

Peer39: time-based targeting where & when matters

 GOLDFISH ADS

Partner – Peer39 Contextual Data Marketplace



The right people at the right time

Finding people receptive to your messaging is a big challenge. People aren't consistent in what they're shopping or searching for, and that can change from moment to moment. Goldfish Ads creates Cohorts of people who are amenable to advertising using their Receptivity Targeting.

Processed by geospatial algorithms, Goldfish Ads creates categories of cohorts such as Demographics, Behaviors, Purchase Intent, Interests, and others using vast amounts of real-world data.

All without using PII.

- **Target in-market or in-activity consumers** at the right time and in the categories that matter to your campaign. For example, you can reach Auto Intenders when they're at a dealership.
- **Privacy and regulation compatibility** so that your ads can follow both guidelines such as GDPR and CCPA, and also the technological restrictions from Apple and Google. You'll be ready for a cookieless future.
- **Reach people based on their activities, not static targeting.** Because shoppers' intent change over time or based on what activities they're doing, Goldfish Ads helps you find the most-receptive audience.

Goldfish Ads' personas can also help you with reach by creating custom audiences by combining and layering household income, property value, hobbies & interests, and more. Goldfish Ad categories is a cost-effective, privacy-safe solution.

Rate:
\$0.80
CPM

Cookieless doesn't mean you lose scale or the ability to do granular targeting.

The Goldfish Ads algorithm searches millions of data points across locations, times, demographics, and behaviors to find the most relevant audiences to generate these cookieless data sets.

Goldfish Ads data segments are both wide-ranging -- including demographic, behavioral, psychographic -- and can also be granular. Their most unique categories are their Receptivity Segments that focus on both the *where* and the *when* of the target audience e.g. targeting golf enthusiasts at golf courses when they are densely populated.

Segments and sample categories:

Ethnicity

Health - Prevalence of Arthritis, Prevalence of Asthma, Prevalence of Diabetes, Prevalence of Dental Checkups, Top 20% COVID Vaccinated Population, Top 20% Most COVID Vaccine Hesitant Population, and more

Household Income

Language

Politics

Property Value

Receptivity - Mobile - Active Casinos, Mobile - Auto Intenders, Mobile - Electronics Shoppers, Mobile - Sports Spectators - MLB, Mobile - Sports Spectators - NASCAR, Mobile - Sports Spectators - NCAA Football, Mobile - Sports Spectators - NFL, Ski Vacation, Traveling by Airplane, and more

Social Interest - Business & Industry - Banking, Business & Industry - Nursing, Business & Industry - Retail, Cannabis, Entertainment - Games - Card Games, Entertainment - Games - Casino Games, Entertainment - Life Events - Bar, Entertainment - Life Events - Concerts, Entertainment - Life Events - Music Festivals, Food & Drink - Alcoholic Beverages, Shopping and Fashion - Clothing, Sports & Outdoors - Physical Exercise, Technology - Consumer Electronics - Computer, Technology - Consumer Electronics - Smartphones, and more

To see all categories offered by Goldfish Ads, find them in the Marketplace Planner on the Peer39 platform.



For more information on how to get started:
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