



The Advertiser Playbook



THE STANDARD WAY TO EVALUATE WEB PAGES FOR ONLINE ADVERTISING.



In a real time environment, there are billions of opportunities to display your message. Peer39 gives you persistent targeting variable for every page, within milliseconds. That's what makes Peer39 data the foundational resource for RTB buying.

Consistent and Relevant Categories:

*The category data on pages across different inventory sources are **standardized and advertiser-focused**, giving buyers a consistent way to view and bid on pages.*

Pervasive and Immediate Information:

*There is category data available on most of the impressions across inventory platforms, giving buyers a **persistent targeting variable** to use in all RTB-based display campaigns.*



facebook.com/peer39



semanticizeme.com



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THE BASICS

WHAT IS PEER39?

SEMANTIC TARGETING

SUCCESS CASES

PEER39



What is Peer39?

THE KEY TO ADVERTISING SUCCESS

Peer39 lets advertisers actively choose the specific environment around where their ads are showing up.

The Right Message

Creative

- Message
- Offers
- Design
- Copy
- Endorsements

The Right Person

Audience

- Retargeting
- Behavior
- Demographic
- Intenders
- Profiles

The Right Mindset

Environment

- Quality
- Safety
- Relevancy
- Content
- Geography
- Day part

Peer39 analyzes pages across multiple inventory sources and returns attributes for each page in **less than 5 milliseconds**.



Once an impression is selected, ad servers can dynamically place ads on the page, matching content with the creative message identified by advertisers.

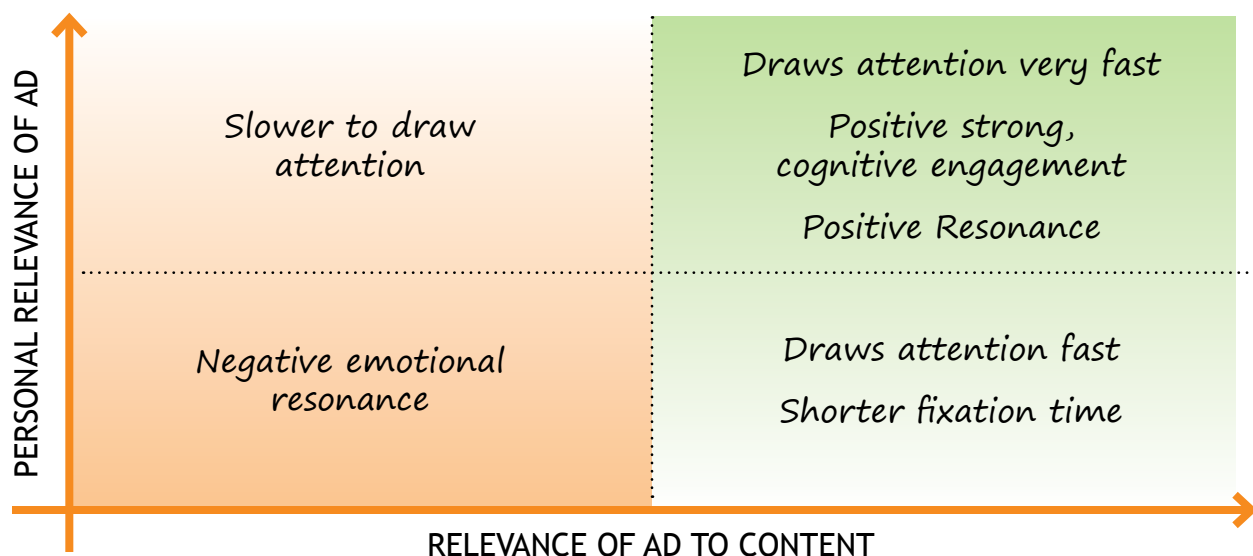
CONTENT RELEVANCY = MAXIMUM RESULTS



Advertisers get access to the must-have variables that make up a successful advertising campaign:

- > Page meaning
- > Quality control
- > Pre-emptive brand safety
- > Customization to address specific needs

All at effective scale !



“ Time to first fixation increases by 15% when ads are relevant. This increases the chances that the ad will be store in long-term memory and ultimately leads to higher recall.

Relevant ads elicit an emotional response that's almost twice as high as those without.

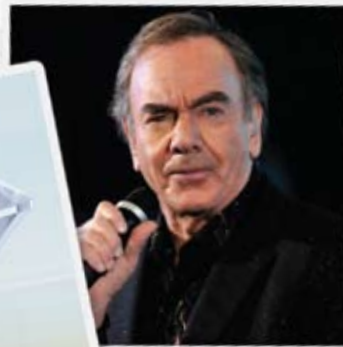
When an ad has both content and personal relevance its impact is even more powerful, producing stronger emotional response than either condition alone. ”

NOT ALL TARGETING TECHNOLOGY IS CREATED EQUAL

Content-based data providers define targeting in many ways. Peer39's targeting is based on elegant technology that determines meaning of content to classify a page into attribute channels. Check out the descriptions below to see why Peer39 is better than contextual targeting (keyword and domain).

Targeting by Keywords:

Diamond, Diamond or Diamond?



Evaluating the meaning of a piece of content based on keywords can often lead to improperly categorized content; keywords can have multiple meanings. When taken out of context, they are not always indicative of the meaning of the greater piece of content.

Targeting by Domains:

Targeting to content based on the domain level information is too out of focus from the actual content on each webpage. The classification results that are produced from domain targeting are not as accurate and miss many opportunities to find valuable categories of content.

This site is categorized as news, financial and business... but this page is about something else – food and wine!



Page Level Targeting = Relevance

Targeting at the page level is the ideal method of finding the best value in content. By treating each URL as its own entity, marketers can target their audience in the most relevant content that matches the desired mindset.

Peer39 algorithms define the meaning of billions of pages across the internet so you can find *accurate and actionable* page level impressions.

Page level semantic classification is the most accurate

“Why is the shipping on Amazon.com so expensive?”

-  Domain: General News and Reference
-  Keyword: Shipping to South America
-  Semantics: Business / Internet / Shopping



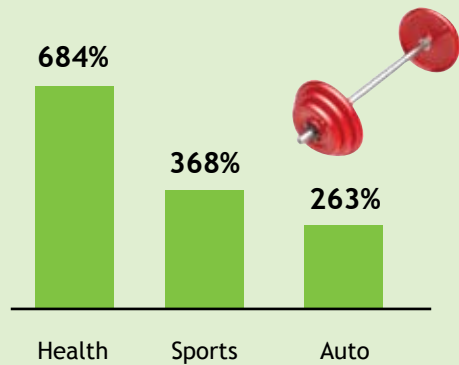
“Oprah's Debt Diet Action Plan”

-  Domain: Women's Lifestyle and Relationships
-  Keyword: Diet and Health
-  Semantics: Personal Finance

Success Cases

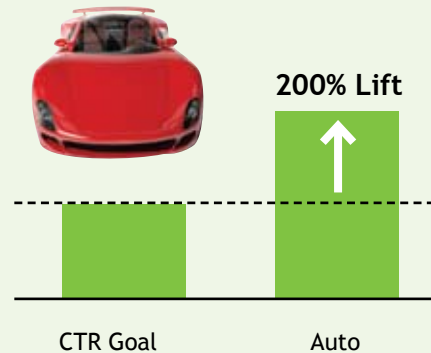
Goal: Increase CTR

Percentage represents improvement over RON



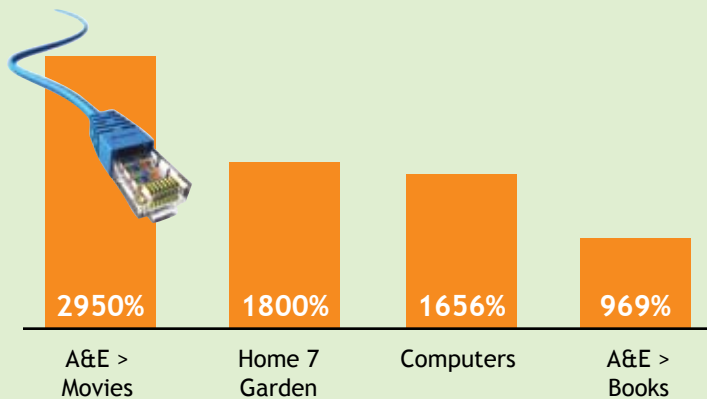
Men's Health Equipment

Percentage represents improvement over goal

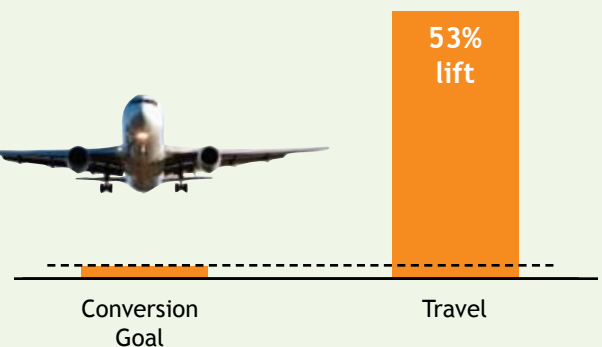


Auto Manufacturer

Goal: Increase Conversions

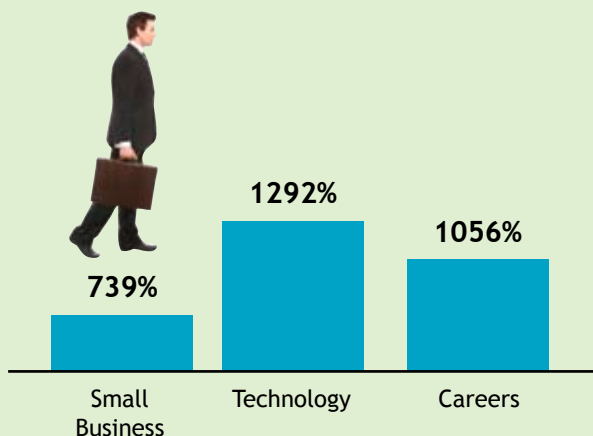


Telecom Provider

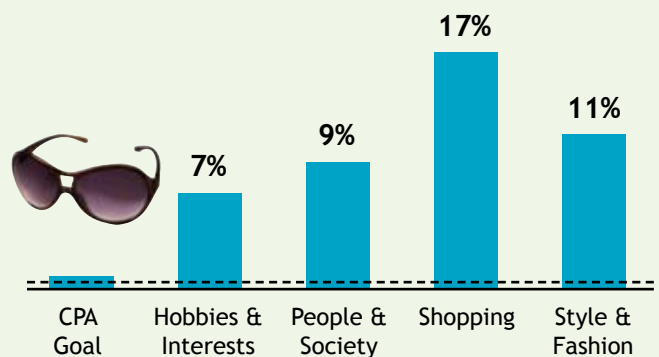


Airline Carrier

Goal: Decrease CPA



Career Website



Deal of the Day / Fashion

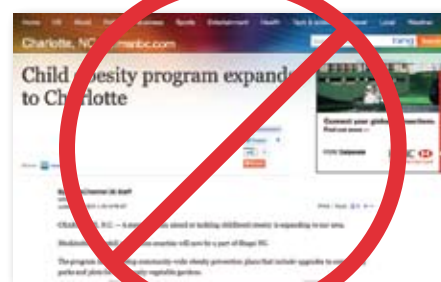
Goal: Brand Protection



Airline Carrier

Custom Category:
Safe from 9/11 content

A major airline carrier asked Peer39 to create a custom “Safe from 9/11” category that they could use during the months of August and September. This category ensures that the carrier can continue to run travel related impressions without the fear of their ads appearing in inappropriate contexts.



Soft Drink MANUFACTURER

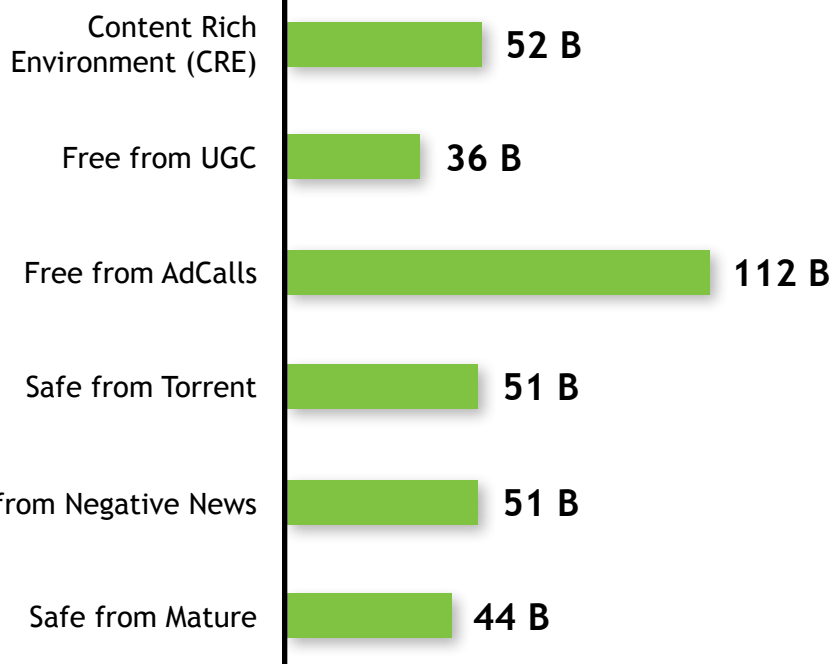
Exclusions:
Safe from Health

All brands have different ideas of what content is safe for them. While this soft drink manufacturer appeals to a very wide audience, there is a specific kind of content that causes a negative association: Health. This specific brand asked to target away from Health content to avoid any mentions of weight loss or obesity.

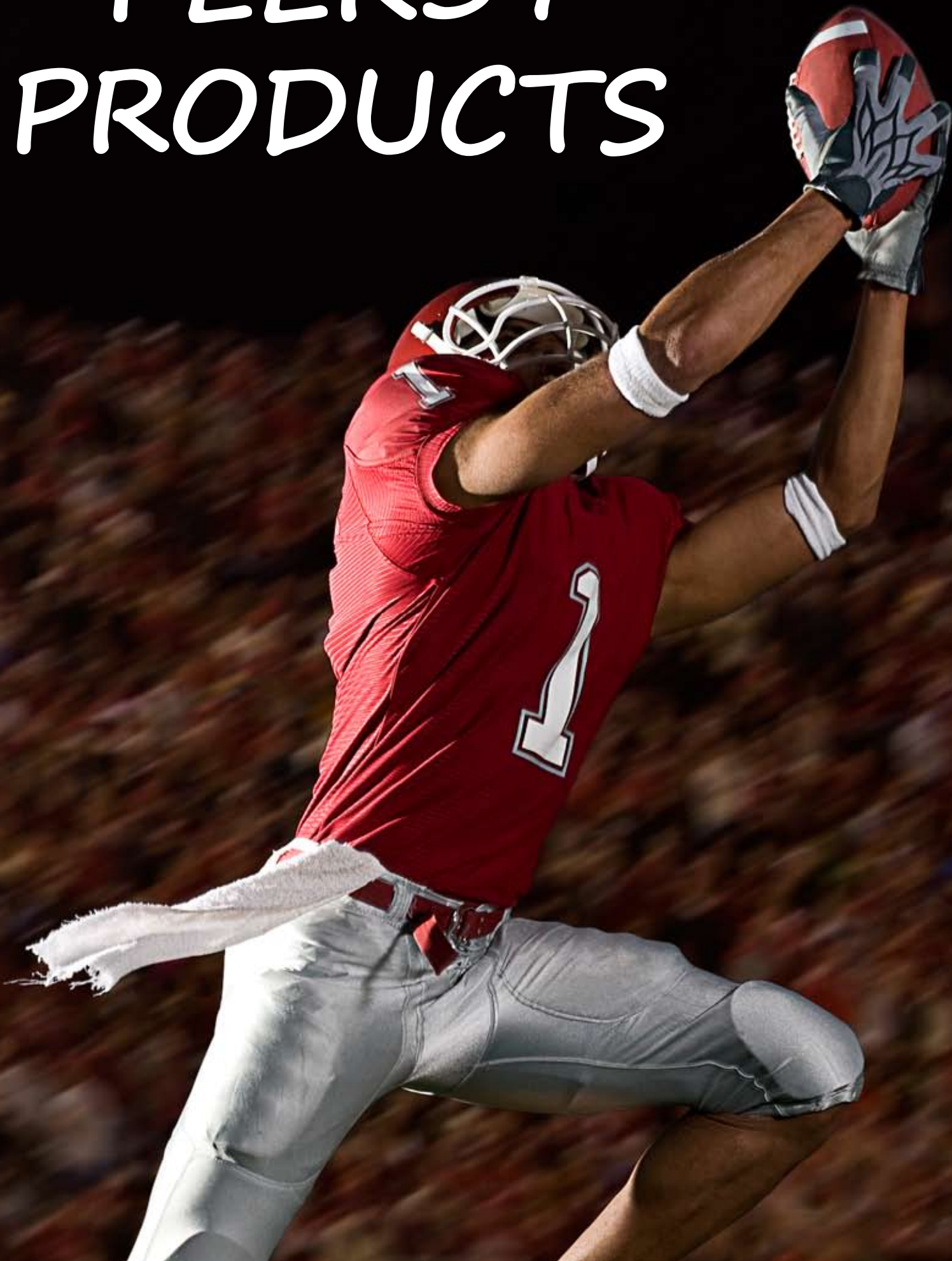
Goal: Quality with Scale

Safety attributes and content controls provide scale, without sacrificing quality, for brand advertisers that require a wide reach.

Monthly available impressions (billions)
sample of top requested attributes from one RTB source



PEER39 PRODUCTS





When Peer39 analyzes a page, it returns attributes that determine the environment around each ad unit.

These attributes are classified into 3 channels: quality, safety, and category.



Quality

The type of page and quality indicators

Include or Free From

User Generated Content (UGC)
Moderated UGC
Ad Calls
Apps/Toolbars
Content Rich Environment (CRE)
Language
Ad Count
ATF Index



Safety

Objectionable or misaligned content

Safe From

All Negative Content
Alcohol
Drugs
Gambling
Mature
Profanity
Hate Speech
Torrent
Negative News
 > Accidents
 > Crime
 > Death
 > Disasters
 > Terror



Category

Meaning and context

Top Level Attributes

Arts & Entertainment
Automotive
Business
Careers
Education
Environment
Food & Beverage
Health
News
Parenting & Kids
Personal Finance
 Pets
 Real Estate
Recreation & Games
Relationships
Shopping
Sports
Style & Fashion
Technology
Travel

And Many More...



Multiple subcategories are available to get to a deeper level of granularity and can be customized. For example...

Personal Finance

> Credit and Loans
> Taxes
> Investing
 -ETF
 -Retirement Planning

Attribute Breakdown



QUALITY ATTRIBUTES

Quality content is determined by many factors that are unique to each advertiser and campaign. Peer39's quality attributes provide information on the type of content and structure of a page that add to the overall environment around the ad unit.

Choose the quality of the environment by first defining the type of page that aligns with your goals.

Include or Free From

-UGC

-Moderated UGC

-Toolbars / Widgets

-Ad Calls

-Content Rich Environment

-Language

-ATF Index

-Ad Count



Language

Peer39 can identify and semantically classify seven languages: English, Spanish, German, French, Italian, Portuguese and Dutch



Moderated UGC

Moderated UGC is User Generated Content that is managed or edited by a publisher.



UGC

Message boards, discussion groups, and sharing sites are all examples of valuable UGC content pages. Un-moderated UGC are pages that are not monitored by a publisher.



Content Rich Environment (CRE)

Peer39 CRE ensures that each page you select has the density of content to derive category attributes, eliminating any content that doesn't return a full semantic classification.



Apps/Toolbars

There are placements that are not on a proper web site. They could be ad units within toolbars or widgets that will impact the way an advertising message is perceived.



Ad Count

Identify how many standard size display ads are on a page to actively control your share of voice.



Ad Calls

These are placements that have been passed through multiple ad networks and don't return information about the page



ATF Index

Peer39 calculates the probability of whether an ad will be viewed by a user based on its location on the page in relation to the fold.



BRAND SAFETY ATTRIBUTES

Brand Safety can mean **many things** to different advertisers. Some advertisers want to avoid content that may be inappropriate for their audience (*Objectionable*). Others may simply want to avoid content that doesn't meet the objectives of the campaign or creative execution (*Misaligned*).

Peer39 lets you know what topics are addressed at the page level, leaving the job of deciding what is "safe" and "unsafe" up to the advertiser.

Choose the safety attributes that align with the advertising goals. Proactively target away from content that conflicts with the campaign message.

Safe from....

- Alcohol
- Profanity
- Drugs
- Hate Speech
- Gambling
- Torrent
- Mature
- Negative News
- All Negative Content



Non Profit Safety

- ✓ OK with serious news such as hurricanes
- ✗ Needs to be Safe from alcohol



Cruise Ship Safety

- ✓ OK with alcohol, gambling and mature content
- ✗ Needs to be Safe from negative news such as hurricanes



Direct Response Safety

- ✓ OK with most topics
- ✗ Needs to be Safe from Profanity and Hate Speech

Current solutions to brand safety fall short in real world use in an RTB environment:

Peer39 offers pre-emptive safety selection... enabling advertisers to refrain from bidding on pages that don't align with their campaign goals.

VS.

Ad blocking places an alternate ad on an impression you already bid and paid for, creating waste and a lower ROI-when the solution is installed outside of the bidder. Verification lets you know what happened to your campaign after it has already run, when it's too late to affect it.

Peer39 dynamically classifies pages... providing immediate information in real time about each page before a bid decision is made

VS.

Indexing pages does not provide a real-time result.

Peer39 provides page level accuracy... ensuring that each page is evaluated individually for safety. We produce objective binary results about each page that allow for a more realistic use of safety attributes. The Peer39 system doesn't attempt to judge what level of safety the page is based off of an overall domain score, it simply states that the page has content about that objectionable topic.

VS.

Other safety solutions assume an entire site is a safe domain, and then serve ads to those specific pages, claiming to apply safety to the page-level. Sliding scale safety attempts to judge what level of safety the page is based off of an overall domain score, that provides a less accurate view of what is happening around each ad impression.

Attribute Breakdown



CATEGORY ATTRIBUTES

Peer39 semantically classifies pages in advertiser-focused categories and sub-categories, giving you visibility into where your ads are showing.

Choose a Peer39 category and only bid or buy impressions on pages with that specific content.

Subcategories are available for many top level categories, however the top level categories encompass more than just the sub categories. For example, the Personal Finance category breaks down into these sub categories:

► ***Personal Finance:***

- ***Taxes***
- ***Credit and Loans***
- ***Investing***
 - *Exchange Traded Funds*
 - *Retirement Planning*

Other personal finance pages that don't fall into one of these subcategories are included in the top level category umbrella. (For example: pages with topics about debt reduction or saving for college)

Contact us for the most updated taxonomy.

Top Level Category Attributes

Arts & Entertainment
Automotive
Business
Careers
Education
Environment
Food & Beverage
Health
Home & Garden
Internet
News
Parenting & Kids
Personal Finance
Pets
Real Estate
Recreation & Games
Relationships
Sciences
Society
Sports
Style & Fashion
Technology
Travel



1. Choose the medium

Include or exclude different content types based on the advertiser's comfort level and quality definitions.

2. Protect your message

Exclude content that doesn't align with the advertiser's definition of brand safety. Beyond the basic protection from negative content, the creative message may have particular sensitivities to specific categories.

3. Select appropriate categories

When you select a category, you are getting the most relevant pages across all inventory sources. When deciding which categories to choose, consider audience mindset. What type of content do you want your audience to be reading when they see your ad?

PUT IT ALL TOGETHER!

Attributes Selected

-  Content Rich Environment
-  Safe from All Negative Content
-  Technology, Business, News

-  ATF Index High
-  Safe from mature content only (Ok with other topics such as Drugs)
-  Arts & Entertainment, Books & Literature

-  Content Rich Environment
-  Safe from mature content only (Ok with other topics such as Alcohol)
-  Food & Beverage, Dining Out

Sample page ad will appear on...

Technology site
product review



Book review site



Financial news site
life and culture section



Notes



BEST PRACTICES



Best Practices

Custom Categories



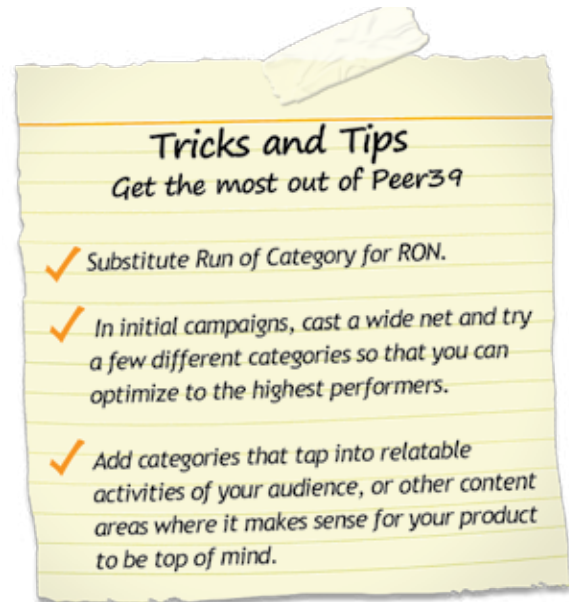
Get to more granularity using keywords on pre-existing categories.

Category Subcategory Keyword
Sports > Football > New York Giants

Category Optimization

Rather than targeting a single site, with category optimization you can yield improved results by targeting MULTIPLE sites in the category you want.

Use category data in unique ways to generate results ranging from boosting ROI to increasing engagement.



VS.



Optimize to a *SINGLE* site about Business and Finance

Optimize to *PAGES* throughout *MULTIPLE* sites about Business and Finance

Category Bundling

Category bundling can be particularly useful when advertisers are looking for specific mindsets. To increase scale, media buyers should consider categories outside of the obvious target and expand into other interests of the intended audience.



Education

+



Parenting

=



Use categories to create relevant ad packages that reach a specific demographic or mindset.



The DIY Guy

- Real Estate
- Home & Garden
- Environment



Cosmopolitan Woman

- Style & Fashion
- Health
- Relationships



Tech Geek

- Technology
- Arts & Entertainment
- Business

Take advantage of our seasonal categories that follow content trends.



Super Bowl

This category covers a range of topics around the event such as sports, advertising, business, parties and food.



Thanksgiving

Turkey and trimmings are just the beginning of what is covered during Thanksgiving. This category includes all topics such as Family, Travel, Food, Black Friday and Cyber Monday.



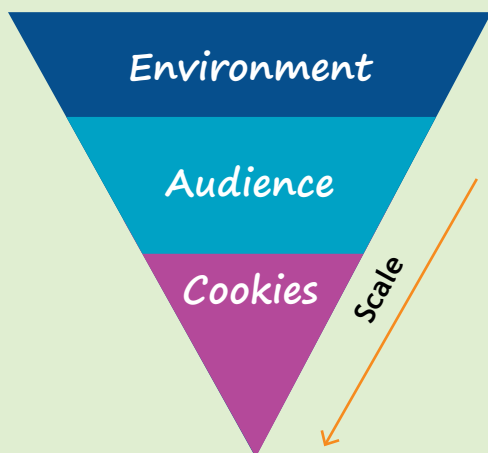
Back to School

Parenting, shopping, health, savings and even car buying are popular topics during the fall back-to-school season.

Best Practices

Hyper Targeting

Overlay audience or your own cookie data with our environment data to reach your most engaged prospects at the exact right time. Targeting to audience and environment can meet both branding and direct marketing goals.



Performance

Audience data can yield greatest ROI, whereas environment data brings the much-needed scale to a campaign that requires a very large return.

*Reach your target CPA
and increased total number
of conversions.*

	CPM	Impressions	Total Dollars Spent	Conversion Rate	Conversions
Audience Targeting + Environment	\$2.50	1,000,000	\$2,500	.2%	2,000
Peer39 Targeting	\$0.50	100,000,000	\$50,000	.02%	20,000
Total	\$0.52	101,000,000	\$52,000	.021%	22,000

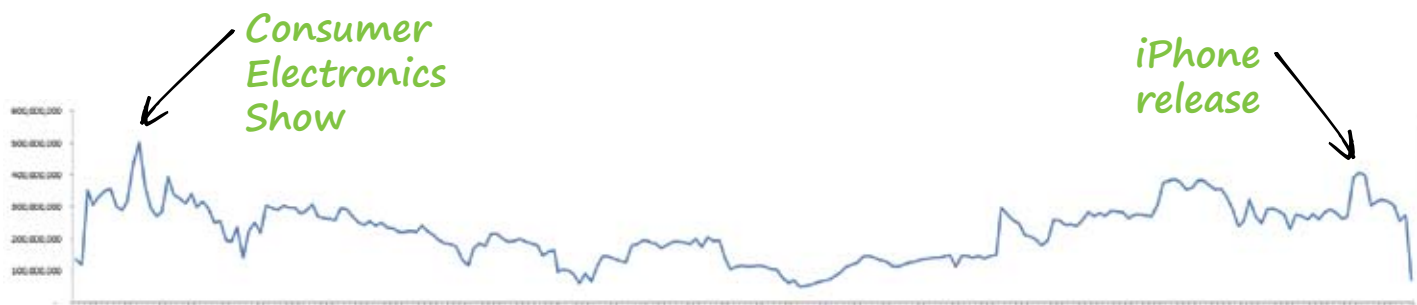
The above chart is an illustrated example, not a real campaign.

Brand building

From a long-term branding perspective, advertisers should invest in the environment around each and every ad impression. Performance-based advertisers looking only at CTR may be missing a long-term opportunity to build brand favorability by advertising on only the highest quality, most relevant pages.

Taxonomy Trends

Advertisers can benefit from analyzing relevant content trends. Peer39 sees both expected and unexpected fluctuations in content when relevant news hits the internet media. We can use the past year's data to help determine trends in content, predict future impression levels, and determine the best flight dates for a campaign.



Technology Impressions 2011

Dynamic Creative

Even brands with the most diverse product and target base can use semantic targeting to gain efficiencies. Working with your advertising technology or rich media provider, you can create an ad unit that dynamically showcases an appropriate creative, based on the page content. In this situation, every buy becomes targeted. This type of unit has traditionally been successful for retail advertisers with a wide array of merchandise and a broad target market.

Dynamic Creative in Action

Example:
A home improvement retail advertiser selling diverse products that appeal to different audiences.

If a page is about

Home & Garden



The ad unit promotes

Garden Tools



Real Estate



Power Tools



Brand Favorability

Brand advertisers can further reach their goals through Peer39. Studies have shown that awareness, brand favorability, and purchase intent all increase when brand messages match page content.

Tricks and Tips For brand favorability

- ✓ Choose categories that are endemic to your brand message and product offering.
- ✓ Third party brand effectiveness studies can be used to determine which categories are most favorable for your campaign.
- ✓ Protect your brand from bad content adjacency.

Auto Brands Experience Dramatic Increase in Ad Campaign Effectiveness when Contextual and Behavioral Targeting are Combined

The results demonstrated a dramatic increase of effectiveness when the two targeting types were executed concurrently, with up to 70 percent increased purchase intent, brand favorability and awareness among consumers.

—Jumpstart Automotive Group, 2009

Peer39 and the RTB Environment



In real-time display advertising, every page is its own piece of inventory. Sites are like networks of pages, and although a site can directionally fit a particular category, or typically provide a safe environment, there are pages within virtually every site that depart from the overall categorization or safety level of the site.



Buyers need a mechanism to evaluate content at the page level to ensure that the bid opportunities are in environments that are in line with their campaign and brand goals. (White list and black lists provide a starting point, but they are a blunt instrument in the delicate RTB environment)



Peer39 data is unique because it enables advertisers to access page level attributes for better ad decisioning on virtually all pages.

Bid Strategies

Peer39 offers exchange buyers unprecedented visibility into each and every page they are bidding on. This universal view allows for a true evaluation of ad placements, and the ability to appropriately value each and every impression. Applying these bid strategies has proven to be highly successful for advertisers looking for top quality content.

I'll bid up to \$3 CPM for that ...

... Up to \$1 CPM for that...

... And up to \$.20 for that...



Auto > Buying & Selling



Auto > Buying & Selling



N/A (Uncategorized, Not Content Rich)



Content Rich Environment



UGC



English



Safe from all Negative Content



Safe from all Negative Content



Safe from all Negative Content



... but don't dare bid on this.



Classified as **MATURE CONTENT**