

Peer39: industry safe category: pharmaceutical

Target quality content and stay compliant

June 2020

Pharmaceutical marketers have higher stakes when it comes to programmatic advertising decisions. In addition to brand safety and suitability concerns, the legal and regulatory requirements of advertising in the pharmaceutical industry present unique challenges for brands.

Media buying teams are further challenged given the need to constantly monitor pharmaceutical industry news and implement various blocking and suitability tactics given the velocity of change. This is both time consuming and inaccurate at times.

To address this, we've built the **Safe from Negative Pharmaceutical Industry**, a curated industry-specific semantic segment protecting your brand from the numerous sensitive contextual hazards that pharmaceutical marketers face.

Benefits

- **Avoid negative commentary or news** that specifically related to the industry (high cost prescription drugs, opioid crisis, addiction, substance abuse fake or counterfeit medications, drug trials, etc.)
- **Avoid misinformation** content unsuitable for your brand
- **Semantically based classification:** picking up on sentiment of content
- **Auto-updates:** No manual keyword adjusting, self-learning and auto-updating category directly into your DSP

EXAMPLES

Negative Pharma

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BRIEFING - BIG PHARMA

Big Pharma Companies Use Loophole on Old Drugs for New Profits

BY **ERIK SHERMAN**
February 19, 2019 9:34 AM EST

Drug companies are using a federal incentive for research into rare diseases to get [additional exclusive selling time](#) on existing drugs, according to an Axios report.

Blockbuster drugs that already do well are now scooping up so-called orphan drug incentives. Pharmaceutical companies depend on exclusive sales for their compounds to protect high prices and increase profits. For companies that do research into drugs for orphan diseases—those that afflict fewer than 200,000 people—the government can approve a seven-year extension to normal patent exclusivity.

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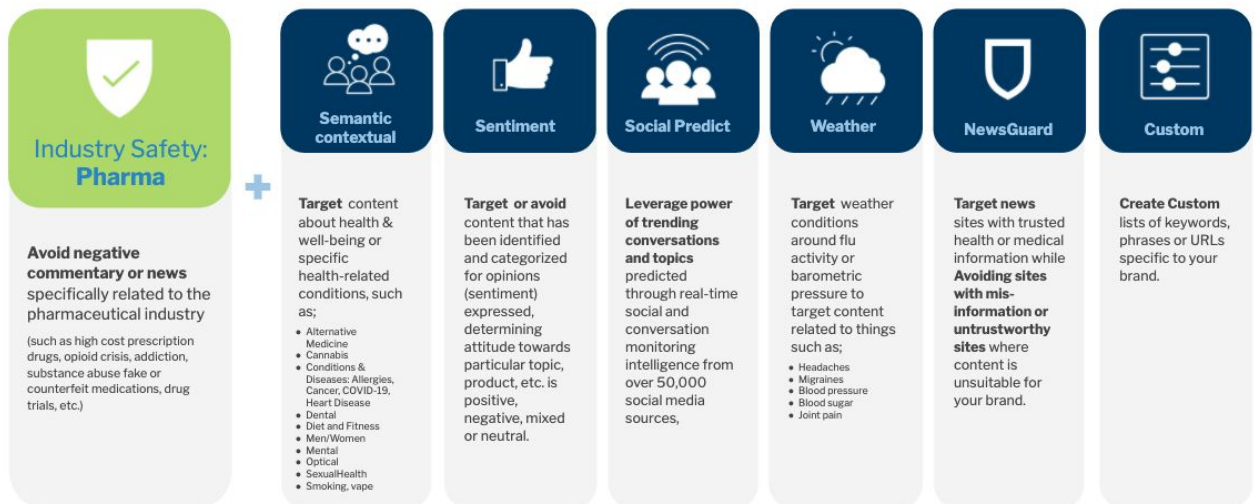
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BY BLOOMBERG
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Wearing a mask can irritate your skin or make it break out. N95 masks, which have a tight seal, can cause pressure

Safe from Negative Pharmaceutical Industry Category definition

With Peer39 you can implement industry-specific categories for pharmaceutical. Unlike other solutions that are focused mainly on pharma in news content or based on keywords alone, the industry safety categories from Peer39 leverages a combination of semantic and URL engines making it the most comprehensive single safety category that will **allow pharmaceutical advertisers to avoid negative commentary or news that relates to their industry, such as the high cost of prescription drugs, the opioid crisis, addictive pills, substance abuse, rising prescription drug prices, counterfeit, fake or contaminated medications, drug trials, FDA drug approval, rejection and recalls, vaccine opposition, pharma legal verdict damages, price-fixing, anti-competitive prices, pharmaceutical fraud, orphan drugs, drug pollution, pharma companies lobbying US Federal government officials, and big pharma conspiracy theories.**

HOW TO USE IT AND WHERE



- **Updates automatically:** No manual keyword adjusting, self-learning and auto-updating category directly into your DSP.
- **Compliant data sets:** All Peer39 data-sets are regulation compliant (HIPPA, GDPR and CCPA.)
- **Available** in all buying platforms.

For more information and to get started, contact your account manager.



For more information on how to get started:
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