

# What Is Contextual Advertising?

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Contextual advertising is a type of online advertisement when ads are delivered based on the content of a web page being viewed in an automated manner. In other words, the ad system sees that you are viewing a web page about travel, which it knows by having examined the words on the page or other factors. The system then delivers up an ad that's related to travel on the page. That's the "contextual" part of all this. The ad about travel fits the "context" or subject of the page.

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