

**Peer39:**

**A Global Independent  
Data & Intelligence  
Company**

**We help brands and advertisers access the safest, highest-quality, most contextually relevant inventory at unmatched scale through Page-Level Intelligence™**

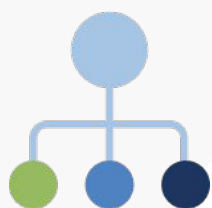
### **Company Overview**

The Peer39 platform surfaces the largest set of global identity-free signals, ensuring contextual relevance and quality environments are secured across web, Connected TV (CTV), and mobile apps.

From the beginning, Peer39 pioneered a holistic approach to contextual pre-bid ad targeting, that looks at the environment beyond keywords and phrases, analyzing the relationships between the words, sentences, sentiment, and meaning.

Peer39 was built without reliance on tracking to provide valuable data to its customers. We have the longest history in the pre-bid space and provide more identity-free intelligence than other providers.

Peer39 has invested in scale and innovation. This commitment means we're able to provide a response on 40% more inventory than competitors, which means more scale for ad opportunity and better performance.



# Solutions



## Advanced Contextual Data

The industry's largest and most accurate pre-bid contextual segment library to help you find the most relevant, safe, suitable and quality inventory to target, in every DSP.

**Context**

**Safety & Suitability**

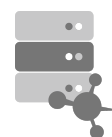
**Page Signals**



## Contextual Data Marketplace

The first-of-its-kind contextual data marketplace where advertisers can explore and discover innovative content-based, cookie-free contextual categories at scale.

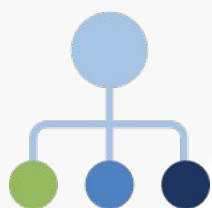
- Automotive
- Content Narrative Monitoring
- Demographic
- Disinformation Avoidance
- Diversity, Equity & Inclusion
- Emotional Context
- News Credibility
- Quality Curation
- Predictive Trending
- Product Demand
- Purchase Affinity
- School Dates
- Social Trending
- Weather



## Tools for Planning & Contextual Customization

The most advanced customization tool set for your contextual strategy, loaded with market-leading and innovative features to plan, build and manage.

- Planning Tools
- Page URL Example
- Custom KW
- KW Suggestion
- Advanced Custom



# Solutions



## Advanced Contextual Data

The industry's largest and most accurate pre-bid contextual segment library to help you find the most relevant, safe, suitable and quality inventory to target, in every DSP.

Context

Safety & Suitability

Page Signals



## Contextual Data Marketplace

The first-of-its-kind contextual data marketplace where advertisers can explore and discover innovative content-based, cookie-free contextual categories at scale.

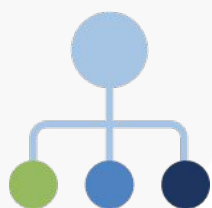
- Automotive
- Content Narrative Monitoring
- Demographic
- Disinformation Avoidance
- Diversity, Equity & Inclusion
- Emotional Context
- News Credibility
- Quality Curation
- Predictive Trending
- Product Demand
- Purchase Affinity
- School Dates
- Social Trending
- Weather



## Tools for Planning & Contextual Customization

The most advanced customization tool set for your contextual strategy, loaded with market-leading and innovative features to plan, build and manage.

- Planning Tools
- Page URL Example
- Custom KW
- KW Suggestion
- Advanced Custom



# Solutions

Peer39 offers a variety of pre-bid, cookie-free targeting capabilities through real-time categorization with 1000+ categories.

## Advanced Contextual Data



### Brand safety and suitability

Identify, plan and execute media aligned to content that aligns with goals and risk tolerance. Standard suitability includes avoidance of Crime, Mature, Accidents and Death, etc. Implement industry specific brand safety segments for Airlines, Automotive, Finance, Clothing, Travel, Pharmaceutical and Oil to steer clear from negative industry related content.



### CTV

Contextual planning and targeting toolset for new levels of visibility, accuracy, and scale around CTV data to inform campaign strategy decisions. Advertisers can now take advantage of the most robust set of targeting in this important advertising channel, including content, channel, production type, and now safety and suitability at scale, and with greater transparency into performance.



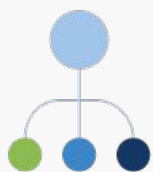
### Contextual

With over 300+ semantic categories to choose from, we enable advertisers' ability to ensure consumers receive messaging while they are in the best possible mindset.



### Custom Categories

Advertiser-created categories to target and/or avoid niche topics, safety concerns or their own list of URLs and Keywords.



# Solutions



## Language

Identify the specific language of the page



## Mobile

Don't miss out on mobile app inventory and engaged users—target apps with high user ratings, in-app purchases, and more.



## Page-level interest

Decrease CPA by targeting content that appeals to certain audience types, from business professionals, tech enthusiasts and parents to musical lovers, retirees and health-conscious.



## Page signals

The technical attributes of the page, such as page type, text-to-ad ratio, number of ads, comments, social, etc., that provide insights into the environment.



## Sentiment

Positive, negative, mixed, neutral. Identify content with opinions expressed in a piece of text towards a particular topic, product, etc.



## Video

Ensure appropriate player size and position. Avoid autoplay environments.

# Contextual Data Marketplace<sup>®</sup>

The first-of-its-kind platform 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

## Contextual Data Marketplace continued



### 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



### 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



### Credibility & trustworthiness

Target trusted news sources while avoiding misinformation and conspiracy theory content



### Product demand index

Operationalized demand sensing analytics to optimize media spend

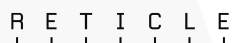
### Polk

#### S&P Global

Mobility

#### Automotive

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



### Emotional context

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



### Diversity, equity & inclusion-news content

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



### Predictive trending

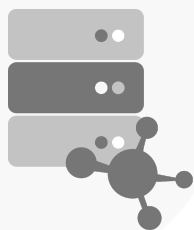
Target dynamic topic-based categories that are predicted to trend



### Real-time conditions

Leverage real-time environmental factors and dynamic weather conditions





# Planning & Custom Creation Platform

The Peer39 Platform is an easy-to-use, intuitive UI where users can create both standard and advanced custom contextual categories for deployment to any DSP.

- Upload up to 10,000 keywords or URL's per category. Get suggestions to grow your custom contextual keyword targeting list.
- Understand volume of keywords and standard Peer39 categories.
- Apply Boolean logic to keywords within their custom category.
- Leverage the contextual planners for new levels of visibility, accuracy, and scale through the entire Peer39 dataset: Contextual, Suitability, Page Signals, Mobile App, Marketplace, and Connected CTV (OTT-CTV)

## Helpful features:

- **Standard Custom:** A library of existing keywords.
- **Advanced Custom:** An exact 1:1 match with letters and characters, created by users.
- **Volume prediction:** Bid request volume for each category, Category ID, and Partner Segment ID
- **Keyword suggestion:** Suggestions for words or phrases to add to lists and expand targets.
- **Page URL:** Examples of pages ads would potentially serve on, based on the inventory available within the chosen DSP.

Peer39:

# Key Differentiators

- **Full-page level analysis goes well beyond the epicenter of the page.**

Peer39 goes beyond keywords and phrases, pioneering a holistic approach to contextual ad targeting. Combining artificial intelligence with natural language processing (NLP) and machine learning (ML) algorithms, we analyze every element of pages: technical attributes such as URL, page layout, page type (homepage, section page, social media), as well as page quality, language, text-to-ad ratio, video size, and comments. Our full page-level analysis identifies page topic, sentiment, safety, suitability, and quality—in any language.
- **Unmatched scale and recency of data.**

In response to over 400+ billion daily bid requests, we analyze over 2.5 billion unique URLs and 1 million apps, returning attribute results in milliseconds. Our extensive data set of more than 2000+ granular categories comes from over a decade of analyzing web pages—creating a continuous loop of knowledge that exponentially improves categorization, automatically updating categories. Website content changes varies from page to page; we re-crawl previously seen web pages every 2 hours (other solutions range from 4 hours to 30 days) to ensure classifications represent live content. All pages in our system expire after 24 hours, only processing pages that are showing up in RTB auctions each day
- **Custom-category creation.**

Plan, build and manage custom categories using a planning tool set that offers forecasting providing insights and impression opportunities to inform campaign strategy. Quickly build and activate distinctive categories based on keywords, URLs, or “safe from” keywords (“safe from” categories are sets of keywords that the advertiser wishes to avoid)—in ALL languages.

Peer39:

# Key Differentiators

- **OTT-CTV.**

Our Transparency Report for CTV provides data on where ads are running, including Fake CTV content and other unwelcome environments as well as content-category level reporting, plus platforms and OTT service. We have categories for CTV for buying across each OTT service or device, a particular network or cable channel, or target inventory by content category, and avoid unsuitable content.

- **First Look technology provides unrivaled scale.**

90% of URLs are new each day. Peer39's proprietary first-look technology provides a contextual and brand suitability understanding for new URLs and apps immediately, and a full semantic analysis for URLs within 2 minutes. The result is Peer39 data is applicable on up to 40% more inventory than competitors.

- **Industry-specific brand safety categories.**

Curated industry-specific safety categories allow you to select a single safety segment relevant to each vertical—Airline, Automotive, Clothing, Oil, Pharmaceutical and Travel.

- **Page Signals.**

We can identify pages with technical attributes that help differentiate quality inventory such as content-rich environments, pages with user-generated content or social media activity, number of ads per page, or video player size and location.

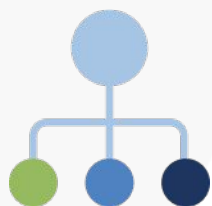
- **Page-level sentiment.**

Peer39 is the only data provider with a deep understanding of page-level sentiment (i.e., positive or negative). Layering sentiment targeting on top of semantic categorizations allows media buyers to find brand-relevant content, while also ensuring that the content is positive in nature.

Peer39:

# Key Differentiators

- **Multi-layer approach for brand safety and suitability.**  
Pre-bid brand safety ensures maximum safety up-front by blocking undesirable content without relying on keywords, and increases scale by allowing safe content that others may avoid without full-text analysis. Layering Peer39 technologies creates a powerful brand safety strategy that is more efficient, privacy-friendly, and globally compliant.
- **First-party contextual onboarding.**  
Using inputs from campaigns, Peer39 produces an analysis of brands' media distribution and performance across contextual signals, giving a deeper understanding of where audiences are spending time and consuming content. Protect your first-party intelligence investment, and future-proof audience strategies by translating to proven contextual and keyword combinations.
- **Privacy friendly and compliant.**  
Peer39 was built from the ground up with privacy in mind. We rely on our page-level semantic analysis to drive all our data attributes. Nothing is user-based and cookies play no role in any of our data segments.
- **Independent, customer-first focus.**  
Peer39 is 100% employee-owned. Others operate under a larger umbrella where focus and innovation can be hard to come by. At Peer39, we are agile, nimble, and committed to a customer-first approach.
- **Globally available.**  
Categories are available in 12 languages (English, Spanish, French, German, Italian, Dutch, Portuguese, Chinese, Japanese, Turkish, Russian, Polish). Custom categories can be created in ALL languages



# Data Collection Methodology

Peer39 is a content classification engine that produces semantic-based contextual, brand safety/brand suitability, page quality signals, sentiment signals, meaning, and a number of other groups of data that are derived from the analysis of web pages and apps in real-time.

The system is made up of a number of components, processes, models, and technology. Our online layer consists of a caching layer and a data processing layer—this is the point in which all of our partners and customers integrate with Peer39. The caching layer is the repository to respond quickly with page-level results to all of our partners when they pass a URL or other signal to our platform.

Our proprietary data-processing layer, First Look, enables us to classify an individual page even if it's the first time it has been passed to our system.

Peer39 responds to all pages in real-time, and new pages get our First Look response as well as being added to a queue for further processing by our classifier.

The classifier is a series of models and algorithms that are built to process pages and content then respond back to the online layer with our semantic classifications, quality categorizations, brand suitability, mobile, video, trending, and viral classifications, in addition to sentiment analysis.

Finally, we have an enrichment layer. The enrichment layer is where our marketplace partners can enhance the response back to the cache layer with their own brand of data derived from their analysis of the pages, app, or location. Examples of enrichment are weather signals, social signals (Social Predict), and news content credibility scores (NewsGuard).

Peer39:

# Case Studies

Our solutions have proven success across verticals and KPIs for both branding and direct response campaigns:

- **Brand safety and fraud (telecom)**

We were able to successfully get a client to switch from their incumbent pre-bid targeting provider to our solution for brand safety and fraud. An alternative post-buy verification provider was used and continued to show low block rates ranging from 8%-12%. In addition, we provided cost savings of up to 40%.

- **Contextual (consumer electronics)**

We ran both a Peer39 contextual category and an exchange-based category. Results included a lower eCPC for Peer39: \$0.17 vs \$11.07; a more efficient eCPM for Peer: \$1.14 vs \$8.07.

- **Contextual (telecom)**

The goal was to increase conversions. We implemented contextually appropriate categories. Results were conversion rates of 2,950%, (A&E) Movies; 1,800%, Home & Garden; 1,656%, Computers; and 969% (A&E) Books.

- **Contextual (automotive)**

Targeted contextually relevant auto inventory and exceeded the CTR goal while also increasing brand lift by 200%.

- **Custom brand safety (big box retail)**

Needed to ensure that the brand's ads do not appear adjacent to brand-associated data-breach news. Created an always-on custom brand safety solution that incorporated branded keywords, safety categories, whitelist, and blacklist. Campaign ran without pausing and avoided the negative content.

