

**Basis**<sup>®</sup>  
Technologies

# Empowering Responsible Advertising

PRESENTED BY

**nobl**



TODAY'S PRESENTERS



**Cedar Milazzo**

CEO and Founder



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Chief Purpose Officer





The first brand responsibility engine.

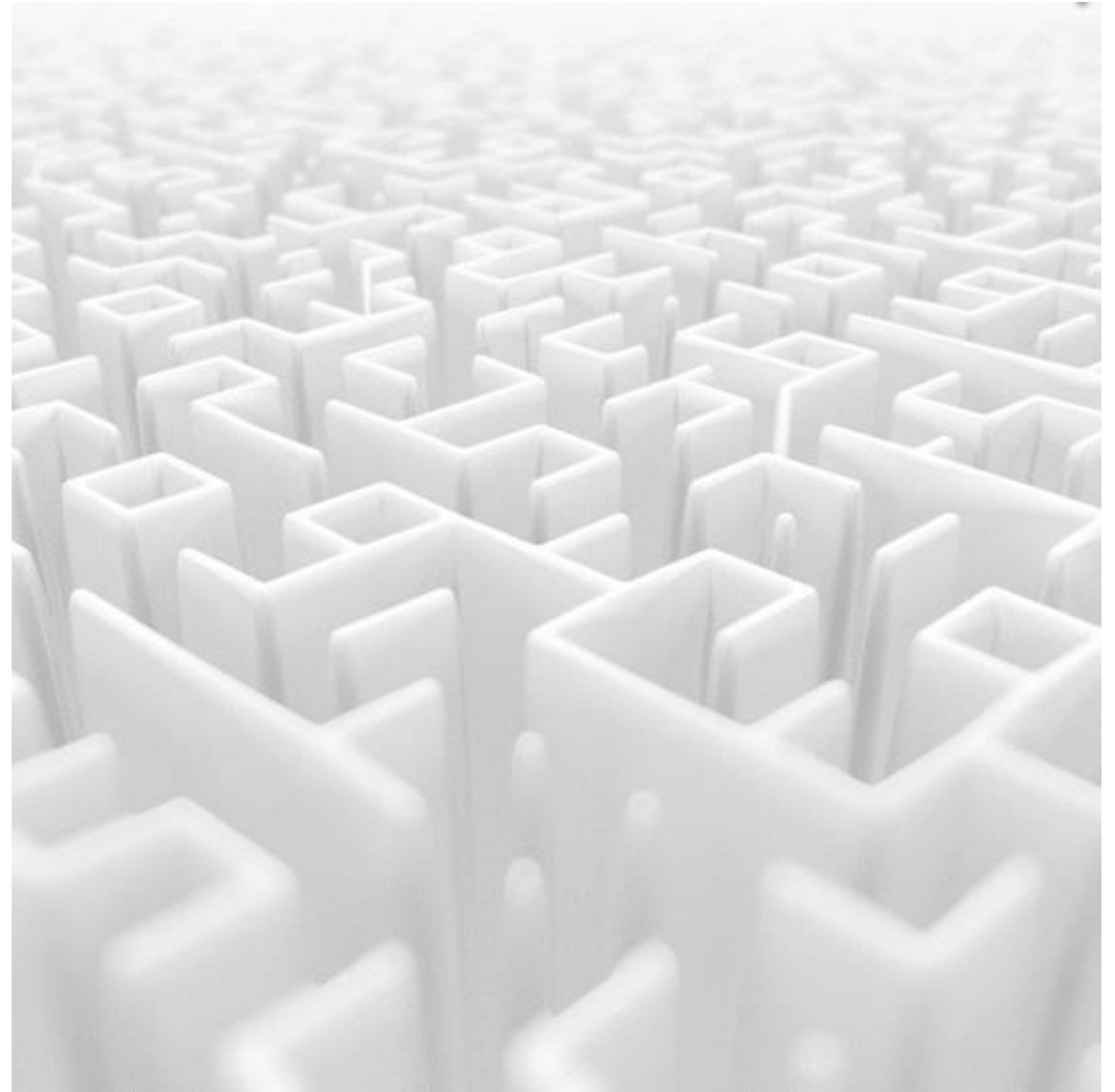


What is advertising responsibility?



How do you become a  
responsible advertiser?

It hasn't been easy.





# The Invasion of Ukraine: A Case Study

MARKETING BREW

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## Ads from major brands are running on news sites owned by, or linked to, the Russian government

According to Business Insider, ads for companies ranging from Allbirds to Progressive are showing up on sites spreading Russian propaganda.

NEWS >

## Media agencies struggling to keep brands advertising around bleak Ukraine news cycle

By [John McCarthy](#) - March 1, 2022

NiemanLab PREDICTIONS FOR JOURNALISM 2022

## The year advertisers stop boycotting news

— [Gordon Crovitz](#)



Introducing NOBL.

The First Credible Content Targeting Solution.



No keyword blocks.

No third party data.

Just the language and structure of a page.



# What makes NOBL...NOBL?



Dr. Elizabeth Earle  
Chief Scientist

Credibility

Opinion/Agenda

Hyperpartisan

Clickbait

Sentiment

Conspiracy

Responsiveness

Content Length





Ad Load

Ad Refresh Rate

Publisher Reputation

Does being responsible  
mean sacrificing  
performance?

Quite the opposite.

Platform	Cost per acquisition
 Facebook	\$0.10
 Youtube	\$0.09
 Twitter	\$0.07
 NOBL	<b>\$0.03</b>

## One-Click Activation inside Basis UI

General

TARGETING

Location

Device

Audience

Contextual

Video

INVENTORY

Viewability

Optimization

Exchange

Domain

Private Marketplace

Brand Protection

Segment Brand Protection Set

Filter Search segments...

SEGMENT	TYPE	
> <u>Comscore Content Activation</u>		
> <u>DoubleVerify</u>		
> <u>GrapeShot</u>		
> <u>NOBL</u>		
<u>Safety Through Credibility Targeting</u>	Web	<input checked="" type="checkbox"/>
> <u>Peer39</u>		
> <u>Pre-Bid by Moat</u>		

# Let's change advertising for good.

For more information, please contact us: [hello@wearenobl.com](mailto:hello@wearenobl.com)

# Q+A

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