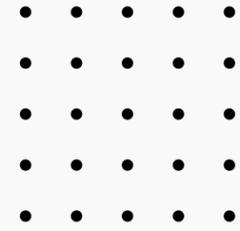


**CONTEXT**



# Case Study

## Marks & Spencer

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



MARKS &  
SPENCER

# 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**



# 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

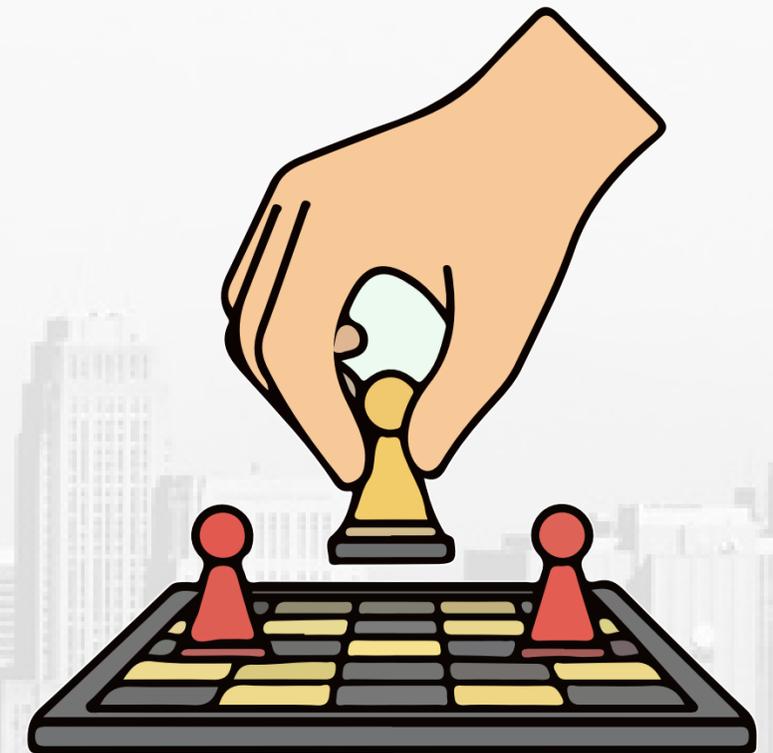


## AI-Powered Contextual Whitelisting on **YouTube**

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

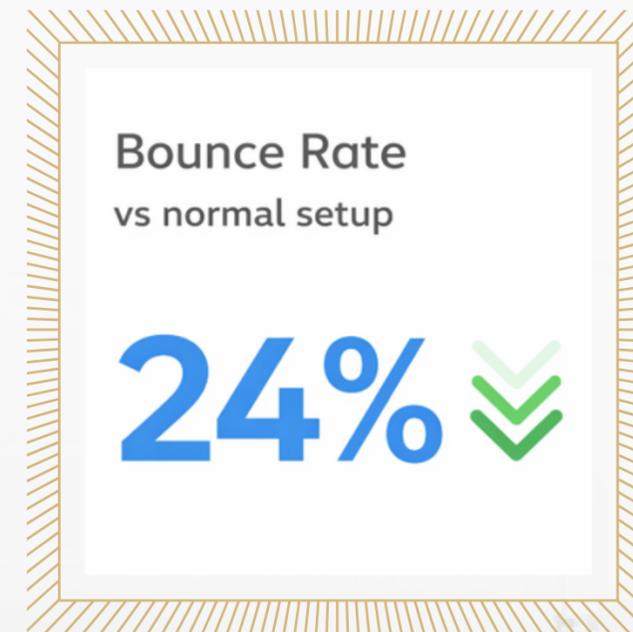
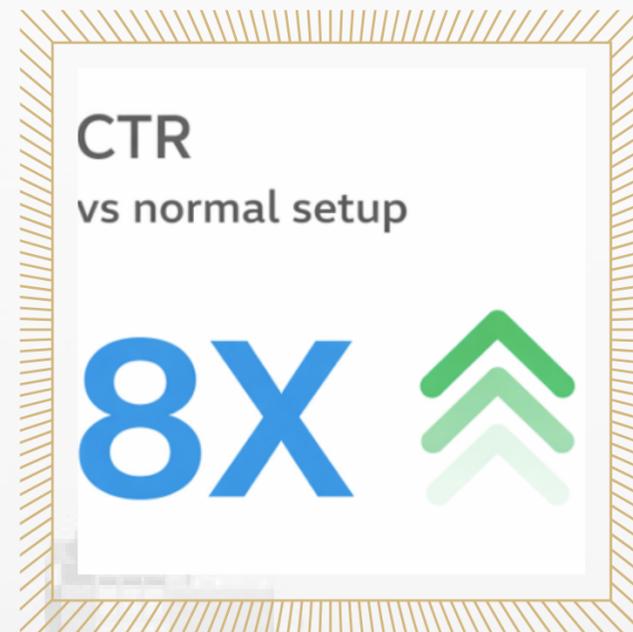
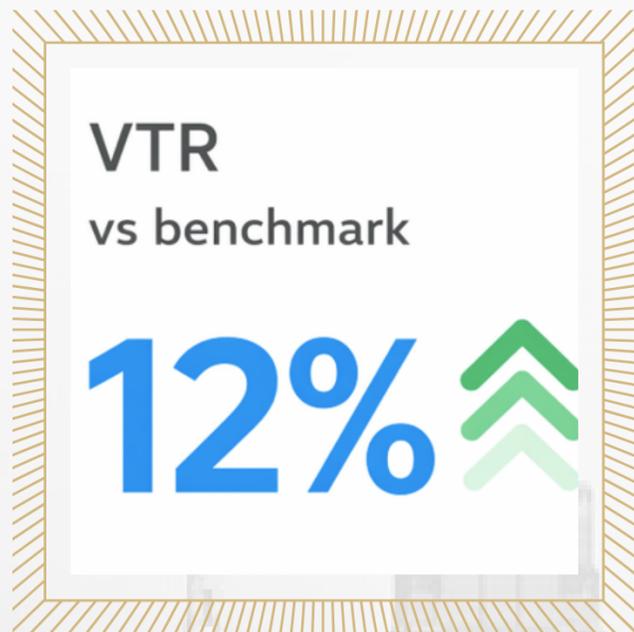
- Fashion and styling content
- Travel and lifestyle videos
- Premium living and shopping intent content
- Seasonal trends and luxury discovery content

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



# The Result ?

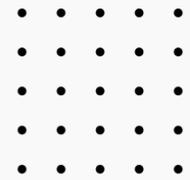
## Benchmark-Beating Performance



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



**CONTEXT**



# Thank You

**For Your Attention**



 **DotContext - Youtube Contextual engine**

A photograph of a Marks & Spencer store entrance. The store name "MARKS & SPENCER" is visible on the building facade. The entrance has large glass windows showing the interior. A large, stylized red speech bubble with a white outline and three red dots is overlaid on the right side of the image, partially obscuring the store entrance. The background shows a city skyline with various buildings.

MARKS &  
SPENCER