.CONTEXT

Case Study

Marks & Spencer

Using DotContext's AI contextual engine to place ads when viewers are most receptive.

www.dotcontext.ai

Gurugram, India

The Challenges

Traditional YouTube targeting relies on keywords, demographics, and past behavior. However, these signals fail to capture the real-time mindset of the viewer.

Ads appearing in irrelevant or low-quality content environments

No control over contextual brand alignment

Viewer intent changing dynamically within the same session

Premium brands requiring high-attention, premium content environments

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Objectives

- Drive awareness for the new Marks & Spencer collection
- Reach women aged 25–35 with cost-efficient reach
- Achieve high viewer attention (VTR benchmark: 75%)
- Align with premium fashion, lifestyle, and shopping content

DotContext Strategy

Brief analysis → **Data Extraction** → **Intent Categorization** → **Contextual Scoring** → **Dual AI Firewall**

AI-Powered Contextual Whitelisting on YouTube

DotContext scans YouTube videos *frame-by-frame* and ensures ads are delivered only within brand-aligned content environments, including:

- Fashion and styling content
- Travel and lifestyle videos
- Premium living and shopping intent content
- Seasonal trends and luxury discovery content

This ensures the brand message appears as the next logical step in the viewer journey, not as an interruption.

The Result ?

Benchmark-Beating Performance

VTR
vs benchmark
12%

CTR
vs normal setup
8X

Bounce Rate
vs normal setup
24%

DotContext delivered benchmark-beating attention in premium contextual environments, translating awareness into meaningful viewer action on YouTube.

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Thank You

For Your Attention

DotContext - Youtube Contextual engine