

Peer39: avoid association with harmful narratives and protect your brand



Partner – Peer39 Contextual Data Marketplace

Disinformation has a measurable negative impact on consumers' brand preferences.

Advertising on disinformation and conspiracy theory sites has a negative ROI for brands. Several studies performed by leading industry experts have proven that brand adjacency to disinformation has a measurable negative impact on perceived brand value and consumers brand preference.

Online advertising provides a lucrative incentive to publish disinformation by malicious actors, both foreign and domestic. GDI has estimated that just for English-language disinformation on COVID-19, sites are making more than [18 million GBP](#) (US\$25 million) annually. That money is largely provided unwittingly by brand advertising via their ad tech partners.

By adopting the GDI exclusion list available via Peer39 you'll be able to make sure that:

- Your brand will not appear on the top 500 disinformation sites that GDI tracks globally.
- Your brand is not indirectly subsidizing the creation of the worst types of misinformation / hateful disinformation narratives.

The exclusion list available via Peer39 includes the top 500 disinformation sites tracked globally by GDI - ranked by total reach, using market research methodology built upon the Journalism Trust Initiative, and updated on a quarterly basis.

The methodology covers areas of;

- **content**—articles published for credibility, sensationalism, hate speech and impartiality and
- **operations**—domain and company level policies and safeguards, based on Journalism Trust Initiative.
- both content and operations are assessed by analysts and observable data.



What can you do to reduce your disinformation risk?

Work with GDI to assess and protect your brand perception. You can help stop funding the infodemic and protect your brand — and the communities your brand operates in—for the long term.

Rate:
\$0.15
CPM

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