

Peer39: the first data marketplace designed for cookie-free data

sustainable targeting strategies that scale



So long, cookies. Hello content!

The acceleration toward a cookie-free future is pressuring advertisers to make a shift from common behavioral targeting practices toward alternative tactics. Availability and scale using these outdated practices will continue to shrink, making them more expensive. Advertisers will compete for a smaller pool of users, generally decreasing the overall effectiveness of their campaigns while increasing the cost.

The ability to reach your audience with precision and scale through the evolving landscape of digital marketing requires a shift in mindset toward **thinking about the environment of the ad vs. the behavior of the user.**

When advertisers shift focus and understand the immediate context and mindset of the people they are trying to reach, the result is alignment and relevance. Context is a key factor for relevance, and when context is understood in more depth, the result is increased attention. Research shows that when reader attention and alignment are part of the advertising strategy, ROI can be improved by up to 30 percent ([IRI](#)).

The shifting landscape has not gone unnoticed by innovative companies that have data models, or create data that is not tied to users or associated with cookies. These companies offer unconventional data sets that are extremely valuable to advertisers as targeting categories. Although many brands engage directly with providers to leverage analytics and valuable insights, up until now using those insights within a programmatic environment has been a manual and costly process.

Contextual data that fuels modern marketing

The Contextual Data Marketplace™

Peer39 has introduced a first-of-its-kind data marketplace designed to give advertisers direct access to an innovative and expanded set of pre-bid, cookie-free contextual data suppliers based on content such as web pages and apps, and those focused on the context of physical location. Categories created from a variety of data sets—large and small, niche or broad—bring new dimensions to advertisers for insights and targeting.

Rate:
\$0.20-
\$1.25
CPM

For more information on how to get started, contact your account manager at Peer39AM@Peer39.com or reach out to Sales@Peer39.com

In the Peer39 Contextual Data Marketplace (CDM), advertisers can explore and discover new and emerging 3rd party contextual data providers with cookie-free categories that scale. The marketplace gives advertisers the ability to expand the range of contextual categories to include: news trustworthiness and credibility ratings, emotional targeting based on keywords used within the text of pages, location-based product demand, weather, demographics, purchase affinity, quality targeting, and more—available through all buying and selling platforms.

Advertisers can achieve a new level of precision through tailored combinations of categories across marketplace partners and the Peer39 taxonomy, allowing marketers to reach consumers in the right moment and mindset. The benefits are many, including ensuring that you are funding credible journalism and social equity while providing certainty their media spend does not fund misinformation, disinformation, fake news copyright infringement, and toxic narratives.

Here's how it works

The Contextual Data Marketplace unlocks the programmatic ecosystem for third-party data providers by extending Peer39 capabilities, algorithms, models, and technology to accelerate the creation of new data products. Then, by leveraging the Peer39 integrations, new categories become easily discovered and activated by advertisers.

- **Discover** a diverse library of innovative pre-bid contextual categories
- **Access** more contextual insights and planning tools for impression and volume availability
- **Create** tailored combinations of categories and individual categories specific to your strategy
- **Increase** accuracy to find the relevant moments where the mindset of audiences will be the most receptive to your message.
- **Future-proof** and create cookie-free targeting strategies for performance or scale

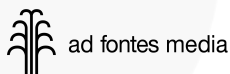
Phasing out the cookie gives advertisers time to rethink their approach and mitigate risks when the cookie-free future becomes the new reality. This time that can be used to thoughtfully migrate results and knowledge from audience-based targeting strategies to ones that will survive in a post-cookie world.

Planning toolset, for Marketplace

Eliminate the guesswork and revise keyword list to achieve desired scale. Access pre-bid visibility into the potential volume within DSPs.

Plan	Category Type	Period	Partner Taxonomy	Language	Export																																																																						
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Contextual Data Marketplace



Avoid media bias

Avoid extreme and polarizing content

adloox

Viewability & fraud

Viewability and fraud protection.



School dates by zip

Target families for school start, holiday and end of year dates to the zip code level in all 50 states

DeepSee

Quality Curation

target programmatic inventory in quality environments



Demographic

Matches over-indexed demographic datasets to a geographical location

Purchase Affinity, geo/zip

matches category purchase affinity to geo location



BY FACTMATA

Content narrative monitoring

Avoid toxic content and resulting risks and threats to your brand

GDI

Disinformation avoidance

Avoid global top 500 disinformation sites

GOLDFISH ADS

Time-based intersection- where & when

Precision targeting with categories that combine time and place

NewsGuard

Credibility & trustworthiness

Target trusted news sources while avoiding misinformation and conspiracy theory content



Product demand index

Operationalized demand sensing analytics to optimize media spend

Polk

S&P Global

Mobility

Automotive

Privacy-safe auto owner and in-market data at ZIP code level

R E T I C L E

Emotional context

Match the emotional intent of an ad with the placements where audiences are most receptive to that emotion



SOCIALCONTEXT

Diversity, equity & inclusion-news content

Target opportunities for diversity, equity and inclusion in news related content



SOCIAL PREDICT

Predictive trending

Target dynamic topic-based categories that are predicted to trend



WEATHER

Real-time conditions

Leverage real-time environmental factors and dynamic weather conditions