CATEGORY RECOMMENDATIONS Back to School

PEER39

CATEGORY	DEFINITION
Seasonal : Back to School	This category is pretty inclusive of anything school-related. Parenting, bullying, education, shopping for school supplies, clothes, cell phones, texting, immunizations, health, lunch boxes, nutrition, educational entertainment, high school sports, scholarships, standardized tests, school funding, education politics, teachers, books, and youths/juveniles.
Education	Teaching and education content at all levels--preschool through college/university, education news, trends, public discussions, informational sites and financing education.
Education : College and University	Content surrounding specific colleges/universities and academics at this higher level including education trends, public discussions, financial aide, and campus information.
Finance : Credit and Loans : Education	Anything that is specific about loans for a certain purpose of Education.
Interest : Parents	This category covers parenting content. Examples of content topics include parenting advice, pregnancy and fertility, home décor, healthy recipes, balancing work and family life, recreational activities with kids and more.
Interest : Students	This category reaches students in their everyday life -- this package includes topics about all colleges where to attend how to choose the school that is right for you both financially and educationally. It also reaches students on social media and at the point of new technology investments such as computers. Also covered in this package is career based topics for the next phase of life.
Parenting and Kids	This category is pretty inclusive of anything school-related. Parenting, bullying, education, shopping for school supplies, clothes, cell phones, texting, immunizations, health, lunch boxes, nutrition, educational entertainment, high school sports, scholarships, standardized tests, school funding, education politics, teachers, books, and youths/juveniles.
Style and fashion	Content that is about trends that relate to clothes, accessories and beauty; this may also include content about celebrity styles and trends.
Shopping	Content about general shopping information or retail trends.
Shopping: coupons	Sites that offer users coupons in any category or content that discusses consumer trends in using coupons.
Mobile App: Education	Education, teaching, or learning apps, such as study aids, educational games, language learning apps, exam preparation and vocabulary apps, and more.
Mobile App: Books & Reference	Apps related to books, reading, and reference materials, such as book readers, text books, dictionaries, maps, encyclopedias, translators, search apps, Q&A apps, and more.
Mobile App: Lifestyle Apps	Apps about leisure activities, hobbies, and other interests, such as DIY apps, shopping, outdoor recreation, offline games, parenting, dating, and more.
Mobile App: Finance	Apps that assist with financial matters, such as banking and payment apps, investment apps, budgeting and calculator apps, bill reminders, debt managers, tax and insurance apps, and more.
Mobile App: News & Magazine	Apps related to news or magazines, such as news aggregators, news and magazine readers, and more.
OTT-CTV : content category: education	Content about education, teaching, or learning.
OTT-CTV : content category: family and kids	Content about television shows and the industry, including recaps and reviews, TV celebrities, and news about upcoming and existing television programming (e.g. pilots and cancellations).
OTT-CTV : content category: shopping	Shopping related content
OTT-CTV : content category: teens	Content geared towards and/or about teens.
Negative : Coronavirus *(exclude)*	Category identifies content that is about Coronavirus (Covid-19) that is negative. It includes deaths (death toll rises, spikes, increases, etc.), increases in confirmed cases, testing positive (again - rising, rises, spiking), shortages of medical supplies (gloves, masks, respirators, hospital beds, etc.) and consumer goods (food, toilet paper, hand sanitizer, soap, paper products, etc) along with content relating to shortage of testing capacity, shutdowns of restaurants, businesses, recreation, sporting events, schools, gatherings, job loss, and mental health issues related to the pandemic.)
Safe from Coronavirus *(include)*	Category avoids 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.
Safe from Negative Coronavirus content *(include)*	Avoids deaths (death toll rises, spikes, increases, etc.), increases in confirmed cases, testing positive (again - rising, rises, spiking), shortages of medical supplies (gloves, masks, respirators, hospital beds, etc.) and consumer goods (food, toilet paper, hand sanitizer, soap, paper products, etc) along with content relating to shortage of testing capacity, shutdowns of restaurants, businesses, recreation, schools, events, gatherings and job loss and mental health issues.

CONTEXT (include)

SAFETY & SUITABILITY

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CATEGORY	DEFINITION
Social Predict : Online Education	For people interested in online education, online classes, and remote education.
Social Predict : Education : Early Childhood Education	For parents interested in early childhood education.
Social Predict : Education : Homeschooling	For people interested in homeschooling, non-school learning, and home school programs.
Social Predict : Finance	For trending topics within the finance industry.
Social Predict : Interest : Thrifty Shopping	For shoppers interested in saving money, couponing, and thrift shopping.
Social Predict : Interest : Sneakerheads	For shoe lovers that are interested in sneakerhead culture and sneakers in general.
Social Predict : Lifestages : Teenagers	For teenagers that are interested in general teen activities as well as teen entertainment.
Social Predict : Retail	For trending topics within the retail industry.
Social Predict : Seasonal : Fall Sports	Fall Sports: For fall sports enthusiasts that are interested in college football, NFL, college basketball, NBA, college hockey, NHL, and the World Series.
Social Predict : Seasonal : Fall Holidays	For people interested in fall holidays such as Halloween, Thanksgiving, Rosh Hashanah, Yom Kippur, and more.
NewsGuard : Negative - Misinformation - Covid-19	A list of domains found to publish false, unverified or unreliable COVID-19 related information by NewsGuard's team of analysts.
NewsGuard : Negative - Misinformation and Fake News	Domains with very poor trust scores from NewsGuard, 40% or below, based on NewsGuard's nine journalistic criteria.
Global Disinformation Index	GDI - Worst 500 Misinformation - Updated Quarterly
Burbio	Key school dates (first day of school, holidays, etc.) by zip code

(Left vertical label: CONTEXTUAL DATA MARKETPLACE)

Want to learn more about our seasonal categories? Reach out to our Account Managment Team at Peer39AM@Peer39.com

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