SmartFrame for advertisers

SmartFrame is the world's largest image-streaming network that unites content creators, publishers and advertisers.

Our contextual targeting system combines AI technologies with comprehensive and diverse image metadata for greater targeting accuracy than AI-based systems achieve on their own.

This allows us to place your in-image ads in the most relevant, brand-safe environments, and helps your campaigns to reach their highest potential.

What makes us different?

Comprehensive image metadata

Our unique relationships with image libraries mean we access rich metadata sets to fully understand images, which ensures ad relevance.

Premium placement

Forget poorly placed banner ads. SmartFrame displays your ads as full-image overlays, right where the viewer is already looking.

Your brand safety is our priority

Detailed image metadata is combined with technologies from IAS, GeoEdge and others for maximum brand safety.

Highly informed contextual targeting

We combine the context of the image and webpage with the viewer's location and device for the most accurate targeting.

Better engagement and ROI

Waiting until the image is in full view before serving an ad over it maximizes visibility and helps to boost the ROI of your campaigns.

Proven effectiveness

Research shows our in-image ads to be more memorable, relevant and engaging than conventional display ads.*

* SmartFrame in-image ads are seen as 34% more relevant and 14% more memorable than traditional display ads, with a 22% increase in engagement. Source: Nielsen

"**The demise of the cookie** places contextual advertising front and center of the ad tech ecosystem. **SmartFrame's image-streaming technology** represents a great step forward for contextual targeting."

Catherine Cribbin

Contextual Lead at The IAB
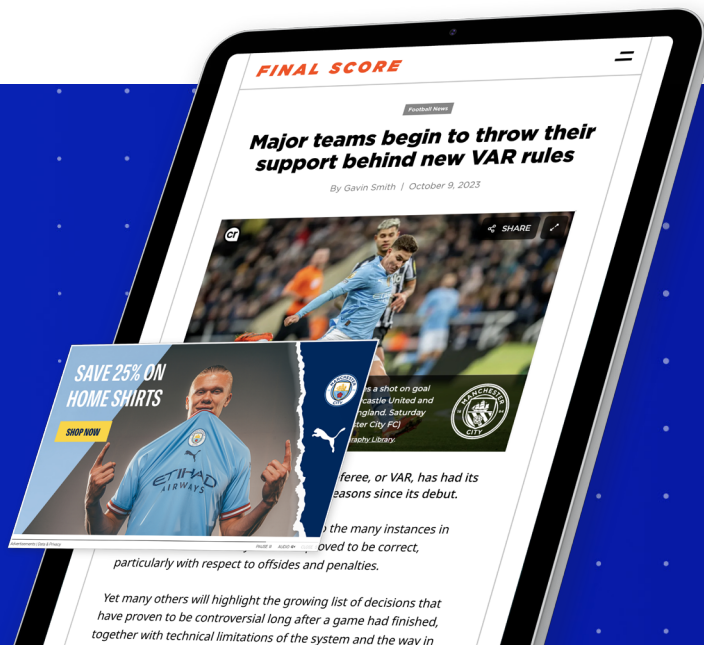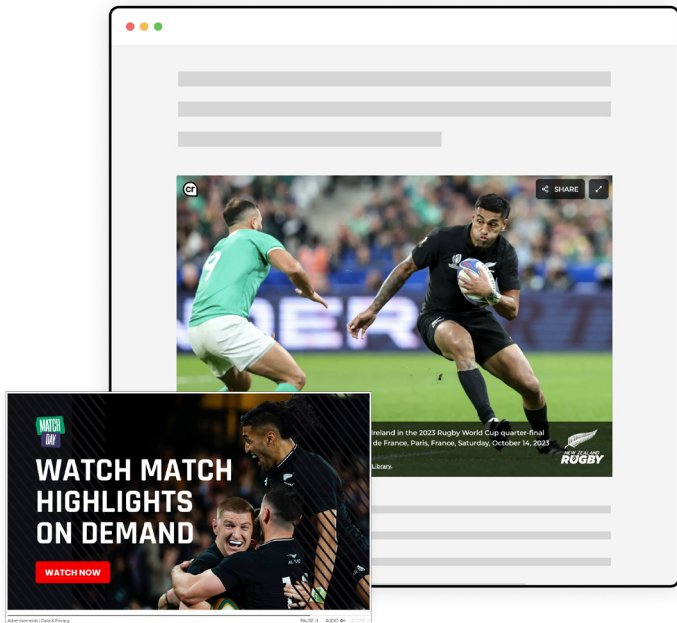
Our ecosystem

Advertisers

Advertisers enjoy premium placement and relevant audiences thanks to contextual targeting.

Content owners

Content owners can publish their images securely, with ideal presentation and detailed analytics.

Publishers

Publishers can instantly remove image licensing costs from their business by embedding images for free.

*"We're delighted to be **working with SmartFrame and developing a partnership** that we believe will take our collections to the next level."*

Fergus McKenna | Content Sales Director, Reach PLC

Our partners

We're proud to work with a diverse range of advertising partners to ensure the best possible user experience.

Photography and image-streaming distributor for:

Nielsen Digital Content Evaluation measures the impact of native, social or branded digital content by exposing a relevant and representative sample of online panelists to a campaign's content. Commissioned by SmartFrame, this study assessed whether the content generates better engagement for advertisers by providing a better visual experience for users. This research analyzes 1,200 responses surveyed in August 2021.