

# CONTROL YOUR CONTEXT



Better ad engagement starts with better content alignment.  
Only AnyClip's video content data platform makes it possible.

AnyClip's Luminous™ Marketing Platform uses advanced video content data to help brands to more efficiently and more accurately reach and inform the right people in the right contexts.

## Luminous™ Video Content Data At Work: Breaking Down AnyClip's Approach

**Client Challenge:** Leverage Marvel partnership to drive app downloads and platform activity with campaign targets

### ANYCLIP'S STRATEGY

#### EVALUATE

Advertiser's Video Creative & KPI's



#### CURATE

The right sites, aligned to objectives



#### CONTROL

Avoid unsafe contexts



#### TARGET

Ads to align with video content that supports and harmonizes



AnyClip's Luminous™ Marketing Platform crushed TikTok's engagement goals. With a custom sitelist, AnyClip surpassed TikTok's View Through Rate KPI by **129%** and CTR goal and CTR goal by **188%**



## Why Work With AnyClip?

- Connect with audiences already engaging with premium video content
- Align campaign messages with relevant video content by targeting to specific IAB categories
- Control brand safety with our platform's proprietary, AI-based brand safety filter, which analyzes every frame of every video in our universe to prevent ads from appearing next to unsafe or competitive content
- Reach premium content environments at scale and benefit from the halo effects of premium publishers' content
- Achieve advertisers KPIs of **70%+ viewability** and **80%+ completion rates**