

What is Koveri™ Context?

Koveri™ Context is a monetization solution for your ad space. Koveri™ Context provides a fine analysis of your web pages and allow you to get more income from advertisers by delivering precise market segments.

How does it work?

You sign a partnership agreement with XiKO and allow an analysis of your inventory.

XiKO qualifies your webpages with its semantic engine and identifies the context and segments of your ad space.

Take advantage of Koveri™ Context

Koveri™ Context guarantees the semantic context and quality of your inventory and makes it more valuable for programmatic buying.

The data delivered are continuously updated which guarantees their freshness and reliability.

Xiko's Technology is quick and easy to integrate and the response time is compliant with RTB requirements.

Create attractive market segments

Koveri™ Context offers a precise and adaptable market segmentation. You, therefore, can deliver relevant market segments and sub segments that solve any type of advertising challenge.

Add value to your inventory

With Koveri™ Context, your inventory gets more appealing for advertisers and gains significant value.

» XiKO qualifies your inventory



» An advertiser runs his campaign with XiKO's market segments



» An auction, with a URL, is emitted



» XiKO provides the market segments corresponding to the ad space



» You buy the ad spaces using these market segments



» You broadcast the ad of the advertiser



You want to be a Koveri™ Context Partner?

Send a mail to contact@xiko.fr or fill the form on our website