CONTEXTUAL MARKETING
EDITION

TOP
CONTEXTUAL
MARKETING
SOLUTIONS
PROVIDER
2022

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MarTech Outlook

TARGETONSTAR
Data-Driven Advertising Solutions

$15

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TOP 10
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MarTech Outlook

The annual listing of 10 companies that are at the forefront of providing Contextual Marketing solutions and transforming businesses

TARGETONSTAR
Data-Driven Advertising Solutions

Contextualizing Digital Marketing Functions

By 2023, Google will likely no longer support third-party cookies in Chrome, which track, and record data tied to a site visitor's IP address that can then be used for targeting in advertising. Similarly, Apple announced its latest privacy feature that disables all cookies.

In today's highly targeted and dynamically monetized digitized environments, a cookie-less future is making it more challenging for advertisers to deploy appealing, engaging, and relevant ads to consumers. These recent developments in the digital marketing ecosystem have shifted the discourse from traditional cookie-reliant behavioral targeted advertising modes to cookie-less, content-focused contextual advertising. Some programmatic companies are combining first-party data from consumer touch points with second-party data, to then identify top performing contextual and interest-based advertising methods for better outreach and performance.

TargetonStar Digital, LLC offers multi-channel, data-driven advertising solutions that use contextual targeting to connect advertiser messages with their prospects. Operating within cookie-free environment, contextual targeted ad campaigns are not restricted by ad blockers, nor violate any privacy concerns. TargetonStar views contextual as an optimal strategy for industries that are more challenging for behavioral targeting but known to have significant online content, such as health care and law. The company has created various tools for clients to support its valued principles of transparency and accountability, such as a real-time reporting dashboard enables precise proactive campaign analysis, leading to better decisions within an enterprise. TargetonStar's detailed dashboard provides a multi-facet view of each campaign, and its performance data sets that allow better campaign monitoring and optimization, reducing time spent on data analysis and reporting. The company uses an industry-leading demand-side platform

(DSP) for the RTB (real-time bidding) process used to secure ad inventory for clients on Connected TV, digital video, streaming audio channels, websites, and apps to reach target audiences throughout their digital journey. These channels help advertisers broaden their digital audiences, while narrowing the location and demographic preferences to only serve ads to qualified prospects and save ad dollars.

Armed with a solid background in advertising, marketing, PR, social media, web development and computer programming, the team at TargetonStar offers the skills and expertise to support their advertisers and agency partners with bringing traditional advertising into the online arena. And with changes like that of Google and Apple, the company forecasts that contextual targeting will be a powerful solution for many. In addition to not having to worry about ad blockers or privacy issues, it enables businesses to place their advertisements alongside reliable, relevant, and trustworthy content on web pages that their desired audiences are visiting.

"As the digital industry evolves with privacy and ad management features, contextual targeting has revived from a once more traditional approach to digital using categories and topics to place ads on related websites," said Krista Cartee, co-owner of TargetonStar Digital, "to a more advanced targeting strategy that uses keyword searches and top performing web pages for search audiences to customized contextual delivery."

"Contextual targeted digital advertising proves to be a tried-and-true targeting method of aligning ad messages with related content to reach the people engaging with that content," said Cartee.

It's the company's foresight and vast capabilities that has helped TargetonStar attract numerous clients, as well as demonstrating its value proposition within the marketplace with the proactive adoption of keyword-based contextual targeting as the differentiating factor that sets the firm apart from competition.

> **Contextual targeted digital advertising proves to be a tried-and-true targeting method of aligning ad messages with related content to reach the people engaging with that content**

However, contextual is not TargetonStar's only strength. The company is also maximizing consumer foot traffic behavioral with location-based targeting from mobile device ID targeting at brick-and-mortar locations. For instance, a campaign supporting a client who was as running for a national Bishop position of a small denomination of a Pentecostal church had no third-party data available to use for targeting, therefore, reaching voters with messages promoting the candidate for Bishop was a challenge. TargetonStar solved the problem by leveraging the physical addresses of all churches in the U.S. for that congregation and created geofences and location-based data to deliver advertisements to people who frequently visited these churches. This strategy produced a strong campaign that proved instrumental in helping the client win the election. TargetonStar has similarly contributed its expertise to a Connecticut college preparatory high school offering entrance exams to potential new students. TargetonStar conducted a small programmatic advertising campaign in May 2021 to drive reservations for the school's entrance exam. The digital campaign was so successful that, for the first time in its history, it was required that the school set up a second test date to accommodate all the entrance exam requests resulting from the campaign.

Bolstered by similar collaborations, TargetonStar works behind the scenes by offering advertising strategies to see its customers prosper. It strategizes with customers instead of simply presenting them with cookie-cutter proposals. This dedication to helping its clients succeed in their ventures, supported by an equally value-driven technological stack, positions TargetonStar at the epicenter of innovation in marketing. **MT**