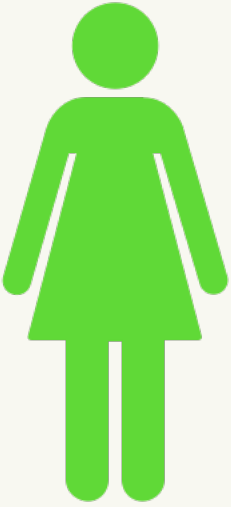
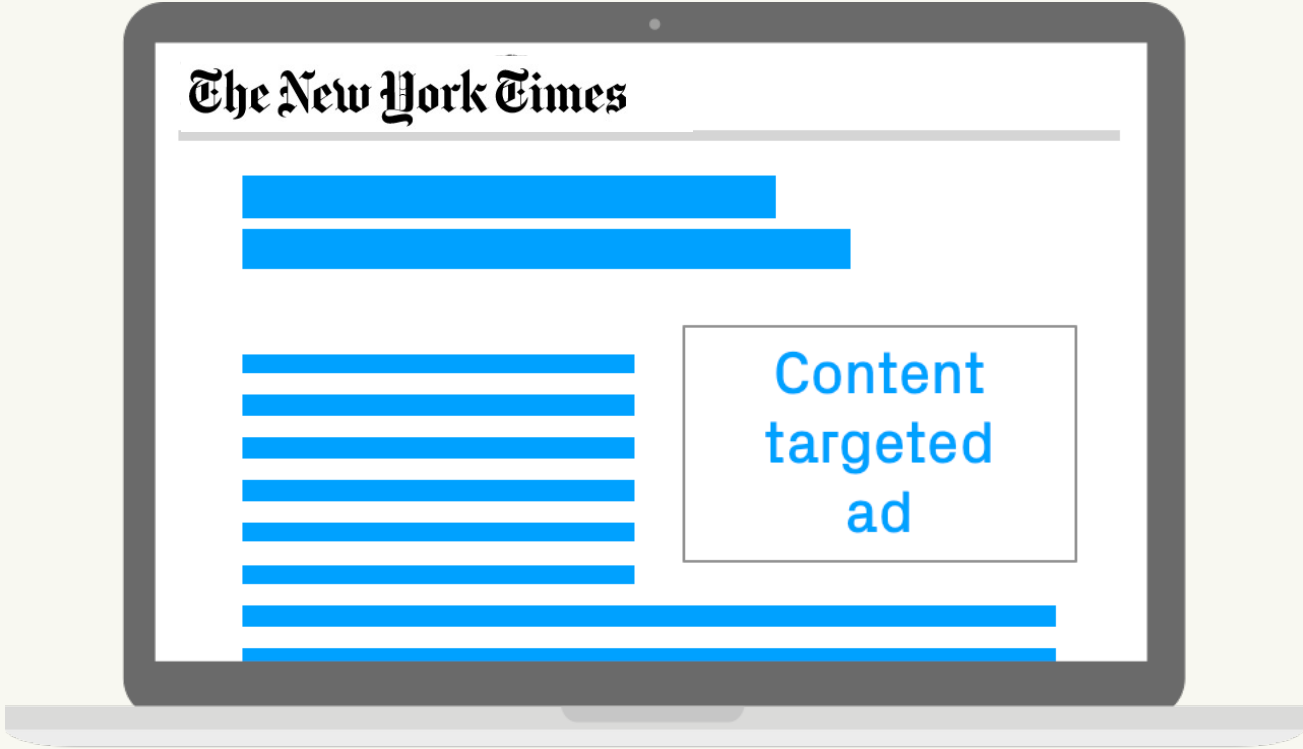


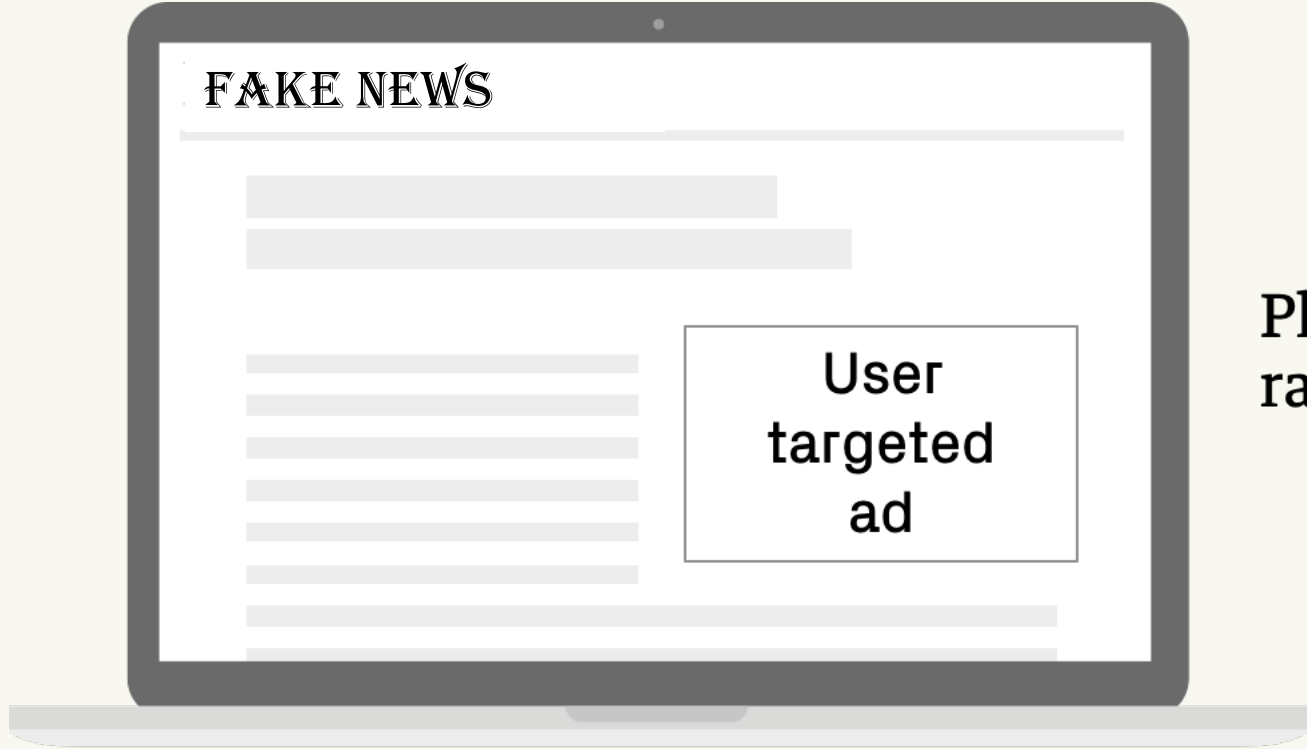
Effective advertising for *all* advertisers
without using personal data

Targeted advertising: Contextual vs behavioral

Transparent for advertisers



~~Transparent for advertisers~~



Plummeting ad rates for publishers

Privacy rights violated

Falsehood often echoed

“Consumers will only receive less relevant ads and a degraded online experience ...”
... if their privacy is respected.

75 campaigns tested on 8700 consumers over three years

Contextual

Should 5-Year-Olds Start School This Year?

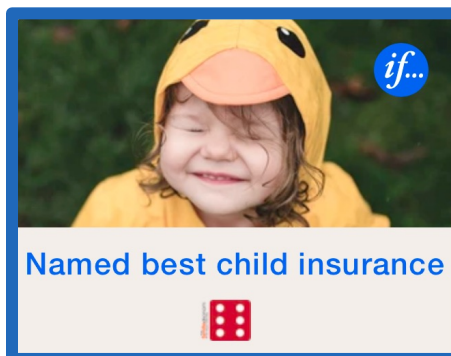
Faced with remote learning or socially distanced classroom options, some parents of rising kindergartners are considering holding their kids back.



By Emily Sohn

Published July 23, 2020 Updated July 29, 2020

Alka Tripathy-Lang's 5-year-old son is supposed to start kindergarten this fall, but her district in suburban Phoenix has already delayed its start and announced that classes, when they do start, will be online for at least the first couple of weeks.



What those lessons will look like is unclear, as are details about how much parental involvement will be required, and how or when the school is going to

Contextual targeting has the strongest influence on consumers:

- Credibility +31%
- Intention +33%
- Change of Attitude +33%
- In Target group +25%

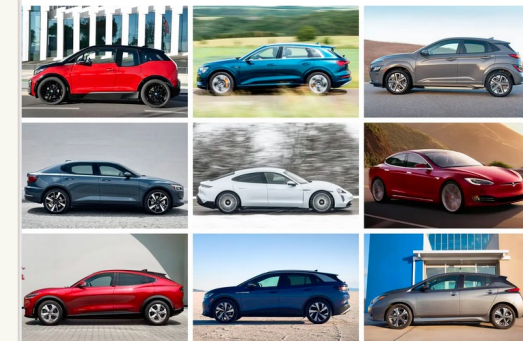
68%
liked the ad
when it
matched the
content

47%
liked the ad
when it did not
match the
content

Control

Thinking of an Electric Car? Take Your Choice

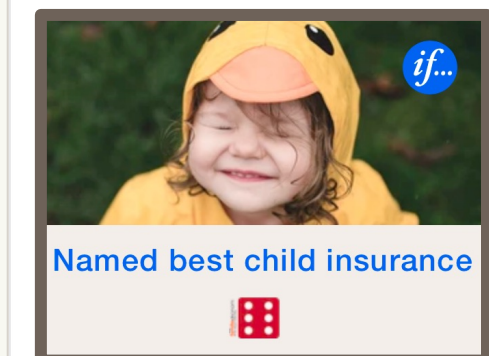
Even before G.M. announced it would work toward eliminating emissions from its vehicles, more automakers were putting E.V.s in their showrooms. Here's a roundup.



By Norman Mayersohn

Published Feb. 20, 2021 Updated March 9, 2021

The announcement by General Motors last month that it would work to phase out fossil-fuel vehicles by 2035 added a note of urgency to the shift to [electric vehicles](#). Much of that is driven by regulatory action, [as states](#) and countries move to ban the sale of new petroleum-powered vehicles in the next 15 or 20 years.



Best of all, the vehicles are no longer a curiosity. Many drivers, especially those

Advertisers of all types see high impact of contextual ads

“We see a 70 % higher click rate and 200 % higher conversion rate on ads placed by Kobler than other platforms.”



“It's such a joy to see that the average reading time of users exposed to contextual ads is 75% higher than other display ads.”



“The effect of behavioural advertising is overstated and not needed for our retail business. Contextual gives us higher effect, relevance and ROI.”



All types and sizes of advertisers run campaigns on Kobler, including 650 SMEs, with campaign budgets ranging from €1k to €100k.

A tipping market that hurts European SMEs and innovation



- SMEs are **especially vulnerable** to manipulation in a market with large, dominant players.
- Behavioural data on their customers are **used against them**:
 - Their customers are sold off to the highest bidder.
- A ban on behavioural targeting, based on data from third-parties, would **protect our SMEs** and incentivise actual, beneficial innovation in the advertising market.