Illuma Compass™ intelligent targeting for a connected world
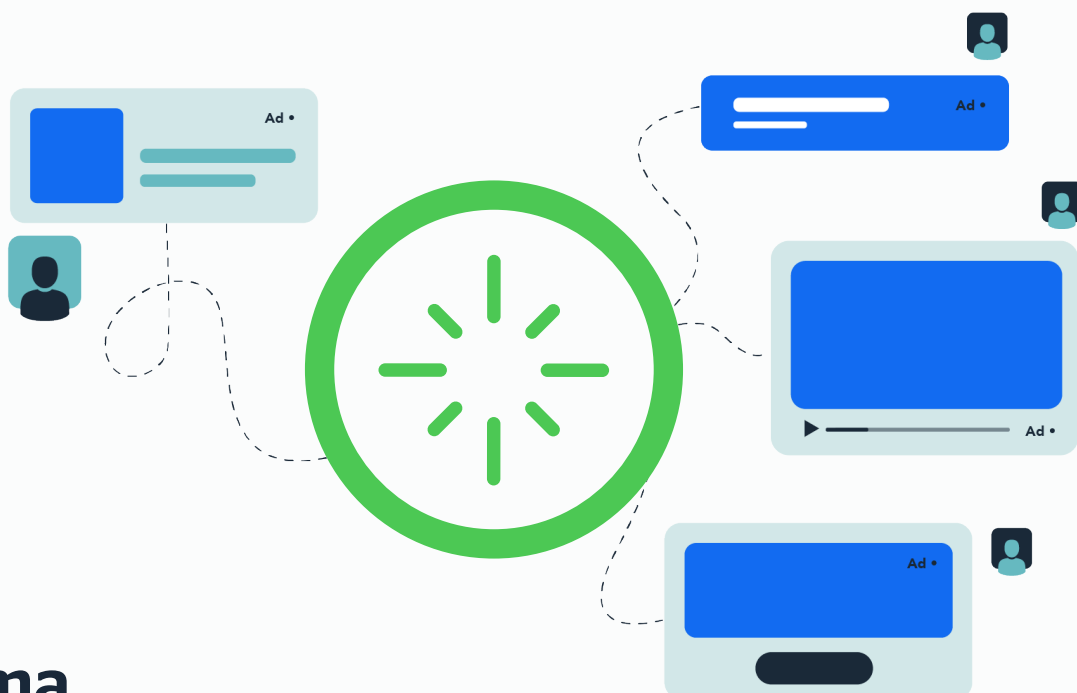
Online audiences move fluidly between platforms. Yet as channels and opportunities have boomed exponentially, targeting has largely remained compartmentalized and siloed.

Illuma Compass™ is a new and unique way for brands to move seamlessly between the web and CTV, targeting in the same way as audiences consume content – fluidly and on-demand.

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Illuma's Moment Targeting™

The power of contextual moments

For decades, research has shown that mood and mindset are key influencers of advertising engagement.

At Illuma, we investigated the mindsets of users when they are drawn to certain types of content, and how this puts them in the right moment to act on advertising and engage with a brand. Understanding how audiences, campaigns and context come together successfully like this is core to our technology – we call these 'contextual moments'.

Relevance with scale

Using complex machine learning algorithms such as NLP and Deep Learning, we found we could index a myriad of different contexts across web and CTV, and then scale these contextual moments using AI.

By scaling in this way, using live data, we find new unique audiences in similar contextual moments, whether they are browsing on the web, or streaming a movie on CTV.

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Fluid audiences, multiple locations - one solution

Move with your audience

Audiences move fluidly between the web and CTV.

Yet as contextual opportunities on the open web have boomed, alongside the growth in CTV, targeting has remained compartmentalized and siloed.

Bridging the data gap

After a year of intensive R&D, Illuma unveils Compass™; a tool which takes intelligence about a brand's contextual moments on the open web, where data is rich, and uses this information to make smarter live buying decisions in CTV.

Until now, brands have only been able to buy CTV using an ID or a basic contextual category, both of which can impact scale and fail to bring anything unique to the targeting decision.

Insights that take you further

Now, thanks to Illuma and our unique AI algorithms, brands can buy CTV live and dynamically, using cookieless insights from audience behavior learned in other areas of the campaign where engagement can be tracked.

With **Illuma** Compass™, for the first time, brands can match the realities of audience behavior.

But is Illuma audience or contextual targeting?

It's an intelligent fusion of both

We are contextual pioneers, but targeting moments is very much about understanding audiences.

Our technology works by using real-time audience insights to prospect contextually, reaching people when they are in the right mindset to hear from a brand.

Illuma delivers scale across a range of KPIs, from brand-based metrics such as reach, video views and brand uplift, right through to performance targets such as form fills and sales – with low duplication across channels.

Cookieless, robust, effective

Importantly, this type of targeting is unaffected by browser changes and doesn't use personal data. Instead, contextual moments are defined using live page data and video content, making Illuma a compliant and future-proof option for cross-platform success in the privacy-first world.

Contact hello@weareilluma.com to set up a trial today

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