



Enhancing brand-audience experiences through contextual advertising

weareillumina.com

Post-cookie: a new era of quality media experiences

In today's digital landscape, the future health of the open web relies heavily upon positive interactions between brands and audiences.

illumina, a contextual-AI company that has been operating since 2014, recognises the significance of fostering ethical industry collaborations to support this purpose.

By taking powerful new steps to improve the accuracy and delivery of contextual ad targeting, and by prioritising user-privacy and quality signals in quality environments, **illumina** aims to create a more engaging and responsible brand-audience experience.

Elevating the brand experience

To achieve its goals, **illumina** has recently formed strategic partnerships with publishers to access and categorise their article-level data for contextual advertising purposes.

The pioneering collaboration with **The Guardian** serves as a world-first example of how **illumina's** targeting has achieved near-100% accuracy on its website.

This development eliminates wastage, improves results and insights for brands, and, most importantly, enhances the user experience.

Gone are the days of clunky pop-ups, chaotic placements, and page lags. Ads are now delivered appropriately, aligned with the content, at the right places and times.

Moreover, this approach supports quality journalism and provides a more ethical way of working, by legitimising access to contextual page data and enabling brands to align their targeting with their environmental, social, and governance (ESG) policies.



Near
100%
accuracy

Quality experiences in quality environments

Research consistently shows that readers engage most effectively with advertising when they are deeply immersed in high-quality content.

Recognising this, **illumina's** contextual-AI takes the concept one step further by demonstrating that powerful campaign results come from ads placed within long-form quality content found on premium publisher pages.

As addressability becomes more challenging, securing publisher participation in the open marketplace becomes paramount for brands seeking these quality audience interactions.

Publishers and the programmatic problem

However, frustrations surrounding transparency and equitable revenues have led many media owners to withdraw from open web programmatic advertising, looking to direct deals or private marketplaces instead.

Research by the Association of Online Publishers (AOP) highlights frustrations regarding transparency and equitable revenues as the driving force behind the trend, exacerbated by poor user experiences, as reported by outlets such as The New York Times and Bloomberg.

This growing discontent among quality publishers presents a significant concern for programmatic trading, as publisher content plays a vital role in open web advertising and represents one of the few remaining sources of quality, addressable inventory.

As a result, the industry needs to urgently come together to create a strong media ecosystem based on a fair supply chain, where positive brand experiences can thrive in quality environments.



“Many media owners are withdrawing from open-web programmatic advertising”

Source: Association of Online Publishers

The need for contextual solutions and collaboration

To address these challenges, and in the absence of cookies, **illumina** emphasises the importance of contextual solutions in order to better understand audience behaviour and relevance; and the use of these technologies in long-form quality content, where readers are highly engaged.

With **illumina**, ads are placed in relevant content based on the highest-quality contextual data – the live consumption signals from a brand's known audiences, which are unique to each campaign.

Paired with near-100% contextual accuracy through its publisher agreements, **illumina's** advertising becomes more suitable, more relevant to the consumer, attracts greater attention, and thereby drives superior results.

Building equitable and transparent relationships

As a leader in the adtech industry, **illumina** is proud to advocate for equitable and transparent trading relationships with media owners.

By recognising the intellectual property of media owners, raising the standard of ad delivery, and ultimately delivering greater precision and outcomes for brands, **illumina** aims to create a better outcome for all involved.

By prioritising quality media experiences in this way, **illumina** aims to set a positive example for the industry.

The hope is that other players will follow suit, as the future vitality of the open web may ultimately depend on it.



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**Contact us today to find out more
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