

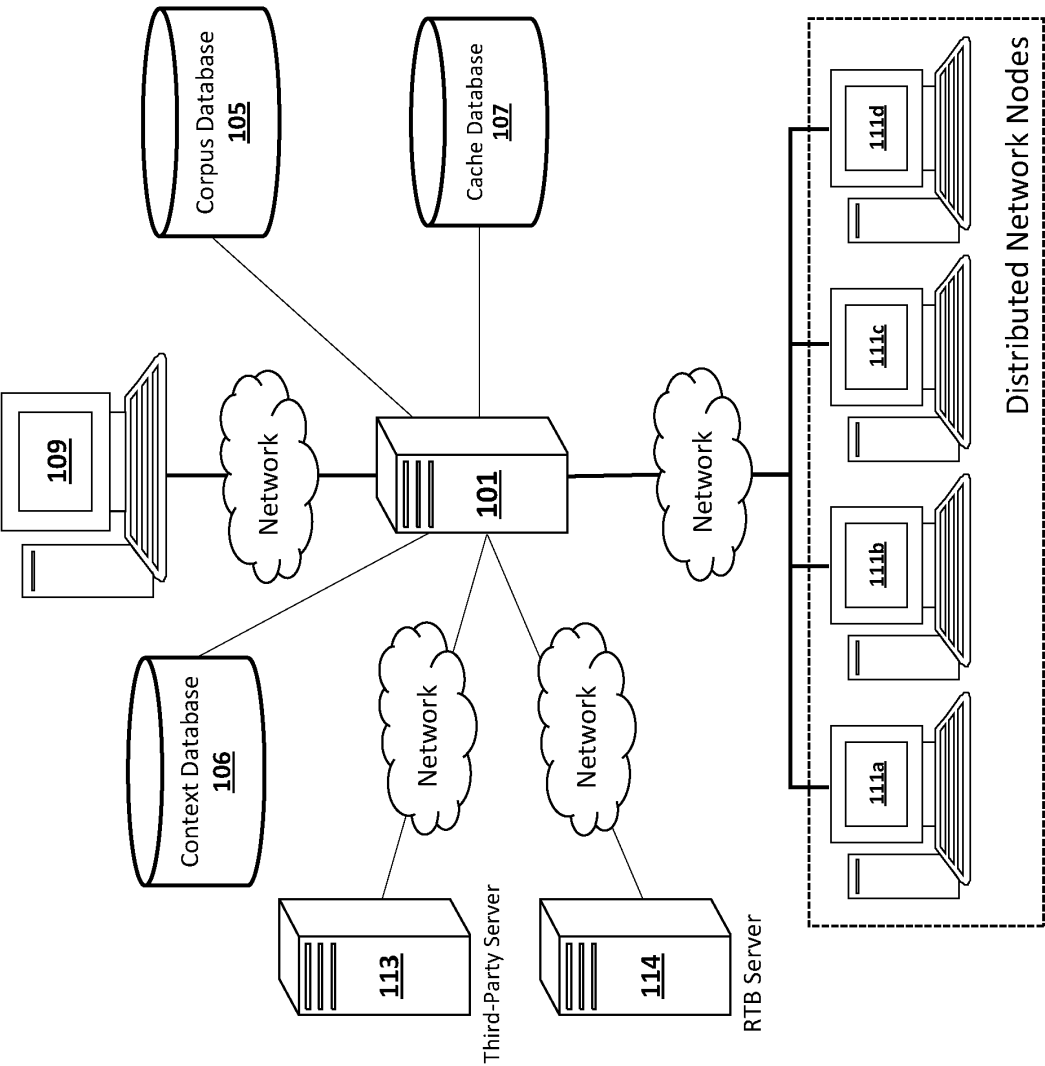


FIG. 1

200 ↗

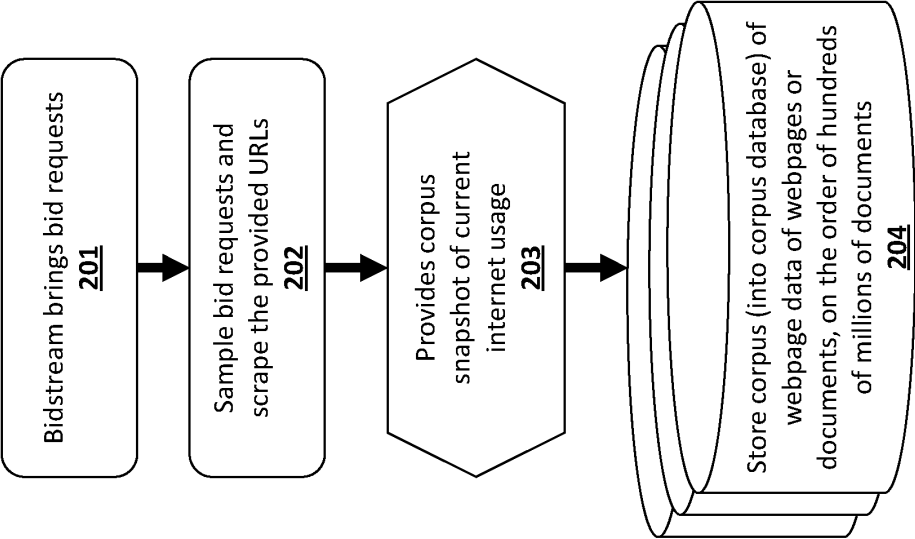


FIG. 2

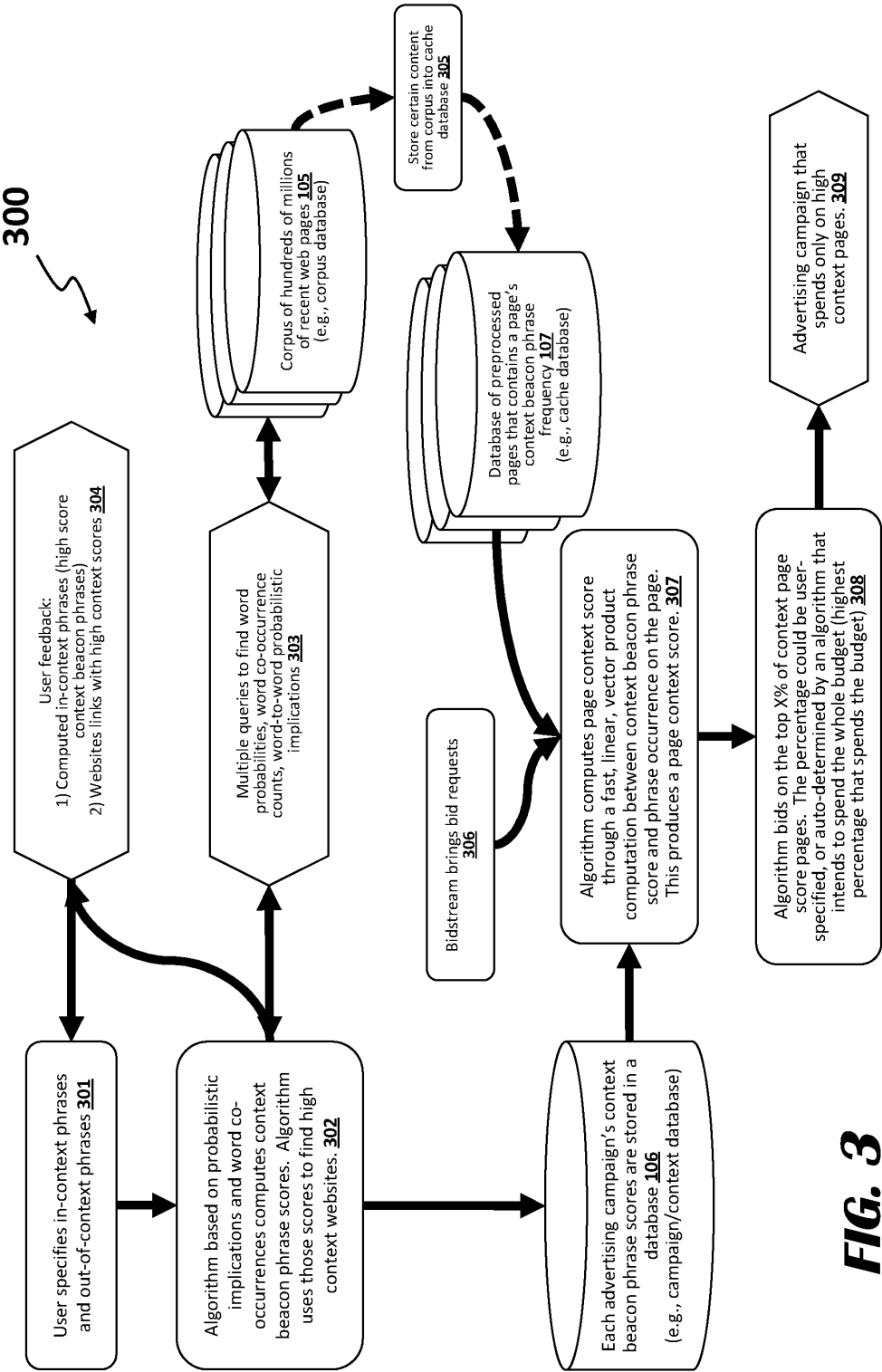


FIG. 3

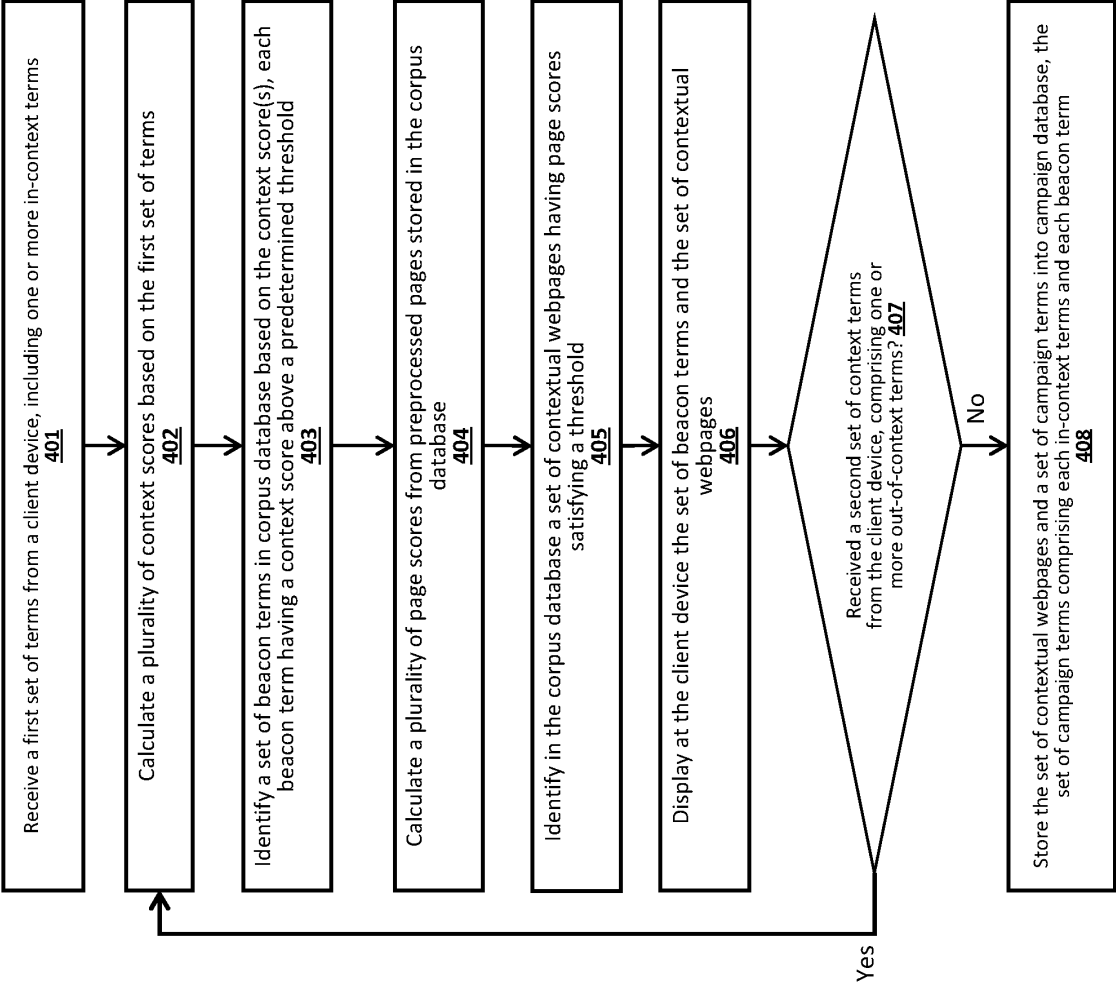


FIG. 4

500

Edit Campaign

Frost Bank Loans - 3rd Party Audiences (Home Equity Loans) L.

Non-Active ▾

Cancel

Submit

Goal

Organization

Creatives

Options

Targeting

Strategy

Page Context AI ?

Request Pre-Clicking which is a different option would be:

- Input in context and/or out of context phrases
- Click Compute
- Review relevant in context phrases and URLs

In Context Phrases (Relevant Phrases)

java coffee

Out of Context Phrases (Nonrelevant Phrases)

Separate phrases with Commas or Enter Key.
Capitalization matters.

2/200070

Compute

Loading

Clear All

Device and Supply Types ?

All Device and Supply Types (Recommended)

Custom

Advanced Options

Domain Exclusion List ?

realistquarter.com
foo.com

FIG. 5

600

Edit Campaign Front Desk Loans - 3rd Party Audiences (Home Equity Loans) L.

Submit

Cancel

More Actions »

Goal	Organization	Creatives	Options	Targeting	Strategy
- Input in context and/or out of context phrases - Click Compute - Review relevant in context phrases and URLs					0/20

2/20

Compute

Relevant Contextual Phrases

brew coffee java drinkers coffee maker reusable caffeine espresso AeroPress cold brew

Relevant Contextual URLs

<https://maruhale.com/shopping/deal-3d-inswing-it-dual-coffee-maker-deal>
<https://www.cnet.com/news/how-to-cold-brew-coffee-maker-review>
<https://www.hometogranda.co/aeropress-coffee-maker-review>
<https://www.gla.com/story/the-best-cold-brew-coffee-makers>
<https://www.acouplecooks.com/aeropress-espresso>
<https://www.shutterstock.com/food-and-recipes/articles/202168/store-bought-cold-brew-coffee-making/amp>

1 The URLs shown are just a sample of domains where your ads may appear, based on the context you set. These are not absolute — they are meant for you to determine if the initial content is correct. Once the majority of the URLs generated are relevant, your contextual targeting is ready to launch.

Chirp Ad

FIG. 6

700



Edit Campaign

Frost Bank Loans - 3rd Party Audiences (Home Equity Loans L)

More Actions ▾

Cancel

Submit

Goal	Organization	Creatives	Options	Targeting	Strategy
Video Smart Targeting & Brand targeting. Show AdUnit will automatically expand audiences that match your interests & intent based on:					

> Exclude Customers

Page Context AI ?

Adjust the following settings to improve results

- Input in context and/or out of context phrases
- Click Compute
- Review relevant in context phrases and URLs

In-Context Phrases (Relevant Phrases)

java coffee

Out-of-Context Phrases (Nonrelevant Phrases)

programming language

7/20

7/20

Relevant Contextual Phrases

Relevant Contextual URLs

[https://www.consumersearch.com/kitchen/best-cold-brew-coffee-makers](#)

FIG. 7



Edit Campaign

Frost Bank Loans - 3rd Party Audiences (Home Equity Loans) [...]

More Actions ▾

Cancel

Submit

Goal	Organization	Creatives	Options	Targeting	Strategy
Page Content AI ? Show the following steps to further refine results. - Input in context and/or out of context phrases - Click Compute - Review relevant in context phrases and URLs			java coffee x 2/20	Out of Context Phrases (Relevant Phrases) programming language x 1/20	
Compute					
Relevant Contextual Phrases carafe pourover coffee maker psst nightstand scalding smudge keurig barista cold brew					
Relevant Contextual URLs https://www.consumersearch.com/kitchen/best-cold-brew-coffee-makers https://mashable.com/shopping/dec-30/keurig-k-duo-coffee-maker-deal https://www.cnet.com/reviews/low-cold-brew-coffee-maker-review/ https://www.mynrecipes.com/extra/rispy/mcdonalds-cold-brew-but-not-really https://www.gq.com/story/the-best-cold-brew-coffee-makers https://www.cnet.com/reviews/low-compact-cold-brew-coffee-maker-preview https://www.theofficemaven.com/best/cold-brew-coffee-maker					

The URLs shown are just a sample of domains where your ads may appear based on the context you set. These are not absolute — they are meant for you to determine if the initial context is correct. Once the majority of the URLs generated are relevant, we recommend running more iterations to reach a target.

FIG. 8