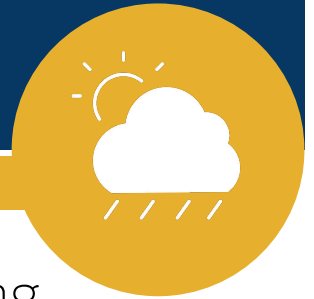


Peer39: real-world contextual events in real time



Peer39 Contextual Data Marketplace



Target your message to users experiencing specific conditions as they happen

Everyone knows that weather affects the way we choose to spend our time and money. How likely are we to buy new sunglasses when it's raining outside? The challenge that advertisers face is translating this human behavior into effective advertising. Peer39 provides a solution to this dilemma, by allowing buyers the capabilities to target users with relevant messaging while they are experiencing particular weather conditions.

Discover Peer39 Weather Targeting

Peer39 has partnered with numerous weather data providers to help buyers filter every bid request by the actual weather conditions being experienced by users.

Conditions and Alerts*: From humid to icy and from clear to rain to snow, advertisers can use real time conditions to determine which users receive what message.

Temperatures and “Feels Like”: With nine temperature ranges in both Fahrenheit and Celsius, as well as “Feels Like” categories for days when the true reading just doesn't look right, you can choose the ideal range for maximizing user engagement and conversions.

Flu Activity*: When people have the sniffles things change. They take more medicine, they stay at home, and they'll buy comfort food. Leveraging these insights, brands have the option of reaching users in high flu activity areas with targeted relevant messages.

Rate:
\$0.25
CPM

For more information on how to get started:
Peer39AM@Peer39.com
or visit www.Peer39.com

No matter your vertical, weather affects your audience's state of mind

Travel: A bout of inclement weather can easily prompt a “get out of here” response.

Automotive: The idea of that new convertible is much more tempting when it's 80 and sunny.

Entertainment: How many people go to the movies when it's raining outside?

Food & Beverage: Eating and drinking habits change depending on the temperature outside.

Retail: Retailers are masters of changing inventory with the season – when the temperature changes, so do consumers' interests.

Weather targeting choices with Peer39

Alerts*: Avalanche, Dust Storm, Extreme Cold, Fire Danger, Flood, Heat Wave, Heavy Fog, Hurricane, Tornado, Tsunami, Typhoon

Barometric Pressure: 950-980 millibars, 981-990 millibars, 991-1000 millibars, 1001-1010 millibars, 1011-1013.24 millibars, 1013.25 millibars, 1013.26-1030 millibars, 1031-1042 millibars

Conditions: Clear, Cloudy, Dry, Hailstorm, Heavy Rain, Heavy Snow, Humid, Icy, Partly Cloudy, Rain, Snow, Thunderstorm, Windy

"Feels Like" (Celsius): Below 0, 1-5, 6-10, 11-15, 16-20, 21-25, 26-30, 31-35, 36+, 42+

"Feels Like" (Fahrenheit): Below 30, 30s, 40s, 50s, 60s, 70s, 80s, 90s, 100+, 110+

Flu Activity*: None, Mild (contained within local regional areas), Severe (widespread), Weak (sporadic)

Temperature (Celsius): Below 0, 1-5, 6-10, 11-15, 16-20, 21-25, 26-30, 31-35, 36+, 42+

Temperatures (Fahrenheit): Below 30, 30s, 40s, 50s, 60s, 70s, 80s, 90s, 100+, 110+

*US Only

Peer39: Precise targeting so your ads appear where you want them most

Weather targeting parameters can be combined with every other Peer39 category – including mobile apps – in order to find the ideal physical and digital environments to serve your ads. In addition, weather targeting can help reduce waste by avoiding conditions when consumers will clearly be unreceptive to your message. Whatever your strategy, with Peer39 you have the control to make your best buying decisions.

Reach out to your account representative or the Peer39 account management team to find out how to use weather targeting and other Peer39 categories.



For more information on how to get started:
Sales@Peer39.com

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