

Guidance and Best Practices

Coronavirus content

APRIL 2020

Not all content that contains the word “*coronavirus*” is bad.

The outbreak of coronavirus and its subsequent pandemic status has increasingly dominated the news and much of the content we’re consuming online. The growing volume of coverage has created a situation where advertisers and agencies are creating blocklists of terms related to the virus or they’ve blocked entire categories of content like news.

Our own data shows a significant increase in the number of customers reaching out to develop keyword solutions and blocklists around “coronavirus.”

While it’s understandable that brands want to avoid ad placements adjacent to more negative aspects of the spread of coronavirus, there are missed opportunities for advertisers, especially those that are able to help consumers with their products or services during this period of time.

Additionally, we’re seeing a backlash from publishers who have reduced revenues from advertising due to the pervasiveness of coronavirus news and the use of the term “coronavirus” in blocklists.

As we observe the trends and the behavior of our advertisers, publishers and partners, it’s clear that we need another way to solve this problem for the industry. Keywords are a great quick and easy first step to the problem, but a more granular solution is required to avoid over-blocking the majority of pages on the internet.

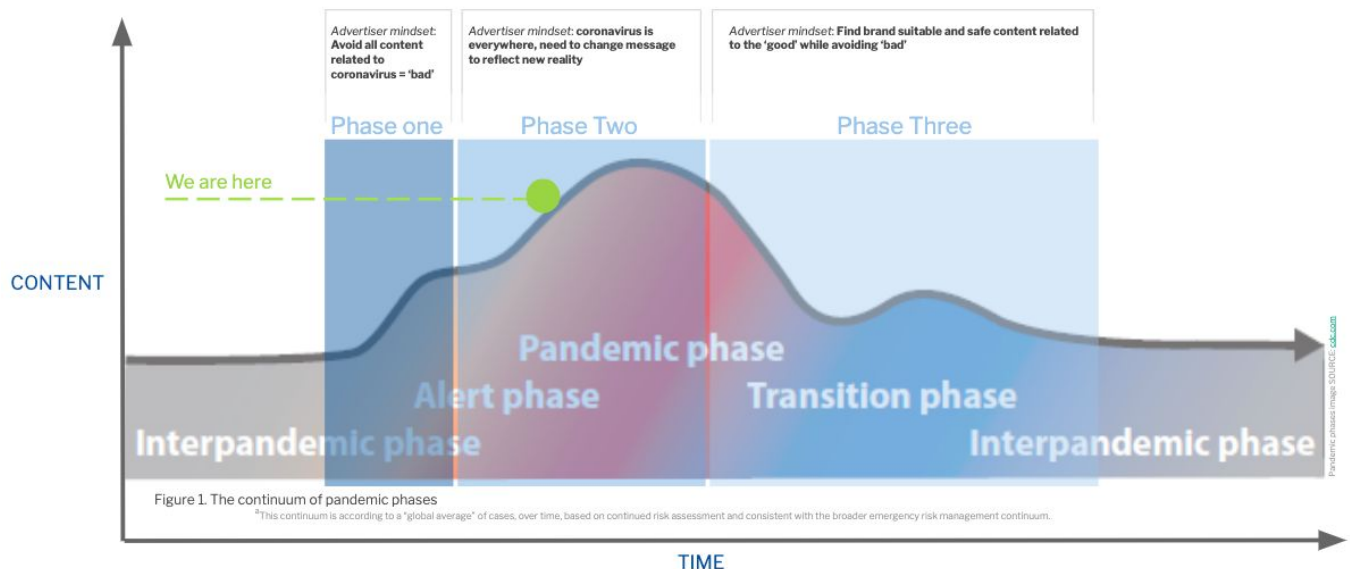
Like all of our products, our data science team has developed a series of new coronavirus related categories that are based on a layered approach.

1. **URL** - We’ve augmented our URL classification system to be able to identify content published specific to the pandemic.
2. **Page Classification engine** - We’ve devised new categories specific to coronavirus that are more intelligent than just the identification of keywords alone.

We’ve combined these layers to provide a robust and differentiated approach to the identification of content specific to the situation.

Further, when combined with our semantic categories like economic crisis, *small business*, *travel*, *automotive*, *cruise*, *personal finance*, *government*, *careers*, *technology*, etc., you have a robust solution to identify the exact environments you feel comfortable advertising in, or avoiding.

Three phases



Over the past few weeks, along with everyone else, we've been watching the story unfold. What we've seen emerge can be explained in phases relating to an increasingly prominent world-wide threat affecting every person and business across the globe.

Phase One: Awareness of the problem

During the first phase, there was news and reporting focused on the facts around the virus and precautions. As it evolved to a global challenge around how to stop coronavirus from spreading, agencies and advertisers' mindset was 'oh sh*t.'

Phase Two: Reacting to widespread impact

The second phase, where we find ourselves now—brought the reaction—closures of schools, gyms, restaurants, businesses, borders, canceled events, travel bans and the resulting financial crisis. The coverage of the pandemic is the top story globally, extending beyond news, facts and government actions. The mindset emerging now is the realization there is content that is relevant and useful and provides a meaningful environment to advertise in.

Phase Three: The humanity of the crisis

This phase will bring stories of hope, compassion, community and humanity as events unfold and the new 'normal' of life begins. It's where advertisers and agencies' mindset will evolve—where finding brand-safe and suitable content related to the 'good' aspects of coronavirus while avoiding the 'bad.'

Peer39 offers three recommendations

Three recommendations

to align goals and content suitability strategy;

- 1. Take a fresh look at your keyword blocking strategy.** Having coronavirus in a keyword list will keep you off of any page with a single reference to the keyword “coronavirus” or related terms you’ve included in your list. Use only if the goal is to avoid and not be anywhere near these keywords or terms, which are essentially everywhere right now, and may limit reach and delivery.
- 2. Build a layered contextual plan for phase two and start thinking about phase three:** Think about adjacency by way of categories—such as; are you ok with all coronavirus-related content in parenting, but not want to be next to coronavirus references in politics.
- 3. Connect your pre-bid with post-blocking tactics.** If your verification technology maintains more aggressive tactics, such as blocking the keyword “coronavirus,” yet your pre-bid targeting is based on a more nuanced targeting approach, then you risk blocking your advertising on the back end after you buy the impression.

How to use Peer39 coronavirus-related categories

Objective	Strategy	Definition
Avoid any content related to Coronavirus, regardless of the context.	Exclude Coronavirus and other custom keywords in DSP of your choice HOW: go to: https://app.peer39.com/login and create a Safe from KW list of your choosing.	Most Restrictive. Any single instance of Coronavirus or custom keywords on a page or in a URL is blocked. *This measure takes into account reference of Coronavirus on the entire page (sidebar links, recommended content, etc.), not just in the core content.
Avoid content about Coronavirus, regardless of the context.	Include "Peer39: Safe from Coronavirus" category or Exclude "Peer39 Health: Conditions and Disease: Coronavirus" category HOW: Available in the Peer39 taxonomy of your DSP.	All content about coronavirus. Takes into account multiple appearances of words such as coronavirus, Covid-19, SARS, MERS, pandemic and their density in the core content of the page.
Avoid content that is about the negative aspects of the Coronavirus.* *Recommended approach	Include "Peer39: Safe from Negative Coronavirus" category or Exclude "Peer39 Negative Coronavirus" category HOW: Available in the Peer39 taxonomy of your DSP.	Negative Coronavirus Category includes topics such as shortages of medical supplies, testing capabilities, vaccines or food. Increase in number of cases, testing positive, or even death.
Avoid sites that publish ‘fake news’ related to coronavirus.	Exclude "NewsGuard Avoid sites with misinformation about COVID-19" category HOW: Available in the Peer39 taxonomy of your DSP.	NewsGuard category avoids sites found to publish false, unverified or unreliable with COVID-19 related information.

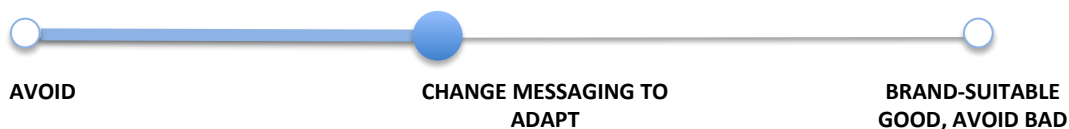


For more information on how to get started:
Sales@Peer39.com

Peer39 coronavirus-related categories continued

Objective	Strategy	Definition
Avoid content about negative news.	Include "Peer39: Safe from Negative News" category or Exclude "Peer39: Negative News" category HOW: Available in the Peer39 taxonomy of your DSP.	This includes things like crime, accidents, death, police, military, disasters, terror or war.
Avoid content about anything that has to do with the current or past economic crises.	Exclude "Peer39: Business: Economic Crisis" category HOW: Available in the Peer39 taxonomy of your DSP.	This includes things about the stock market crashing, job losses, recession, inflation, market contraction, GDP slowed growth, other economic indicators that are used in these discussions.
Avoid content about coronavirus in the context of general travel.	Include "Peer39: Safe from Negative Travel Industry" category HOW: Available in the Peer39 taxonomy of your DSP.	This category includes content that is free from negative news related to the travel industry, including negative airline content (e.g., plane crashes, lost luggage), negative cruise content (e.g., cruise ships sinking or losing power, bad reviews), negative content about tourists and things that happen to them (e.g., tourist traps, sex and drug tourism, negative impacts of tourist), and negative content related to accommodations, tours, car rentals, and high travel prices (e.g., bedbugs in hotels, bad tour guides), and has been expanded to include situations that have arisen due to coronavirus.
Avoid content about coronavirus in the context of air travel.	Include "Peer39: Safe from Negative Airline Industry" category HOW: Available in the Peer39 taxonomy of your DSP.	Category includes content that is free of any negative news about the airline industry, such as plane crashes, bad service, food or seating arrangements, any stories about people acting out on a plane, airline-related labor issues, plane technical problems, etc. The category also avoids any content that relates to accidents (in a more general context), disasters, 9-11, terrorism and has been expanded to include situations that have arisen due to coronavirus.

Advertiser Mindset re: coronavirus



Regardless of what your mindset is, the Peer39 team is here for you, ready to provide guidance and recommendations needed to add an additional layer of precision in achieving your brand-suitable and safety goals.



For more information on how to get started:
Sales@Peer39.com