

# Research Validates Verve Group's Contextual Ads Outperform Industry Leaders

Moments.AI™ by Verve Group achieves an impressive 96% delivery rate on URLs published the same day and leads in accuracy, surpassing alternative vendors and ensuring timely ad placements for maximum campaign impact.



## Executive Summary

As the decline of cookies poses a risk to behavioural-based advertising, marketers are turning to contextual targeting. Verve Group, a privacy-oriented omnichannel ad platform, approached TPA Digital with their Moments.AI™ technology, claiming to enable same-day contextual targeting on the open web and superior accuracy.

To verify Verve Group's claim, TPA Digital conducted tests using Moments.AI™ through their R&D testing service, TPA Labs. The study focused on targeting new sports-related content in the UK and Germany over a 24-hour campaign during the football season. The goal was to measure the percentage of impressions served on URLs published on the same day and compare the results against two alternative vendors. The results of the study were highly compelling.

TPA Labs found that Verve Group successfully targeted sports content 85.9% of the time, while alternative vendors only successfully targeted sports content 4.6% and 4.3% of the time. Furthermore, 96% of impressions served by Verve Group were delivered on URLs published the same day (versus 49.6% and 36% by alternative vendors). Appearing on same-day web content is critical to any brand that wants to be associated with relevant sports, entertainment, and news.

The study's findings do more than highlight the strength of Verve Group's contextual offerings. The results should make marketers who aren't working with Verve Group rethink their current strategies for contextual campaigns.

## Key Highlights

# 96%

URLs published the same day

# 85%+

of impressions on targeted content

# 36x

more effective at targeting new, contextually-relevant media than leading alternatives

## Background

Behavioural-based advertising is at risk due to the decline of cookies. As marketers seek privacy-compliant ways to run effective programmatic ad campaigns, contextual targeting is making a comeback. Contextual targeting involves matching relevant online content with a brand's desired audience. However, implementing contextual targeting requires crawling and classifying new web pages, a process that can take over 24 hours. Most new internet content consists of news articles, which have an unfortunately short lifespan. Around 74% of new articles experience peak traffic on their publication day, and an additional 25% peak the day after\*. This raises an important question: how can brands effectively use contextual targeting to access new and relevant content at the peak of audience consumption? Verve Group, a privacy-oriented omnichannel ad platform, approached TPA Digital with a solution to this problem: Moments.AI™. To independently verify Verve Group's claim, TPA Digital leveraged its R&D testing service, TPA Labs, to conduct tests using Moments.AI™.

\* <https://www.bizreport.com/2016/01/research-reveals-the-short-time-span-during-which-articles-ghtml>

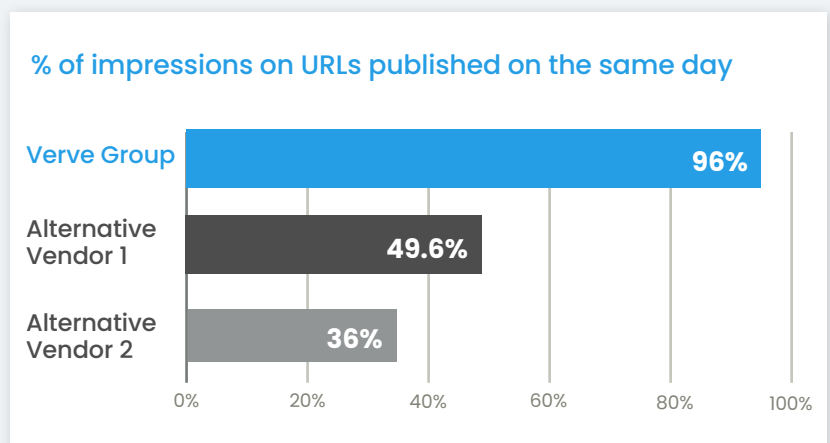
## The Study

To verify Moments.AI™'s accuracy and ability to target newly published URLs, TPA Labs chose two well-known providers of contextual segments for head-to-head testing. The campaigns targeted sports-related content in the UK and Germany for a 24-hour time frame on the peak day of news consumption, Saturday.

TPA Labs ran all three contextual campaigns through a leading third-party DSP to ensure fair and unbiased campaign setup and delivery. Analysis was done using log data and examining full web page URLs to determine accuracy. To measure the success of Moments.AI™, TPA Labs determined the percentage of impressions served on URLs published on Saturday, and compared it against the same metric of the two alternative vendors.

## Results

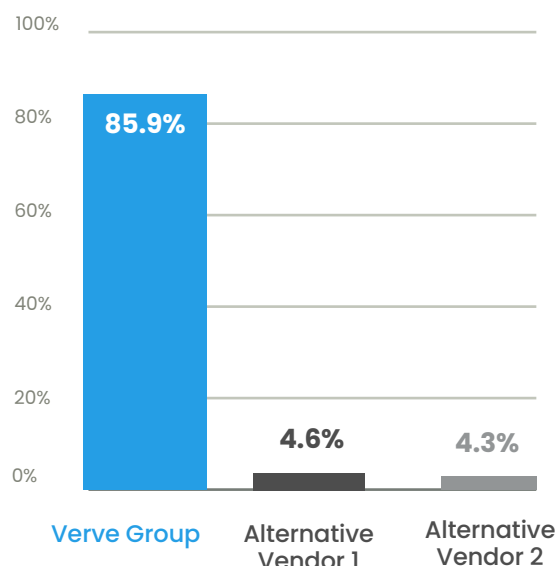
Using Moments.AI™, TPA Labs discovered an impressive 96% of impressions were effectively delivered on URLs published on the same day of the campaign. This strongly outperformed the alternative vendor segments, meaning TPA Labs can independently verify Verve Group's initial claims of superior contextual targeting.



However, the analysis revealed concerning data about the efficacy of the alternative vendors' contextual targeting. Moments. AI™ delivered 85.9% of impressions on sports-related URLs, while only 4.6% and 4.3% of impressions delivered by the two other vendors appeared alongside articles classified as sports content. This finding should worry marketers paying other providers to accurately target desirable contexts in their programmatic advertising. Unless they're working with Verve Group, these marketers' contextual targeting efforts are likely missing the mark.

When analysing these metrics together (% of impressions served on sports-related URLs and % of URLs published on the same day), **Verve Group outperformed the leading market alternatives by 36x.**

% of impressions on sports-related URLs



### Learning

As with any tech partner, TPA advises that marketers must work closely with their contextual provider to ensure they are getting the value they expect.



**Dan Larden,**  
Chief Strategy Officer,  
TPA Digital

*"Recency is not yet a common indicator used to understand media quality, but there is no reason it can't be. Studies like this show that there is a vast gap between the quality of impressions that can be bought and the accuracy of various vendors in the supply chain that offer targeting capability. We were all surprised at how badly these alternative partners performed at what we think of as quite a straightforward targeting capability. This research clearly shows it isn't that simple."*



**Evgeny Popov,**  
EVP, GM International,  
Verve Group

*"The industry has seen the power of contextual targeting, but Verve Group wants to wield that power in more exciting ways, all for client benefits. The best part of contextual targeting is how it helps capture the meaningful moments that matter to brands and customers. When we are successful doing that, everyone wins faster."*