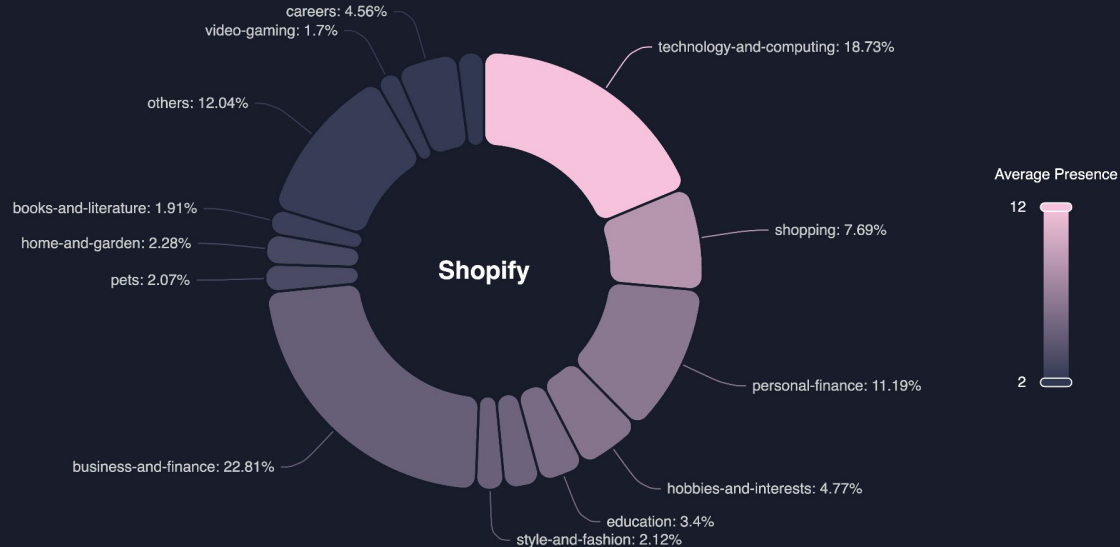
Contextual Signature x Brand Shopify

RELATED TOPICS

small business, wide range, payment gateways, content, transaction fees, ecommerce platforms, shopify account, credit card, online store, online marketplaces, final verdict, shop cash, basic plan, online stores, main difference, live chat, target audience, shopify store, tracking, quick summary, price, profit margins, paypal

1.885
Related
Articles

21%
Brand Safe



Opportunities in Black Friday

Technology & Computing Category Insight

Top Deals and Discounts on Electronics

15%
of the Views
related to
technology

This topic includes articles highlighting the best deals and discounts available during Black Friday on various electronic products.

1661
Visits Per Article

Example:
"Black Friday in full swing: these are the best deals available right now"



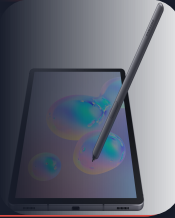
Tablets and Mobile Devices

6%
of the Views
related to
technology

Focus on articles featuring tablets and mobile devices during Black Friday.

764
Visits Per Article

Example:
"7 tablets that are going to take Black Friday by storm: powerful and cheaper than ever before".



High-Performance Computing Devices

10%
of the Views
related to
technology

This topic covers articles about powerful computing devices such as mini PCs and gaming laptops.

587
Visits Per Article

Example:
"32GB of RAM and Ryzen 7 at a bargain price for 11/11".



Smart Home Devices

8%
of the Views
related to
technology

Articles about smart home gadgets like Android TV boxes.

449
Visits Per Article

Example:
"This Android TV Box turns Black Friday upside down".





SEEDTAG

Thanks!

Privacy preserving advertising revenue
in a privacy first world