

BETTER CONTEXT STARTS WITH **BETTER DATA**

Why the Next Generation of Kids & Family
Advertising Requires a New Approach to
Contextual Intelligence

INTRODUCTION

Reaching kids and families has never been more challenging.

Children spend their time across YouTube, Connected TV (CTV), FAST channels, streaming services, gaming platforms, and thousands of creators producing millions of pieces of content. At the same time, privacy regulations have fundamentally changed how marketers reach young audiences. Behavioral targeting is no longer an option. Every campaign relies on contextual advertising.

The challenge is that today's contextual data and targeting tools cannot consistently identify the best content for a campaign in today's fragmented media landscape.

Most solutions rely on creator-supplied metadata, keywords, broad content categories, channel-level classifications, or manually maintained whitelists. While these approaches help identify generally appropriate content, they often lack the precision needed to consistently match campaigns with the best content for a specific audience.

The result is wasted impressions, inefficient media buying, missed opportunities, and less confidence that campaigns are reaching the right audience.

The future of contextual advertising depends on something much simpler:

Better contextual advertising starts with better data.

KIDS ARE PEOPLE TOO

One of the biggest misconceptions in kids advertising is that "kids" are a single audience.

They are not.

Kids are individuals with different interests, different abilities, and different developmental stages. Like everyone else, kids are defined by both who they are and what they're interested in. As they grow, the way they consume media changes with them.

A child interested in music at age six engages with very different content than a child interested in music at age eleven. The same is true for gaming, DIY, science, sports, and wildlife.

Effective contextual advertising should recognize these differences.

Unfortunately, many contextual advertising tools still reduce children's media into broad categories like "kids," "family," or "animation." Those labels are useful for protecting brands, but they are not detailed enough to help marketers reach the audiences they actually intend to reach

Campaigns are rarely built for "kids." They are built for specific audiences with specific interests at specific stages of development.

The best contextual advertising understands both.

It identifies not only what a piece of content is about, but also who it is appropriate for based on both developmental stage and interest.

For marketers, this creates three important advantages:

1. Better audience precision through age-appropriate and interest-based matching.
2. Better reach by identifying relevant content across fragmented platforms such as YouTube, CTV, and FAST.
3. More efficient media buying by expanding access to high-quality long-tail inventory that is often overlooked by traditional buying methods.

WE CREATE THE DATA THE INDUSTRY DOESN'T HAVE

The quality of contextual advertising depends on the quality of the underlying data. Most contextual advertising solutions rely on metadata that already exists, such as creator descriptions, keywords, platform classifications, or broad content categories. While useful, these signals were never designed to help marketers identify the best content for a specific audience or campaign.

SENSICALMATCH™ takes a fundamentally different approach.
We create the data ourselves.

Human Expertise Creates Better AI

Today's AI systems are only as good as the data used to train them.

Our child development experts evaluate content using a proprietary rubric built specifically for kids and family media. Every review creates structured metadata that captures the signals most important for campaign planning, including developmental stage, interests, educational themes, emotional tone, and dozens of other characteristics that improve campaign relevance.

That proprietary dataset becomes the training foundation for our machine learning and AI models.

Rather than replacing human judgment, AI extends it across millions of videos.

From Metadata to Proprietary Data

Traditional contextual systems depend on metadata created by someone else.

SENSICALMATCH™ creates its own data, built on child development expertise.

The result is a continuously expanding library of proprietary contextual intelligence that enables more precise audience matching, better campaign planning, and more efficient media buying across YouTube, CTV, FAST, and other digital media environments.

We don't rely on the industry's metadata. We create the data the industry doesn't have.

BETTER DATA CREATES BETTER OUTCOMES

Better contextual intelligence improves every stage of campaign planning and execution.

One Contextual Data Currency

Rather than building separate contextual models for each platform, **SENSICALMATCH™** uses a common contextual taxonomy that enables campaigns to be planned once and activated consistently across the modern kids and family media ecosystem.

- **YouTube Creator Network** Reach highly engaged audiences across thousands of creators and YouTube's long tail through interest-based contextual matching.
- **Connected TV & FAST** Extend campaigns across approved kids and family streaming channels using the same contextual data and audience definitions.
- **Sensical Streaming** Activate campaigns across Sensical's owned apps and FAST channels, enabling premium contextual experiences and new advertising formats.

One contextual data currency. One planning framework.

Multiple ways to reach kids and families.

Better Performance

Better contextual intelligence produces better marketing outcomes.



Coalition for Innovative
Media Measurement

Case Study PUBLISHED JULY 2026

A campaign for a leading toy company used **SENSICALMATCH™** to identify 7,000 contextually relevant content URLs aligned with themes including fantasy, friendship, learning, and imaginative play.

- Video completion rates approaching **94%** on YouTube and **98%** on CTV
- **47%** ad recall
- **+18**-point lift in brand affinity
- **58%** "very likely" to ask for the product

These results demonstrate that contextual intelligence is no longer simply a brand safety tool.

It is becoming one of the most important drivers of campaign effectiveness in kids and family advertising.

PLATFORM OVERVIEW

The **SENSICALSPARK™** Framework

Every piece of content evaluated by **SENSICALMATCH™** is classified using the proprietary **SENSICALSPARK™** framework, creating a rich contextual profile across 300+ metadata dimensions designed specifically for kids and family media.

The framework evaluates every piece of content across:

- Developmental stage and age appropriateness
- Topics and interests
- Educational value
- Emotional tone
- Positive messages
- Safety
- Commercialism
- Diversity & inclusion

Unlike traditional metadata, these signals are designed specifically for contextual planning, audience matching, campaign optimization, and measurement.

The **CRICKETSAFE™** AI Platform

CRICKETSAFE™ operationalizes the **SENSICALSPARK™** framework using machine learning and AI to classify content consistently at enterprise scale.

Platform capabilities include:

- **Content Classification** Applies the **SENSICALSPARK™** taxonomy.
- **Metadata Prediction** Uses proprietary machine learning models trained on human-reviewed data.
- **Taxonomy Management** Maintains common taxonomy across planning, targeting, reporting, and optimization.
- **AI Guardrails** Combines confidence scoring, business rules, and human review.
- **Continuous Learning** Improves model performance as additional content is evaluated.
- **Platform Services** Supports contextual planning, campaign activation, APIs, and future AI-powered applications.

CONCLUSION

The future of kids and family advertising will not be defined by bigger audiences or more data.

It will be defined by better data.

As media consumption becomes increasingly fragmented and privacy regulations continue to evolve, campaign performance increasingly depends on contextual intelligence that can be trusted.

Not broader categories. Not better keywords. Not larger whitelists.

That requires richer, more accurate contextual. Data the industry doesn't have today.

The future of contextual advertising will be defined by better data.

SENSICALMATCH™ creates the contextual data the industry doesn't have.

WHAT MAKES SENSICALMATCH™ DIFFERENT?

- Built specifically for kids & family media
- Based on child development expertise
- Creates proprietary contextual data
- Uses AI to scale expert judgment
- Works across YouTube, CTV and FAST

FOR MORE INFORMATION - REACH OUT TO CRICKETINSIGHTS@CRICKETMEDIA.COM