



PCA



# MIRRORS

AI CONTEXTUAL

Reaching audiences with great precision

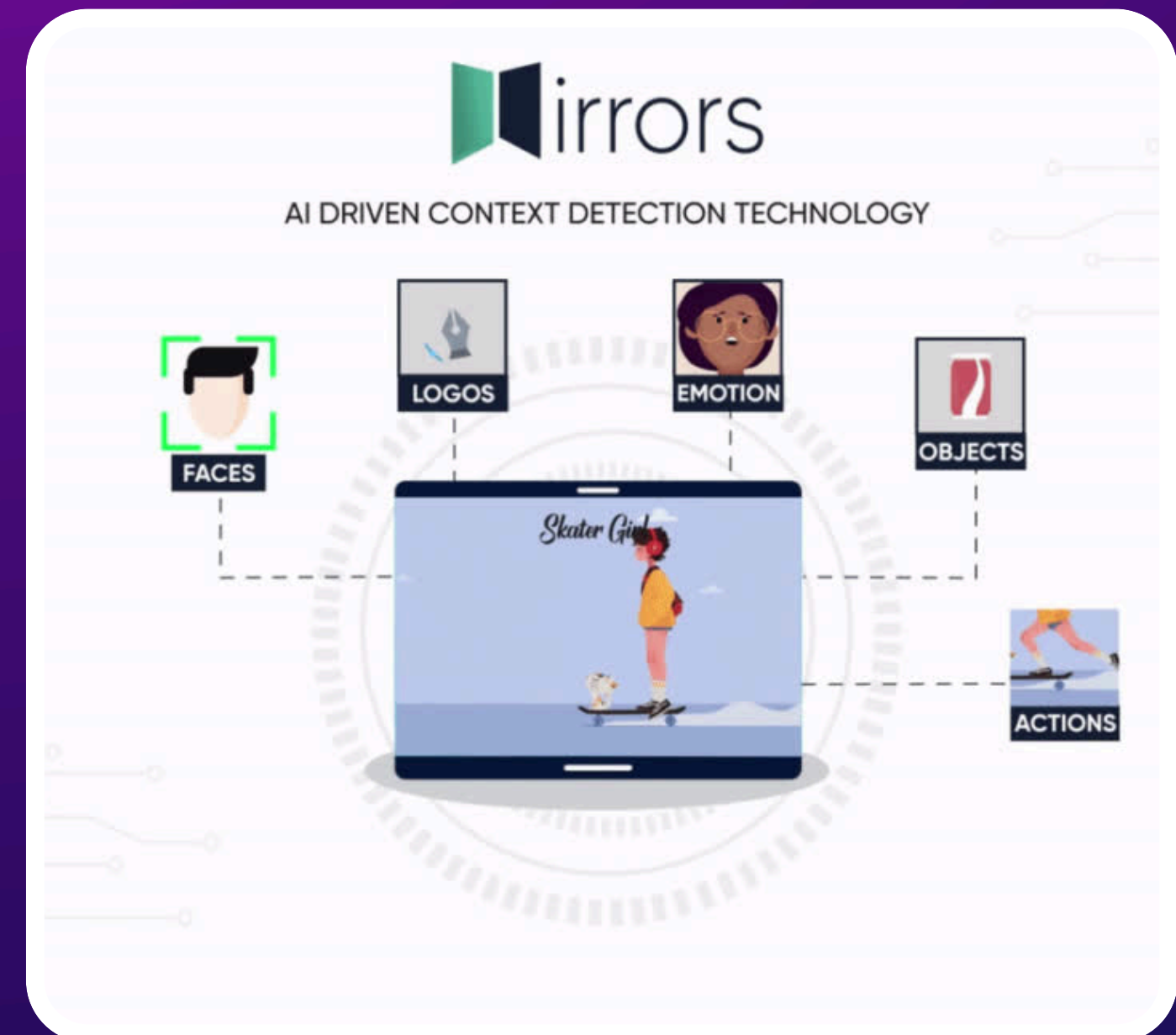




## AI CONTEXTUAL

**Silverpush's** Next Gen AI powered solution, introduces hyper contextual technology called **Mirrors**.

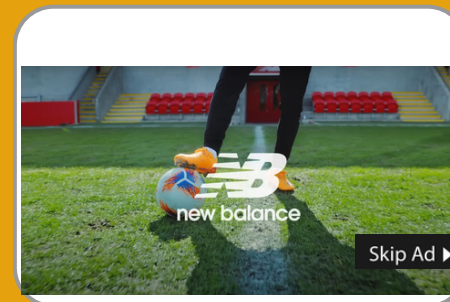
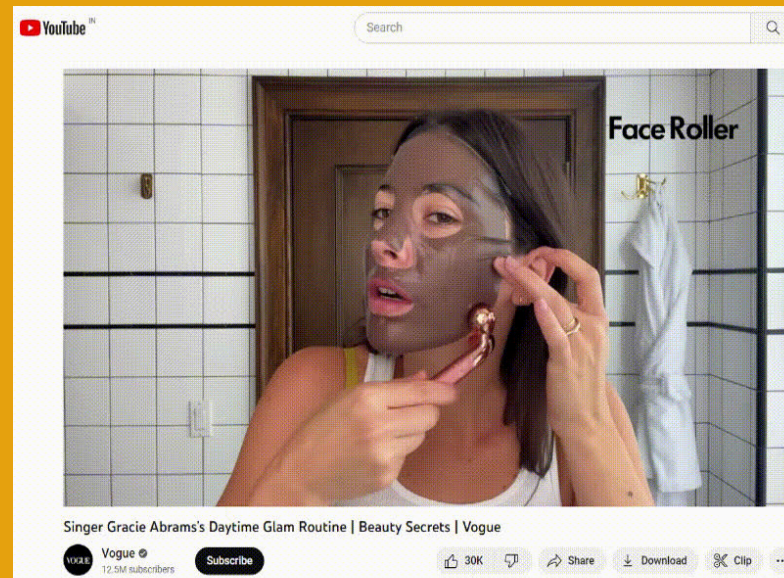
Mirrors watches (frame by frame), listens (word by word), scan through the relevant articles and analyses the semantics, allowing you to target audiences with both precision and scale, ultimately driving better brand outcomes.





# DIFFERENCE

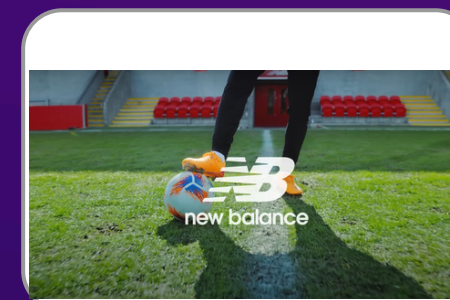
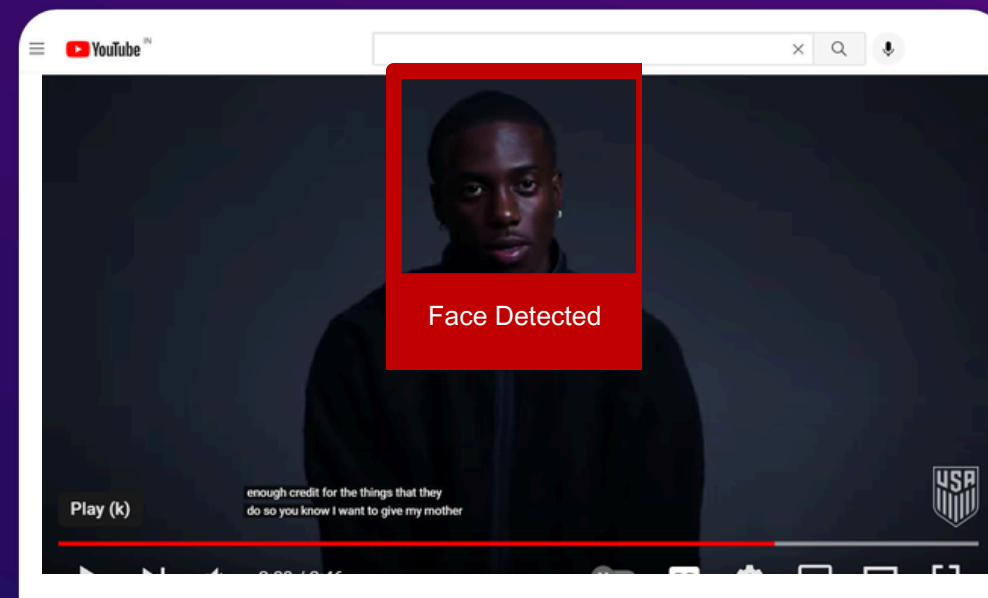
YouTube



**Affinity driven  
Hit or Miss**

**User or 3rd party data targeting  
Based on Keyword, Affinity/Audience  
Targeting  
Limited focus on brand safety  
Keyword level customisation  
Reaches broader audience**

irrors



**Here, New Balance ad  
is placed on the Tim  
Weah's video (celebrity  
faces of NB), which is  
context aligned.**

**Only places ads on relevant channels  
and videos !  
Relevant brand triggers only!  
Greater Brand safety !  
Video level custom inclusion and  
exclusion theme**

HIZEN

***Precise, Contextually relevant***



# TRIGGERS

Proposed triggers for  
SABROSO

## FACES

Faces of famous chefs &  
Pakistani food vloggers



## BRANDS

Logos of competition and  
other complimentary brands



## OBJECTS

Targeting frozen food items  
and condiments



## AUDIO/TEXT

**SHAMI**  
**CHAPLI** **SAMOSA**  
**FROZEN FOOD**  
**PATTY** **KOFTA**  
**NUGGETS**  
**COOK** **FOOD**  
**SAUCES**  
**KETCHUP**

# THE RESULTS

**SOLID RESULTS DUE TO HIGH RELEVANCY  
PLACEMENTS**





# THE RESULTS

|             | ACHIEVED        | PLANNED | BONUS |
|-------------|-----------------|---------|-------|
| IMPRESSIONS | 509,693         | 508,647 | 1,046 |
| CTR         | 0.38% (Overall) | 0.3%    | -     |
| VTR (Short) | 1.98%           | 1%      | -     |
| CLICKS      | 1,912           | 1,272   | 640   |





# HIGHLIGHTS

0.38%

OVERALL CTR OF THE CAMPAIGN

0.68%

CTR ON 15-SEC A-SKIP CREATIVE

1.98%

VTR ON SHORT CREATIVE AGAINST  
PLANNED VTR OF 1%

# TRIGGER DATA



# TOP VERTICALS

Objects WISE  
RESULTS

## 15 sec N-Skip

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 60,104   |
| CTR         | 0.68%    |
| VTR (Skip)  | -        |
| CLICKS      | 408      |

## Bumper

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 44,711   |
| CTR         | 0.29%    |
| VTR (Skip)  | -        |
| CLICKS      | 130      |

## Short

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 38,065   |
| CTR         | 0.17%    |
| VTR (Skip)  | 2.05%    |
| CLICKS      | 64       |



# TOP VERTICALS

Celebrities WISE  
RESULTS

## 15 sec N-Skip

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 59,412   |
| CTR         | 0.67%    |
| VTR (Skip)  | -        |
| CLICKS      | 400      |

## Bumper

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 44,729   |
| CTR         | 0.32%    |
| VTR (Skip)  | -        |
| CLICKS      | 144      |

## Short

|             | ACHIEVED |
|-------------|----------|
| IMPRESSIONS | 36,467   |
| CTR         | 0.1%     |
| VTR (Skip)  | 1.89%    |
| CLICKS      | 38       |