



# eyeota

**NEW**

## Eyeota Contextual Overlay



Amplify audience targeting with dynamic contextual signals.

**Eyeota Contextual Overlay** bolsters audience targeting with signals that identify the real-time content consumption of your target audiences.

Eyeota pinpoints the daily consumption patterns across a variety of verticals including auto, insurance, finance, parenting, and health, to target consumers with content that aligns with those interest categories.

Eyeota Contextual Overlay allows you to deepen engagement beyond your targeting efforts, without relying on third-party cookies.

### How do I get started?

**Eyeota Contextual Overlay** is a **complementary solution** for campaigns powered by Eyeota audiences. It requires a simple macro implementation on creatives targeting any Eyeota segment and is currently available on select demand-side platforms, Google DV360 and Xandr.

**Ready to activate?** Contact your Eyeota account manager or our audience specialists at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) today!

