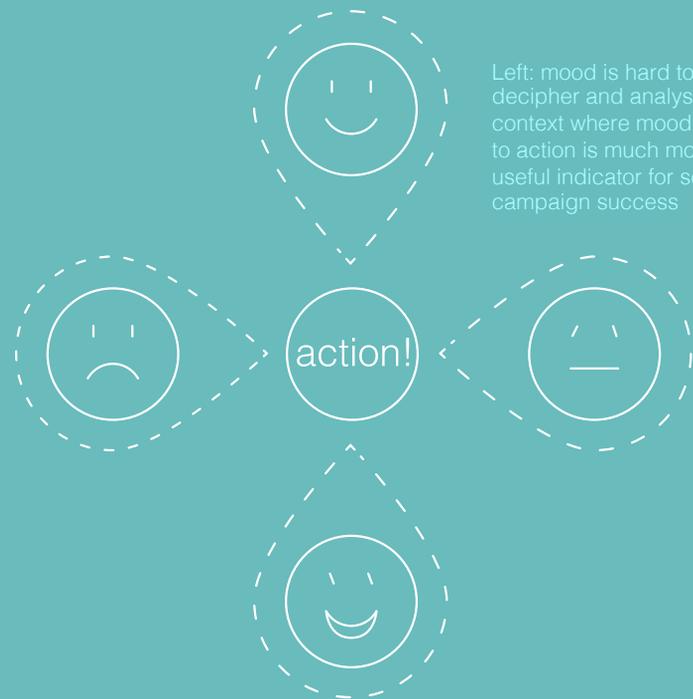


When moments drive success

Moment Targeting™ from illuma is a more effective way for brands to increase online campaign success. This is true whatever your goal: from measured brand uplift and awareness, right through to visits, purchases and downloads.

Discover how context creates moments which drive successful results, without using personal data

What are campaign moments?



Left: mood is hard to decipher and analyse. The context where mood leads to action is much more useful indicator for scaling campaign success

For decades, research¹ has shown that mood is a key influencer of advertising engagement. In digital environments, just as in any other medium, we know that customer mood has an impact on campaign success.

Mood is often directly influenced by the content we consume and while it's easy to think of mood as simply being 'good' or 'bad', in reality it is far from binary.

At illuma, we investigated this in more detail, in particular looking at how mood can help drive advertising engagement. We found that not only was mood subjective, making it hard to draw accurate conclusions, it was also overly complicated.

All we really needed to understand was the content that is creating a mood (e.g. good, bad, empathetic, mournful, joyous, excited), to make people act on advertising and engage with a brand. We call this creating a contextual moment.

So instead, we started to focus on the content that generated such moods, because content and context can be accurately categorised and understood.

Using complex machine learning algorithms such as NLP and Deep Learning, we found that we could comprehend a complex myriad of different contexts that are inducing different moods to act and engage, before then scaling this audience behaviour using AI.

These moments in a campaign can therefore be considered as what academics describe as 'activation'. This encompasses a wide range of motivations to act, just as we think of mindset or being in the mood to do something.

At illuma, understanding and reacting to these moments in real time is core to our technology.

¹ For an extensive discussion, see A. Bakamitsos, Georgios & J. Siomkos, George. (2004). Context effects in marketing practice: The case of mood. *Journal of Consumer Behaviour*.



Which contexts create a campaign moment?

Researchers have shown that the combination of the right context and brand message can induce behaviour in consumers which makes them more likely to engage.²

However, identifying these moments can only be done when the context is properly understood.

Illuma's state-of-the-art categoriser delivers a deeply nuanced and sophisticated understanding of pages and content relevance, which allows us to identify the contexts that are influencing ad engagement at any given moment.

Using this rich technique, we are able to decode the contexts that lead to successful campaign moments.

We then use these real-time moments to scale campaigns to find new, unique audiences receptive to brand messages.

² Yi, Y. (1991). The effects of contextual priming in advertisements. *Journal of Consumer Research*.

Scaling success using campaign moments

Our ability to scale campaigns is built on the understanding that people consuming similar content often behave in similar ways, but only when in specific contexts and for a short amount of time.

We discovered that these contextual moments are fleeting and constantly changing.

Illuma uses sophisticated AI to bring all these elements together. And, because there are hundreds or even thousands of engagements in any campaign, each coming from different pages and contexts, illuma can bring enormous scale without losing efficiency.

A similar effect has been described by Byron Sharp, Professor of Marketing and author of *How Brands Grow*, as the concept of mental availability: the probability that a buyer will notice, recognise and/or think of a brand at different moments.

Our results illustrate that by finding contexts that create active moods, you dramatically increase the probability of your brand being noticed and responded to.

By scaling campaigns from engagement upwards, illuma goes bottom-up, using pages driving engagement to find multiple new prospects in a similar mindset to notice and respond to your brand. Illuma finds more people, at scale, that are mentally available to hear your brand message.



But is it audience or contextual targeting?

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 Moment Targeting™ 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.

Importantly, this type of audience buying is unaffected by browser changes and doesn't use personal data. Instead, campaign moments are defined using live page data, making illuma a compliant and future-proof option for marketers looking to deliver success in our privacy-first world.

Discover more at
weareillumina.com

