

# Text Analysis for Ad Targeting

## The Challenge

As digital advertising revenues hit landmark highs with no sign of slowing, advertisers and publishers are constantly searching for ways to improve ad effectiveness. One of these ways is through contextual and semantic ad targeting. Studies show that people spend more time looking at ads that are personally and/or contextually relevant to them, increasing the chance that an ad will be remembered.

In addition, as programmatic buying is steadily increasing, advertisers are searching for more precise, automated contextual targeting methods, beyond relying solely on keywords or topic classification. The ability to correctly analyze the context of a page not only increases ad relevance, but allows for brand safety, so that the intended messaging of the ad does not clash with the meaning of the article.



*Use semantic targeting to increase ad effectiveness.*

## Who Benefits

- Ad networks
- Ad exchanges
- Demand-side platforms
- Publishers
- Ad agencies
- Brand managers

## Using AlchemyAPI for Ad Targeting

AlchemyAPI powers ad targeting by transforming unstructured page content into structured data, identifying information such as keywords, concepts and sentiment within the text. Determining the semantic meaning of a web page is an important first step to more accurate ad placement.

### Whole-page analysis

Instead of relying solely on keywords to analyze content, entities, concepts and sentiment add an additional level of understanding.

### Increase accuracy

Using a semantic understanding of the content to match it with a relevant ad can be combined with a variety of other targeting strategies such as geo-targeting, retargeting or purchase-based targeting.

### Detect buying signals

Social media makes it possible to extract buying signals directly from consumers in real time, which increases ad effectiveness.

### "Cookie-less" contextual targeting

Semantic targeting is useful when behavioral targeting via cookies is not an option, or when an extra layer of targeting is needed.

### Brand safety

Brand advertisers can ensure their ads do not appear next to unwanted content, whether it's negative content about the brand or topics that clash with the intended brand image.

### Privacy protection

Semantic ad targeting is content-based and does not require the collection of personal user information.

## Commonly Used Text Analysis Functions

The following text analysis functions are commonly used for ad targeting. If you have any questions about how to use these functions in your ad targeting application, please [contact sales](#).

### Text Categorization

Determine the high level category of content as a first analysis to improve relevancy. Learn more about [text categorization](#).

### Keyword Extraction

Contextual targeting matches ads with content based on the keywords detected in the text. Keywords can be combined with additional text analysis features for more accurate targeting. Learn more about [keyword extraction](#).

### Entity Extraction

Identify the people, companies, organizations and locations within the content to determine which ad to show. Learn more about [entity extraction](#).

### Relation Extraction

Relations are used to detect intent and buying signals, and is especially useful in social media where you can serve ads in real time as the content is being created. Learn more about [relation extraction](#).

### Concept Tagging

Concepts are the high level themes of the content, similar to categories, but with many more available values. Learn more about [concept tagging](#).

### Language Detection

Increase ad relevance internationally by detecting the language of the content. Learn more about [language detection](#).

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