

# Peer39: powering biddable media with emotional AI

R E T I C L E

Partner – Peer39 Contextual Data Marketplace



Marketers, researchers, and agencies spend countless hours curating insights to craft the perfect brand strategy, communications plans, and creative advertising; deliverables that deserve to be noticed. Reticle's **contextual targeting** categories apply your brand strategy insights to make your media dollars work harder.



Aligning the emotional intent of your ads with placements that have a matching tone elevates media impact and performance.

**+21%**  
Lift in Brand Awareness

**+23%**  
Lift in Brand Consideration

**+15%**  
Lift in Brand Perceptions

## How it works

Reticle's AI Engine processes web and video content, categorizing page level data into emotional categories. Unlike sentiment, emotion is a spectrum - we use advanced processing techniques to ensure that your ads are targeted to the content that matches your brand and creative execution strategy.

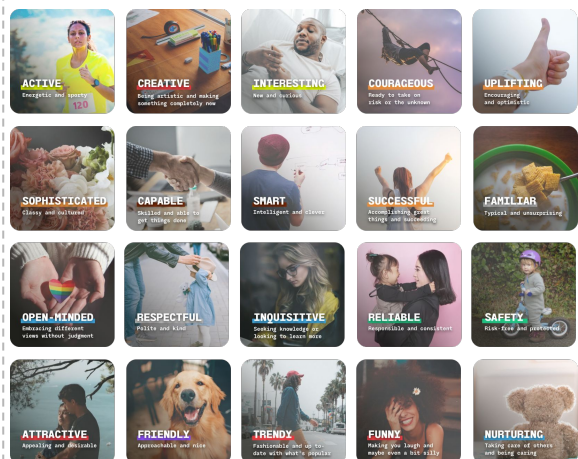
## Why use emotional context

As advertisers look for new ways to personalize messaging at scale, Reticle categories allow you to harness the power of unique brand messaging to create more aligned ad experiences.

Layer on Reticle categories to better align your display, online video, connected tv, and native creatives with *brand optimal ad* placements.

Select from 20 positive emotional categories

Rate:  
\$0.90  
CPM



For more information on how to get started contact your account manager at [Peer39AM@Peer39.com](mailto:Peer39AM@Peer39.com) or reach out to [Sales@Peer39.com](mailto:Sales@Peer39.com)