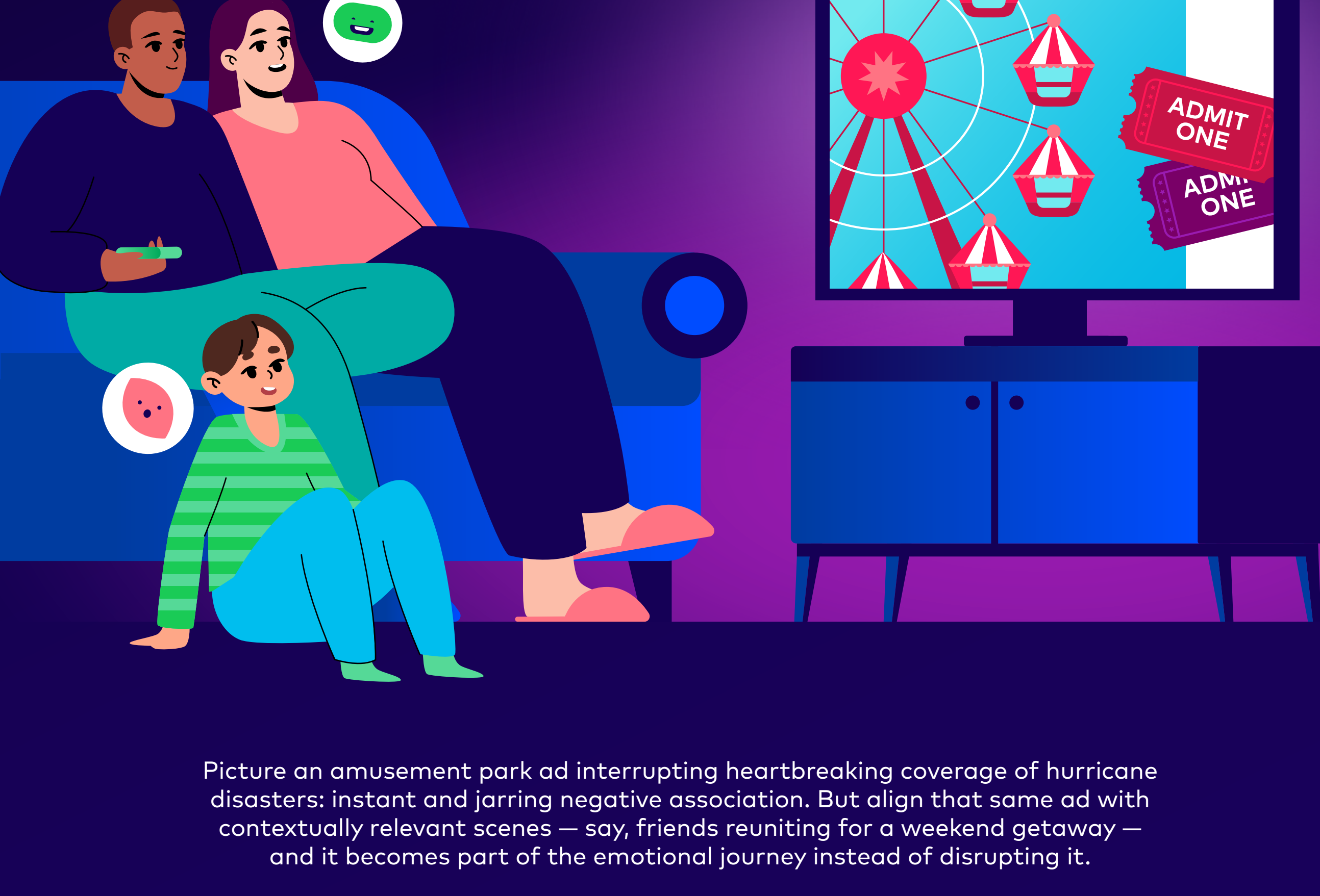


THE CONTEXT ADVANTAGE: From Awareness to Sales, Emotion Wins

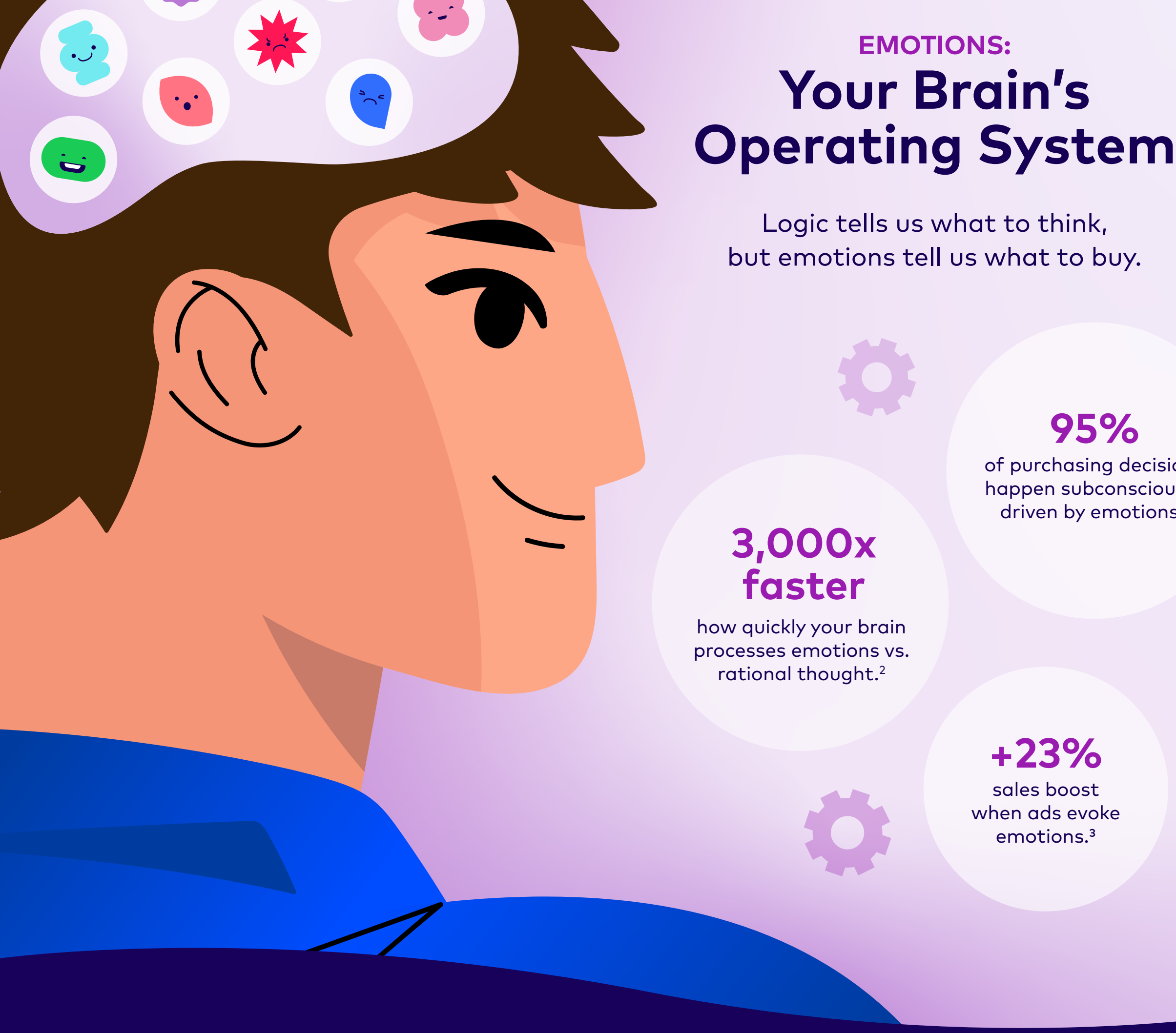
Your customers aren't just streaming TV — they're feeling it.

Savvy advertisers already know emotions drive results, but where most brands stumble is placing ads without considering the emotional state of their audiences.



Picture an amusement park ad interrupting heartbreaking coverage of hurricane disasters: instant and jarring negative association. But align that same ad with contextually relevant scenes — say, friends reuniting for a weekend getaway — and it becomes part of the emotional journey instead of disrupting it.

The payoff? Performance gains that cascade from awareness all the way to sales.

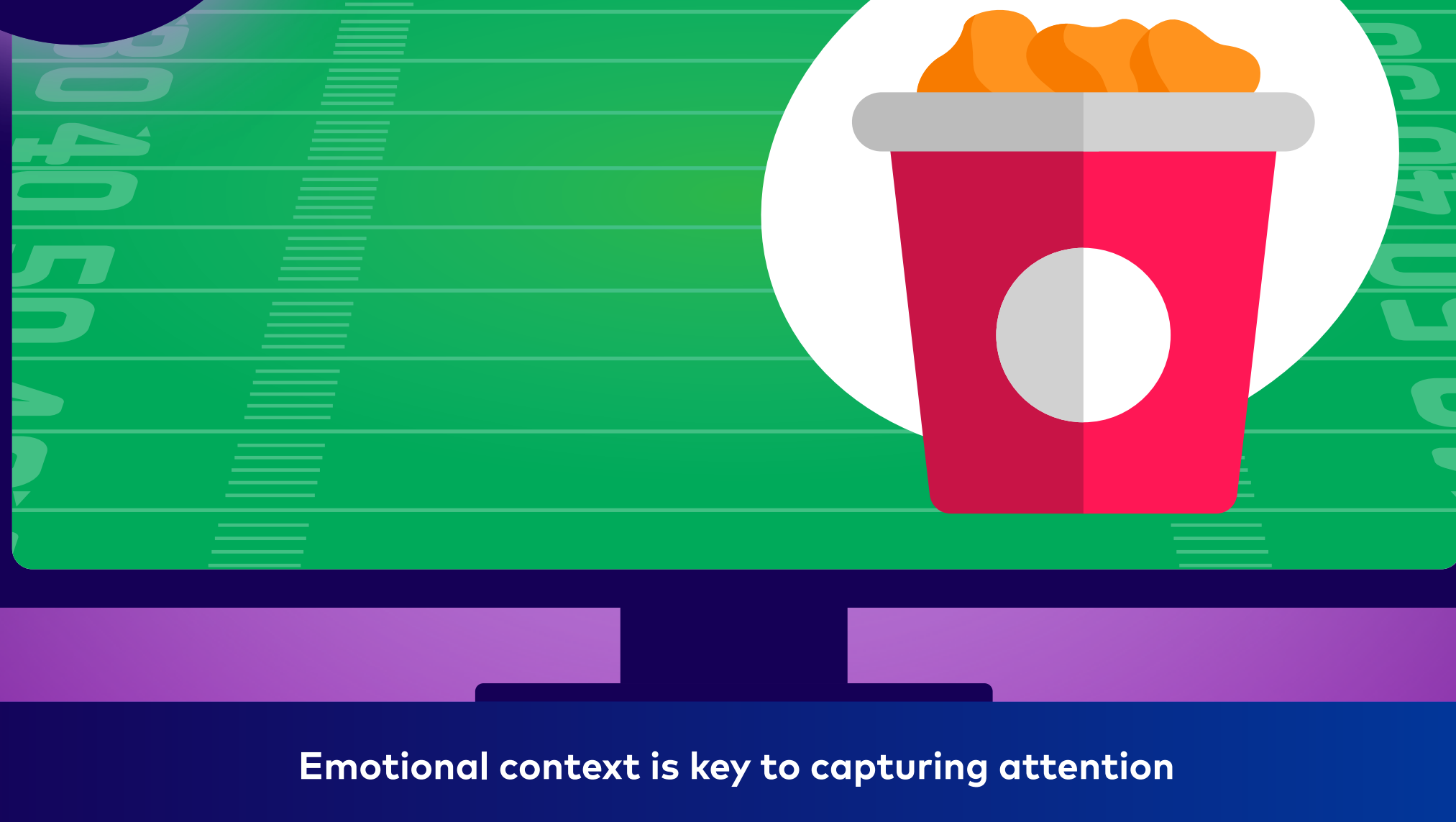


Emotions are Streaming TV's Untapped Opportunity

When ads tap into how audiences are feeling, they transform into stories that inspire.

DID YOU KNOW?

57%
of TV ads get ignored.⁴



Emotional context is key to capturing attention

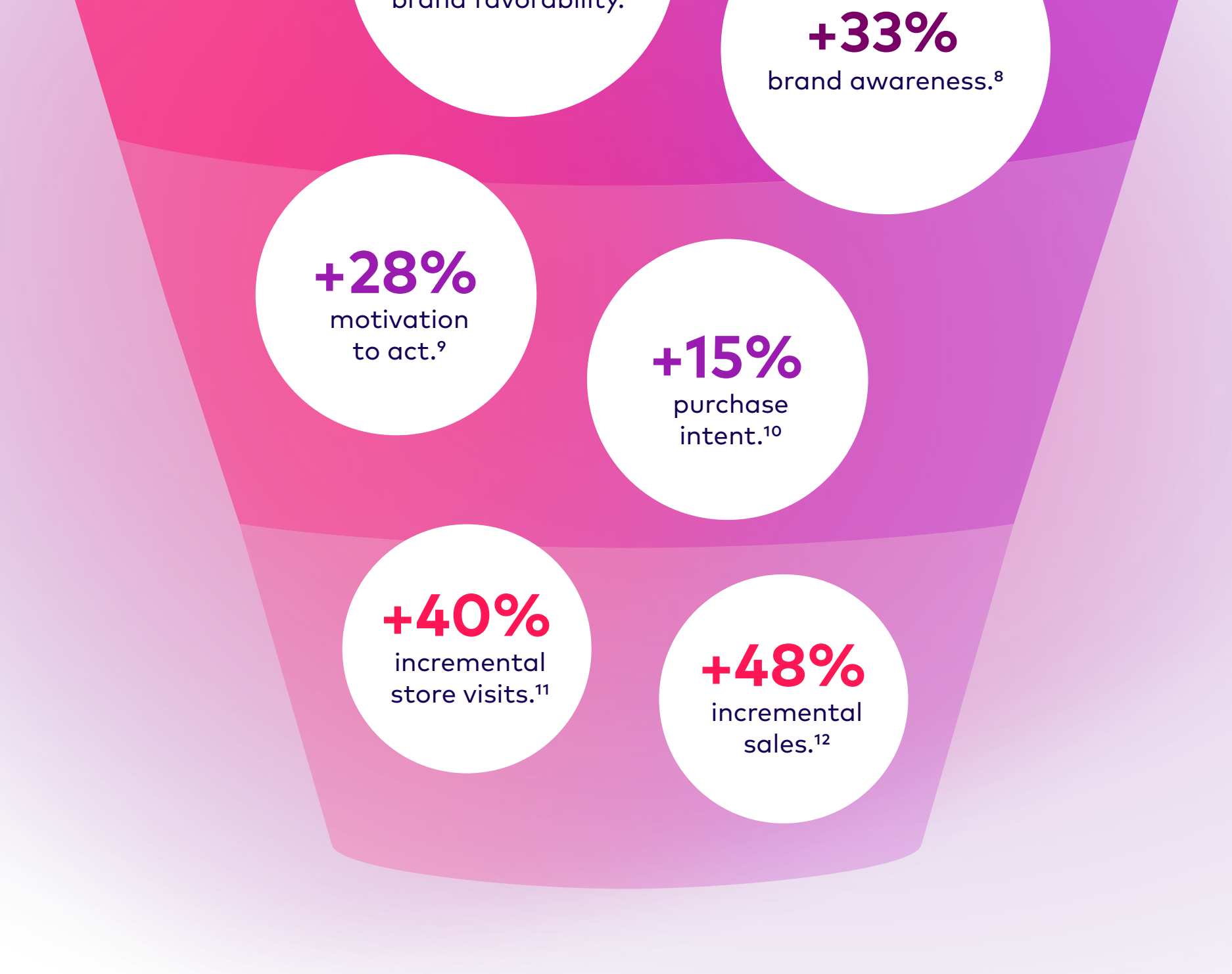
2.4x
increase in
attention.⁵

40%
more
memorable.⁶

2-3x
more likely
to convert.⁶

FULL-FUNNEL IMPACT: Emotional Targeting Works Across Every Metric

Aligning ads with scene-level emotions bridges the attention gap between the shows people are watching and the commercials that interrupt that experience, making ads less intrusive and more effective at every stage.



wurl

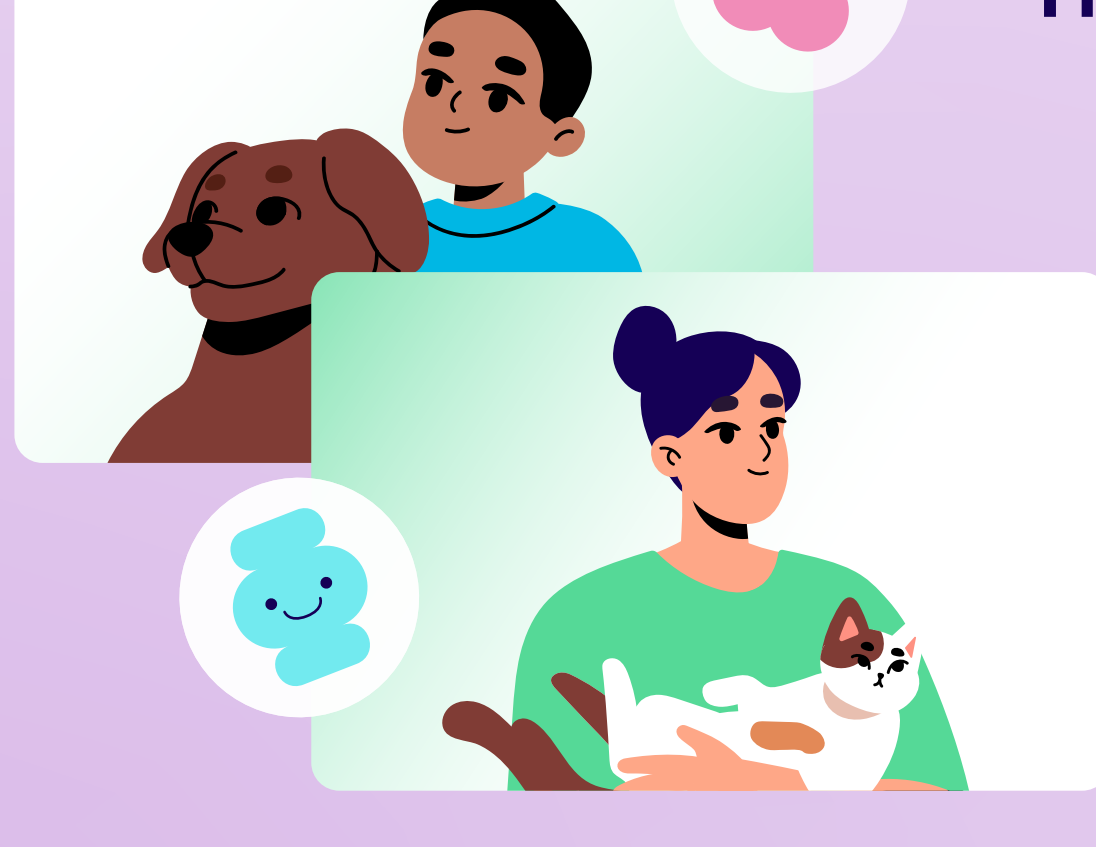
Next-Gen, Scene-by-Scene Contextual Targeting

While others guess where and when to place ads for maximum impact, Wurl knows every scene's emotional DNA.

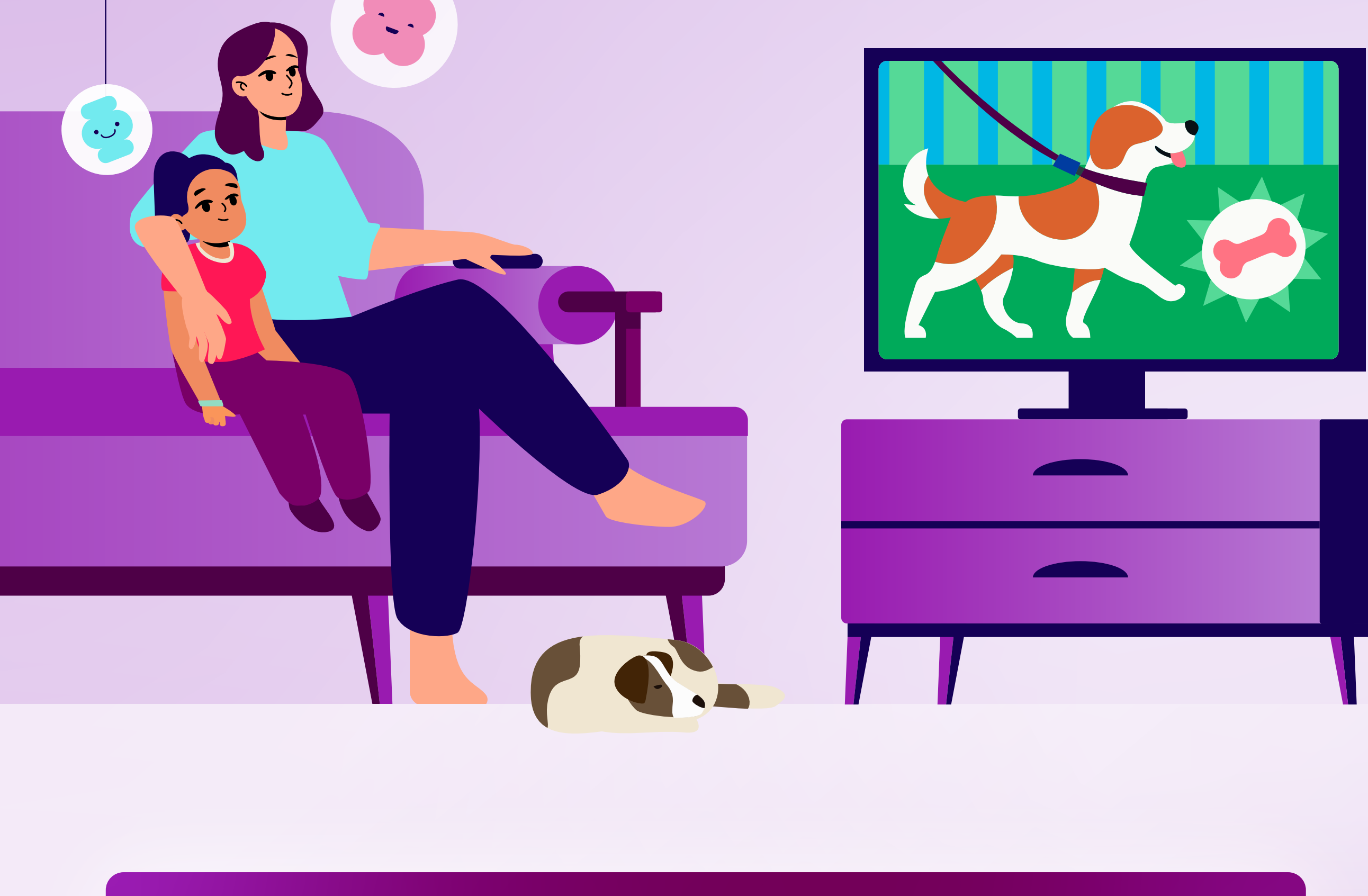
1 GenAI scores your creative based on the intensity level of eight primary emotions.



2 The same tech breaks down content scene by scene, also scoring the emotions each moment evokes.



3 Ad delivery is matched to the mood, targeting the moments most likely to resonate with viewers.



Watching TV is an emotional experience — use it to your advantage.

When your ad feels like part of the moment, it yields stronger results, all the way down the funnel.

[Schedule a demo](#)