

Peer39: pre-bid privacy-friendly, cookie-free targeting

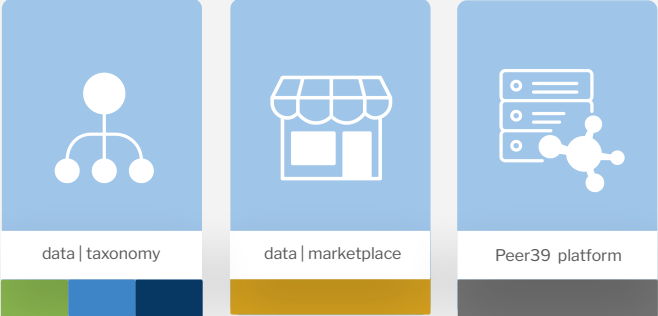
We help brands and advertisers access the safest, highest-quality, most contextually relevant inventory at unmatched scale through Page-Level Intelligence™

From the beginning, Peer39 pioneered a holistic approach to contextual pre-bid ad targeting that looks at the environment beyond keywords and phrases, relationships between the words, sentences, sentiment and meaning.

With Peer39, you'll have all the privacy-friendly data you need to ensure your ads appear in the most suitable, highest quality and most relevant context. It's never been easier to ensure your ads are placed on the right page, at the right time in front of the right audience. By choosing Peer39 you'll;

Access more accurate analysis at greater global scale. We analyze every element of the page, technical attributes of the page. Pages are classified in real-time leveraging the power of artificial intelligence with natural language processing (NLP) and self-learning machine learning (ML) algorithms. Our full page-level analysis identifies page topic, sentiment, safety, suitability, and overall environment page signals—in any language—across 450M+ unique global daily pages.

Bid on only the most suitable pages for your brand. Boost performance by making sure you bid on pages with the most appropriate content, target pages where your ads are more likely to be seen and engaged with or steer clear of fraud.



The Peer39 portfolio: our data taxonomy, marketplace and platform

The Peer39 Platform—create. discover. distribute.

The self-service stand-alone user interface provides tools that enable you to design your own **custom categories** that suit your specific needs..

Custom category builder

- Build tailor made categories using keywords, phrases, *safe from* keywords and URLs
- Leverage the power of Boolean logic, and the ability to gain insight into predicted volumes of your keywords
- See historical availability of categories and keywords
- Sign up for your free account at www.peer39.com/signup

Find 100s of categories across these three groupings;

Safety & Suitability—what may be deemed unsafe for one brand, may be relevant to another. Suitability is unique to each brand. Leverage the most scale, pre-bid brand safety available.

- **Standard:** Our brand safety solution helps you avoid safety issues related to negative content such as crime, mature content or negative coronavirus content.
- **Industry Safe:** Target industry safe specific categories to avoid negative commentary or news related to a **specific industry—Airlines, Automobiles, Clothing, Oil, Pharmaceutical and Travel.**
- **Custom:** Create your own specialized custom category list for branded or unique terms or competitive conquering.

Page signals—better decisions on where you would like your ad to be seen—helps in curation and optimization.

The quality of a page is determined by many factors that are unique to each advertiser and campaign. These categories provide information about the type of content and structure of a page that contribute to the ad's overall environment. With over 60 categories to choose, you'll be sure to target content rich environments, and avoid those with ad clutter, parked domains, blind inventory and many others.

Targeting—reach your target audience in a privacy and compliant way—free from tracking or cookies.

- **Contextual Connected TV (OTT-CTV)** Contextual planning and targeting toolset for new levels of visibility, accuracy, and scale around CTV data to inform campaign strategy decisions.
- **Sentiment** Identify content with opinions expressed in a piece of text towards a particular topic, product etc—positive, negative, mixed, or neutral
- **Mobile** Target apps by category, user ratings, popularity, price, usage, and more
- **Context** Choose from any of our 300+ semantic categories
- **Language** Identify specific language of the page
- **Video** Ensure appropriate player size and position, description along with the text around the video
- **Page level interest:** Decrease CPA by targeting content appealing to certain audience types, from business professionals, tech enthusiasts and parents to musical lovers, retirees and health conscious.
- **Weather:** Real-time weather to target areas experiencing specific weather conditions, barometric pressure, actual temperature ranges in celsius and fahrenheit, when it “feels like” certain temperature ranges and even flu activity.
- **Target trustworthy news** and avoid fake news and misinformation through **NewsGuard**
- **Be where the story is as it goes viral—Social Predict** discovers the way people are discussing topics across 50,000 digital channels dynamically predicting trending topics, in real-time, based on actual words and phrases up to 72 hrs in advance
- **Custom keywords via the Peer39 Platform** self service UI: Build your tailored list of keyword, safe from and URL categories that are niche or brand-specific for your needs. Create custom categories in any language. (Our Custom Category solution is a 1:1 exact match for the KW's that are included within the custom list—Unlike other solutions we do not employ stemming to achieve scale.)



For more information on how to get started:
Peer39AM@Peer39.com