xandr | **mantis**

Unlock Brand Safe News Content During COVID-19

Reach your audience on premium brand safe news content with Mantis AI technology, powered by IBM Watson.

The Challenge

To avoid appearing alongside negative content, brands increasingly steer clear of COVID-19-related content through keyword block lists. While well-intentioned, this strategy can put brands at risk of missing opportunities to advertise alongside brand-suitable inventory, leading to potential revenue loss for publishers and instability for the industry as a whole.

The Solution

Mantis is a semantic solution, powered by IBM Watson's Natural Language Processing, that verifies whether news content is safe for brands. Mantis uses advanced language recognition to instantly capture nuance and context of content, thus determining its brand suitability.

Available to clients with no additional charges or mark-up costs through Xandr's advertising technology platform, Mantis allows Xandr to filter for neutral and positive content and then package such inventory for advertisers to easily purchase.

14%

increase in traffic on news sites in the UK due to COVID-19.

Source: Between the third week of February and the third week of March data from the Xandr Platform.

70%

uplift in content made available to brands through Mantis' unique capabilities. This content would have otherwise been hidden behind COVID-19 blocklists.

Source: Mantis Data.

Top Benefits

Unlock Additional Inventory
Access new advertising opportunities on brand suitable inventory.

Leverage Contextual Targeting
Context is king, both in response to COVID-19 and as an alternative to the third-party cookie.

Efficient Packaging of News Publishers at Scale
Promote brands on premium UK news inventory, reaching your consumers while supporting the digital ecosystem at large.

Create Flexible Packaging
Overlay additional metrics such as viewability or completion threshold.

Target Multiple Publishers with One Deal ID
Optimise operational efficiency and targeting precision by sourcing and packing all inventory in one go.

No additional charges
Xandr is providing the Mantis solution for free and we are not marking up the cost of the publishers inventory in any way.

How Does it Work?

1 Mantis tool scans articles and creates a segment of brand safe stories mentioning COVID-19.

2 Xandr then packages the brand safe inventory into a curated deal with inventory from multiple news publishers. The marketplace can be accessed via standard Deal ID.

3 This curated deal is pushed into a buyer's DSP seat via a Deal ID. Xandr's inventory is available via curated deals on most DSPs.

Examples of Safe Content
› Celebrating frontline workers
› Home schooling
› Cooking tips
› Travel planning 2021
› Fitness regimes
› Philosophical reflections

Get in Touch...

To request a curated deal, please reach out to your Xandr Account Manager and include **curateddeals-uk@xandr.com**.