

Peer39: target socially trending topics

in real-time with dynamic categories



Partner – Peer39 Contextual Data Marketplace



Great brands turn moments into stories.

The meteoric rise in social media has created a channel powered by consumers. When something happens in the world that catches the attention of the masses, topics can go quickly to the top of everyone’s social feeds and then dissipate just as quickly – making it a challenge for advertisers and brands to take advantage of these flash topics.

Social Predict categories use real-time social monitoring technology to discover the way people are discussing topics across 50,000 digital channels, including social, blogs, and publications. It then dynamically predicts trending keywords for targeting based on the language used in these discussions. Social Predict segments are purposefully-built to find the words and phrases predicted to trend across the web related to any particular topic of interest.

For example if you were auto manufacturer selling trucks, and wanted to be conquering for content associated with trucks, knowing a new tesla truck coming out, you may have put a set of keywords together, and have ‘electric vehicle’ as a category. Social Predict would have picked up on the things that everyone talking about as a result of Tesla’s reveal event for their new truck. Keywords like *broken bulletproof glass* or *tailgate falls off*, Social Predict would discover these phrases and dynamically update the Social Predict categories.

Social Predict from Peer39 translates human conversation about topics in the here and now into to targetable signals for non-social environments. With Social Predict you can;

seed term

by identifying the segment interest and description, product specifications, ambassadors or influencers and audience language

discover

the topics, words and phrases are trending based upon these discussions

predict

what people will be discussing across a multitude of digital channels

activate

target specific categories that are predicted to trend across particular topics

Rate:
\$0.65
CPM

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

Align your brand with topics your audience is discussing in real-time.

Leverage Social Predict categories using real-time social monitoring technology to discover the way people are discussing topics across 50,000 digital channels, including social, blogs, and publications. Dynamically predicting trending topics for targeting based on the language used in these discussions resulting in (1) appeal to the consumers mindset in the moment through improved relevancy between the content and the context and (2) additional audience reach within the Peer39 category.

Our Social Predict categories are purposefully built to find the terms, expressions and phrases predicted to trend, captivate and engage digital audiences related to any particular topic of interest- in real-time. We are able to predict trending conversations 72 hours in advance through sophisticated monitoring of social sources-machine and learning algorithms, thus allowing us to identify peak trends and automatically refresh related data for the given category.

Take advantage of social cues

We are identifying words and phrases across 50,000 + digital channels.

Control your media through programmatic

Use the same methods for buying media that you are already using.

Dynamic Categories ensure we are leveraging the most up to date conversations

This highly dynamic offering contains models that are autonomously and automatically updated and refreshed based on relevancy and prediction scores.

Social Media outside of the walled gardens

Socially-derived signals identify people's passion points, creating a greater likelihood for an emotional spark between your ad and the consumer-driving greater connection and engagement.

Respecting user privacy

You're concerned about remaining compliant with the most recent sweeping privacy regulations. Social Predict is safe in that regard as it is a 100% cookie-free solution.

Social Predict Categories include;

Arts & Entertainment: Arts and Crafts, Comedy, Fine Arts, Nightclubs, Pop Culture, Sci Fi and Fantasy

Business: Entrepreneur and Startup Businesses

Education: Adult Education, Early Childhood Education, Homeschooling, Language Learning, Online Education

Environment: Sustainability

Finance: Health Insurance

Food and Beverage: Fast Food, Food and Diet Trends, Celebrity Chefs, Family Friendly Restaurants

Health: Cold and Flu, Fitness and Exercise, Healthy Living, Medical Health, Personal Care, Weight Loss, Wellness

Interest: Office Supplies, Party Planning, Thrifty Shopping, Cord Cutting, Sneakerheads
Jet-setting

Life Stages: Eldercare, Empty Nester, First Time Home Buyer, Just Married, Recent College Graduates, Retirement Planning, Teenagers, Working Millennials, Millennial Females, Millennial Males

Politics: US Election

Recreation and Games: Hardcore Gaming, Mobile Games

Seasonal: Fall Blockbusters, Fall Holidays, Fall Sports, Summer Activities
Sports: Extreme Sports

Style and Fashion: High-End Fashion

Technology: Artificial Intelligence, High Profile Tech, Tablets and E-Readers

Travel: Budget Travel, Jet-setting



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