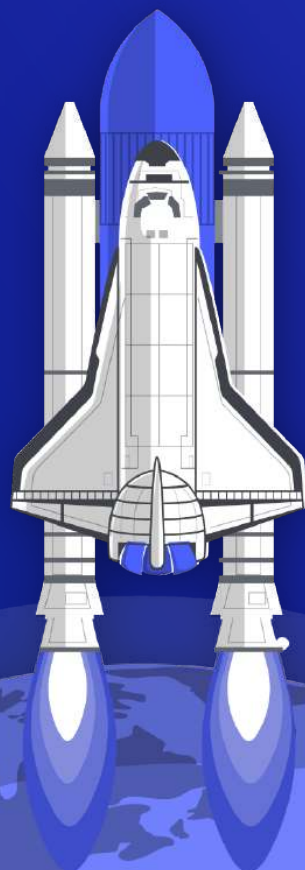




Migrating from Oracle's Grapeshot Contextual Solution to **4D's Advanced Contextual Solution.**





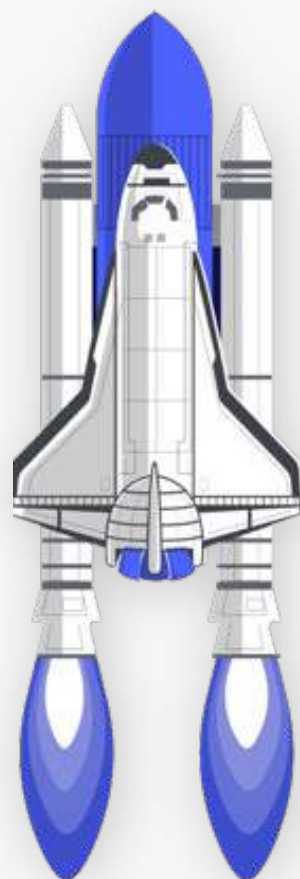
Dynamic Targeting. Real-Time Optimizations. Leverage Advanced AI. Boost Performance.

Migrating your existing and future campaigns from Oracle to a new solution doesn't have to be complicated. 4D, developed by former Oracle employees & industry experts, offers advanced contextual targeting and real-time optimizations and analytics. We understand the intricacies involved, allowing us to support you in your seamless transition.

This guide will help you activate contextually targeted campaigns with the latest and greatest technology from 4D. Our user-friendly platform enables real-time optimization and provides actionable contextual insights to enhance business outcomes.

No contract or account setup is required. Your segments can be made available to all major DSPs the same day, often immediately. Additionally, you can leverage our complimentary analytics services to gain a deeper understanding of your campaign performance at no extra cost.

Read on to discover our straightforward migration process and learn how to get started today.





Migration: Targeting



Standard Contextual Segments

Contextual segments that operate as a catch-all for industry topics that meet the general needs of brands and advertisers.

Advanced Contextual Segments

Combine individual Keywords with Topics that align to IAB taxonomy with over 250+ categories, including brand presence, to select from. Ensure you are reaching consumers with your message in content that aligns with your brand in the right place and at the right time.

Standard Brand Safety

Avoids context harmful to a brand or advertiser. Standard brand safety topics:



Brand Safe & Suitable

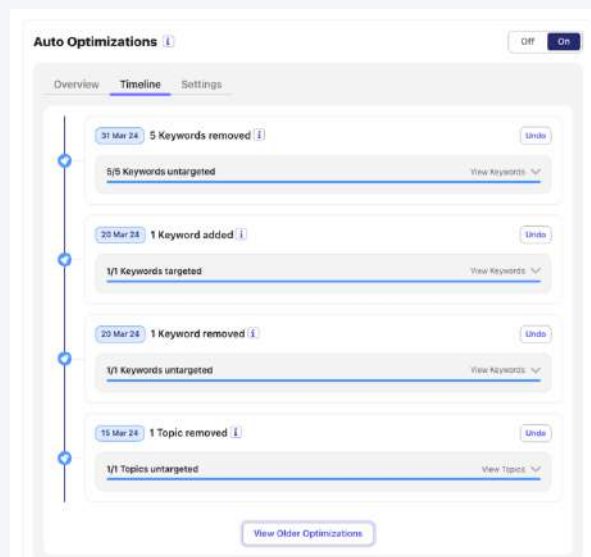
Utilize a pre-determined set of 'dirty dozen' brand safety topics that are always implemented to ensure maximum protection and avoidance within deals. Apply custom keyword blocking as well to ensure that brand safety strategy is flexible and nimble, along with easily adaptable to in-the-moment current events.

Enhancement: Analytics



4D Analytics + Auto Optimize

We've built analytics for contextual. 4D was built with actionable insights in mind, and we provide Insights and auto-optimization on all contextual buys. Implement the 4D javascript tag or send log files and set a campaign goal to actively optimize towards the best performing contextual themes for your campaign.



Examples: Analytics



CTR Optimisations ?

4/182 optimizations applied

Apply All Optimizations

Action | Target 103 new topics, including 'Automotive (General)', 'Buying & Selling' and 'Automotive Hybrid and Electric'

Apply Optimization

Improvement | Content featuring these topics had a CTR of 25%, 3,868.25% greater than the report average

4/103 topics targeted

Show topics ▼

Action | Target 79 new keywords, including 'buick riviera', 'c-class coupe' and 'cabriolet'

Apply Optimization

Improvement | Content featuring these keywords had a CTR of 3.85%, 511.11% greater than the report average

0/79 keywords targeted

Show keywords ▼

Medium Scale



Total Cost
\$0.50 CPM

Save Optimizations

Topic Themes ?

Impression Share **Highlights** Table

Top By Impressions



Automotive

Impressions: **702k**
CTR: **0.77%**
View Rate: **77.12%**

Automotive	702k
Books & Literature	598k
Business & Finance	589k
Careers	574k

Top By CTR



Personal Finance

Impressions: **92k**
CTR: **0.97%**
View Rate: **70.31%**

Personal Finance	0.97%
Environment	0.97%
News & Politics	0.97%
Average	0.8%

Top By View Rate



Education

Impressions: **450k**
CTR: **0.63%**
View Rate: **79.49%**

Education	79.49%
Automotive	77.12%
Environment	77.04%
Average	69.44%

Medium Scale



Total Cost
\$0.50 CPM

Save Optimizations

Topic Themes ?

Impression Share **Highlights** Table



CTR Off On

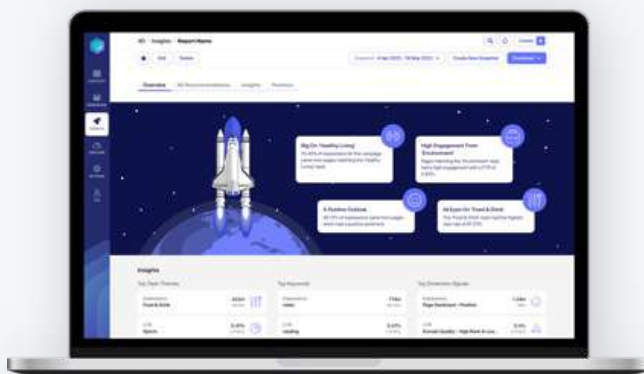
Fewer Impressions More Impressions

Medium Scale



Total Cost
\$0.50 CPM

Save Optimizations



Let us support you in seamlessly migrating from Oracle's Grapeshot to 4D and experience real-time contextual optimizations and analytics.

We are dedicated to ensuring a seamless transition from Oracle's Contextual Targeting Solution to 4D, offering best-in-class services tailored to your needs. Founded and developed by former Oracle experts, 4D has a data-driven foundation and has been purposefully designed to deliver business outcomes that truly matter.

Category setup is directly matched to 4D's pre-bid controls across Keyword (Inclusion/Exclusion), Brand Safety and Suitability (GARM/IAB), and Contextual Targeting for Display, Video (and YouTube), and Mobile Apps. These will seamlessly migrate and go-live on the same day within the DSP of your choice.

Additionally, we offer complimentary analytics services to all transitioned clients. These analytics will enhance your understanding of campaign performance, enabling you to optimize in real-time while providing actionable insights to improve business outcomes.

We are also pleased to honor Oracle's Contextual Targeting rates. Our commitment to providing exceptional value to all new clients comes at no extra cost.

[GET STARTED TODAY](#)

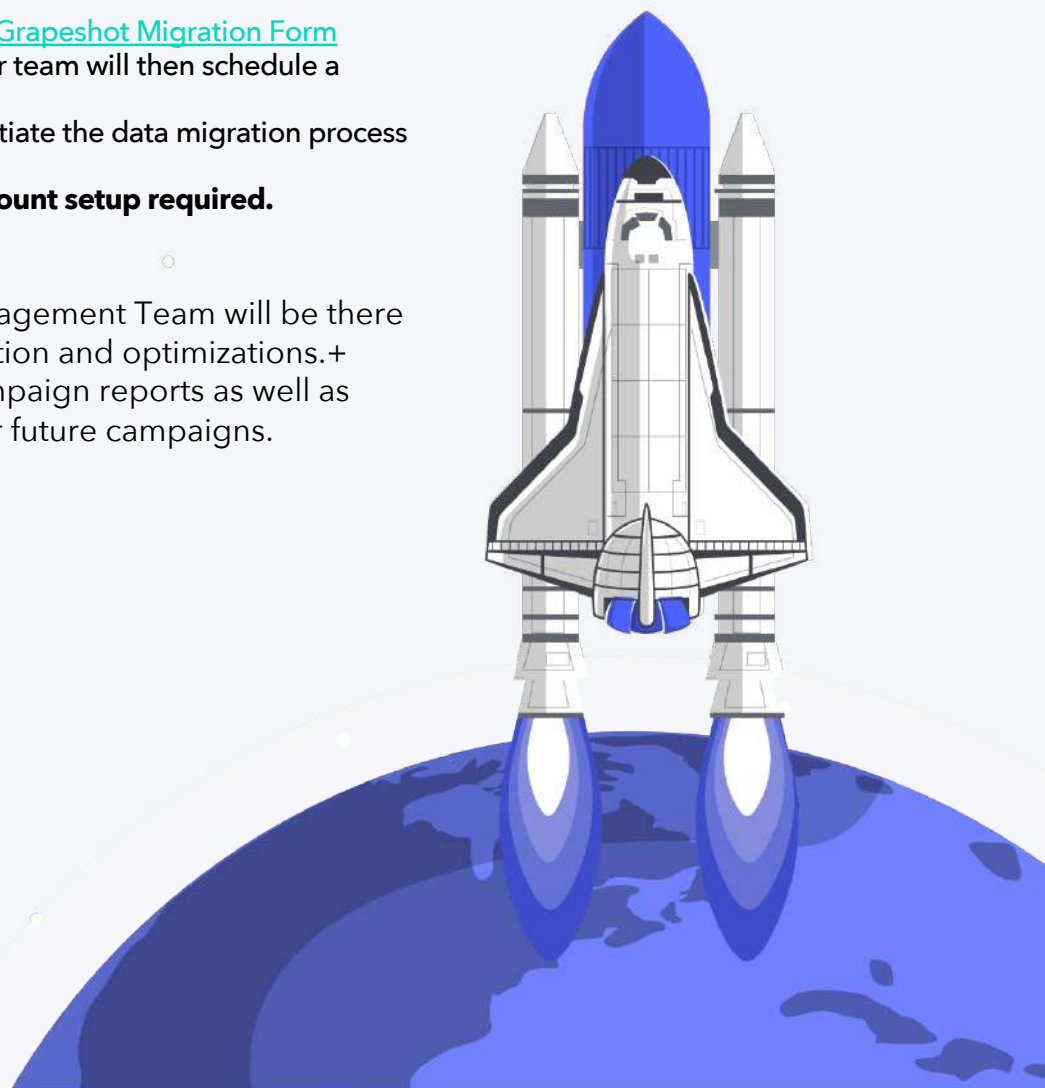
Transition in three easy steps:

To migrate your Grapeshot pre-bid categories without friction or interruption. Simply:

- Fill out the [4D - Grapeshot Migration Form](#)
- A member of our team will then schedule a consultation
- Our team will initiate the data migration process

No contract or account setup required.

4D Account Management Team will be there for you for activation and optimizations.+ provide post campaign reports as well as strategy ideas for future campaigns.





FAQs

What languages does 4D support?

English, French, German, Italian, Portuguese, Spanish, Swedish across both Display and Video

What channels does 4D support?

All web inventory: display or video (OLV, CTV, YouTube, Display, native)

What seasonal categories does 4D offer?

Black Friday/Cyber Monday, Holiday Shopping, New Years Eve, Christmas, Thanksgiving, Hanukkah, Boxing Day, Celebration Season (Memorial Day, Mothers Day, Fathers Day, Graduation), Halloween, Independence Day, March Madness, Olympics, Super Bowl, Easter, and many more

What vertical categories does 4D offer?

Automotive	Movies
Books & Literature	Music & Audio
Business & Finance	News & Politics
Careers	Personal Finance
Celebrities	Pets
Education	Real Estate
Environment	Religion & Spirituality
Events & Attractions	Science
Family & Relationships	Shopping
Food & Drink	Sports
Gambling & Betting	Style & Fashion
Healthy Living	Technology & Computing
Hobbies & Interests	Television
Home & Garden	The Arts
Luxury Goods	Travel
Medical Health	Video Gaming



FAQs Continued:

What elements does 4D take into account to contextualize pages?

4D combines the latest enhancements in AI and computer vision to contextualize webpages and video content. By focusing on the core content of webpages, and the actual images, audio and meta data of videos, we're able to accurately classify content into the most appropriate advertising Topics, including exciting new advertising themes like Brand presence.

What self-serve tools does 4D offer?

4D created a contextual targeting and insights platform specifically to be an easy to use and self-serve experience for teams to Plan, Build, and Manage custom campaign strategies that can be delivered to any DSP. This platform also includes Insights reporting to track campaign performance along with understanding the content tied to delivery across the web.

Migrate Today:

Fill this [form](#) and let us take it from there.

Our dedicated account team is here to support you at every step. If you have any questions or concerns, reach out to us at info@weare4d.com

