

# Peer39: brand safety

true protection



BY  FACTMATA

Partner – Peer39 Contextual Data Marketplace™



## Maintain safety in an ever-changing world.

Content Score by Factmata monitors internet content and analyzes it for risks and threats. They detect subtle harmful content ten times faster than current methods, so you can avoid inappropriate ad placement. Their crawlers monitor the internet constantly to detect undesirable content and add this to their index of harmful URIs and publishers.

Content Score technology understands the human expression of propaganda, sexism, and bias. This enables the detection of risks that existing brand safety tools cannot. It can distinguish between quoted and direct bias in reviews, news articles, forum posts, and tweets.

By partnering with well-known inventory pools and bid streams, Content Score has live feeds to ad requests. This enables you to keep your ads off of sites that would harm your brand.



Rate:  
\$0.10  
CPM

# Keep your messaging away from the threats and risks related to toxic content.

Brands are facing major advertising challenges.

Brand safety is evolving every day.

Previously safe channels can change after even one article is posted with inappropriate content. A previously whitelisted publisher can post a controversial news story at any second.

Nasty content online is growing exponentially. 200 new websites and thousands of new URLs are created per second. Protect your brand.

Categories include:

Russia Ukraine Conflict

Negative - Racist Sexist Abusive

Negative - Negative Emotions Sadness Anger Disgust

Negative - Conflict Disagreement Heated Discussions

Negative - Hyperpartisan Extremely Biased

Negative - Obscene Abusive and Graphic Languages

Negative - Clickbait

Negative - Highly opinionated and prejudice content

Negative - Racism Sexism Hate Speech Obscenity Insult

Negative - Fake News Low Quality Misleading

Negative - Threatening Languages

Negative - Spam and Phishing

Negative - Gender Demeaning and Abusive

Negative - Insults Threats Attacks Humiliation Degrad

Negative - Racism

Sentiment - Humor Exaggeration and Ridicule

All data available in the Peer39 Contextual Data Marketplace™ is cookie-free, regulation and privacy compliant.



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

© Peer39 | Page Level Intelligence™