



Excerpt from AI in marketing at DMEXCO 2018: From promises to practice

Leiki Ltd. is featured in the latest report from Enders Analysis who researched the topic artificial intelligence in marketing at DMEXCO 2018. The following is reprinted with permission from Enders Analysis Ltd:

“ AI in content analysis: language processing & brand safety

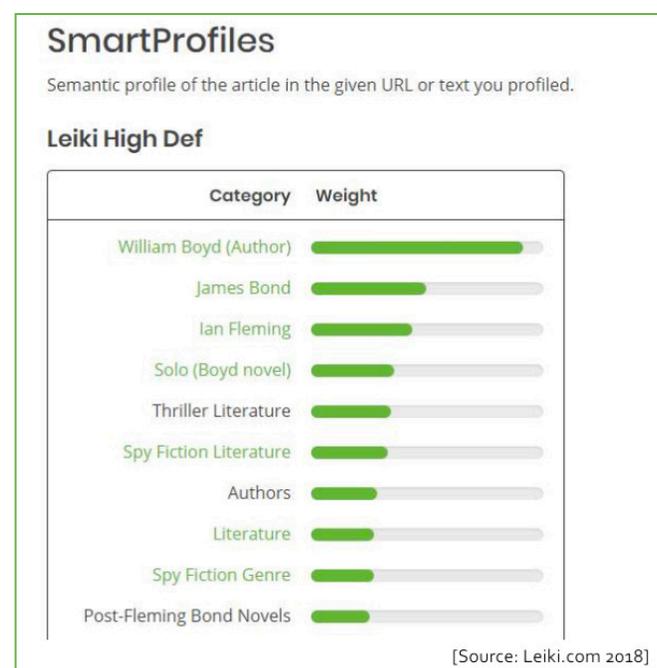
A good example of a concrete application of AI “adding data” to the advertising industry could be found on the exhibition floor. “Semantic AI” company Leiki analyses any text and video metadata on webpages for topics and context, applying a weight to each. This kind of technology is used by publishers to build recommendations and personalisation, either on the fly based on what a visitor is reading in a single session; across sessions using a browser cookie; or ideally from logged-in users, where the publisher will get much better long term indications of user interests. Similar technology can also be used to build an automated taxonomy to categorise content, videos or even audio. From an advertising perspective, semantic understanding of the content people view allows publishers to offer interest-based targeting segments to advertisers, though associating this data with persistent IDs could create problems from a data protection point of view. But crucially, it can also enrich contextual targeting segments, potentially feeding the nascent trend from audience back to content-based targeting online.

One of the most important applications of such technology for advertising is improving brand safety, a service offered by Leiki. The closer AI can get to seeing content in a human-like way, the closer we can get to human-review-level brand safety outcomes without needing as many review staff. Certainly, machine learning-based technology represents an improvement over simple keyword matching, with more

semantic categories and the ability to respond to how prominent a theme is in a piece of content. Both of these should help publishers avoid some of the negative effects from overly heavy-handed keyword and category blacklists from highly brand-risk-averse advertisers – a problem which significantly hurts the ad revenue of online news publishers in particular, even to the point of affecting editorial decisions.

“Providing accurate contextual targeting without reliance on cookies is the way forward for publishers. By replacing legacy keyword-based technology with AI-powered semantics, news media can offer a unique mix of content for each reader.”

- Aki Snellman, EVP Sales, Leiki. ”



An example of topic weighting and categories in Leiki’s interface