

**PEER**39<sup>\*</sup>  
TM

**The Publisher Playbook**

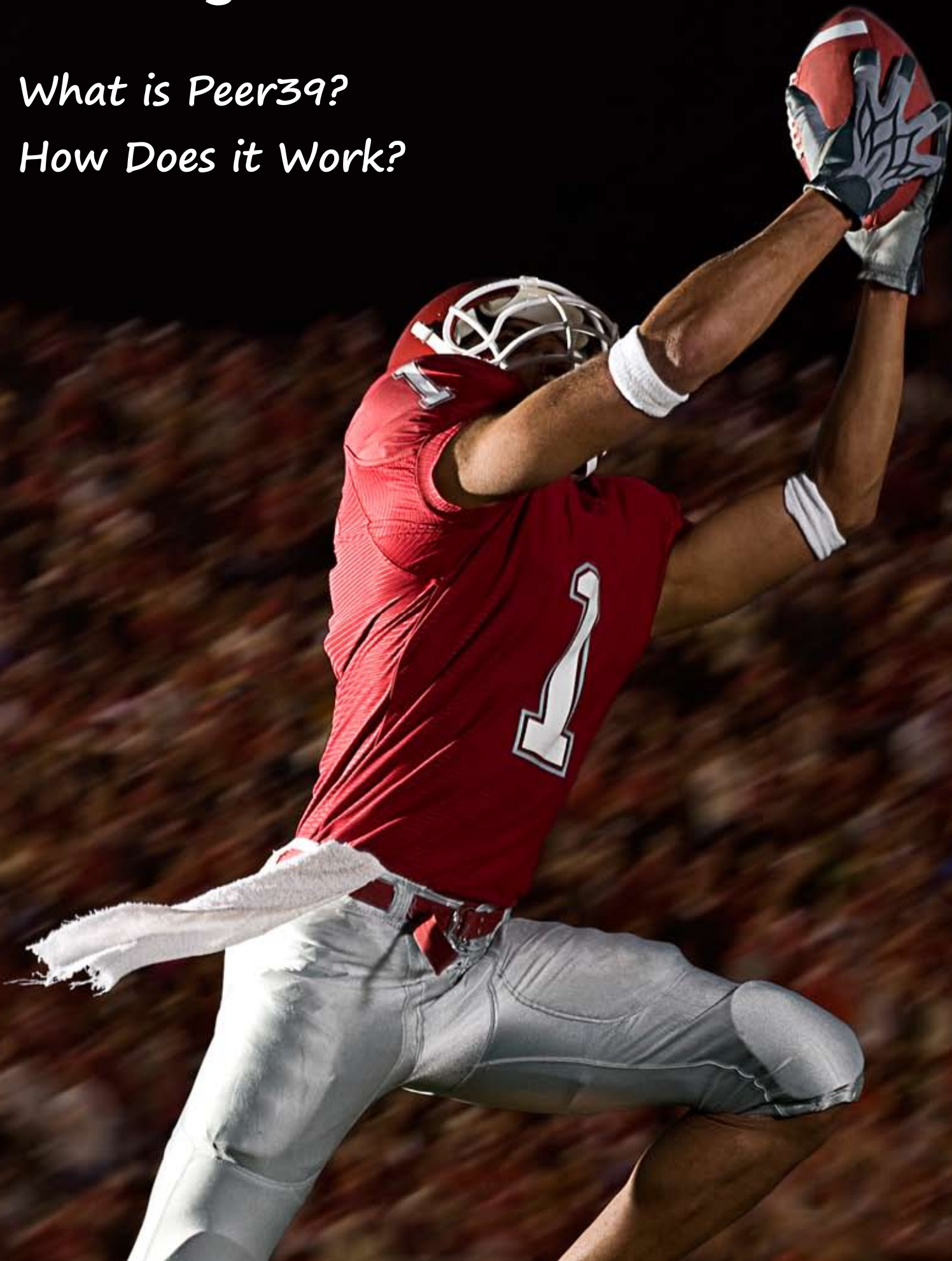


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# *Maximize Your Earning Power*

*What is Peer39?*

*How Does it Work?*



## *Introduction*

Peer39 gives publishers the data they need to maximize the earning power of their most precious asset: content.



### *What we do*

**Peer39 classifies pages, facilitating relevant ad placement**

### *What you get*

- ✓ Content categorization according to high-value advertising channels
- ✓ Real time page level analysis enables highest yield ad matching and the most favorable environment for advertisers
- ✓ Automated management of under-delivery and brand alignment issues for advertisers
- ✓ Topic attribute assignment to each page enables easy dynamic packaging

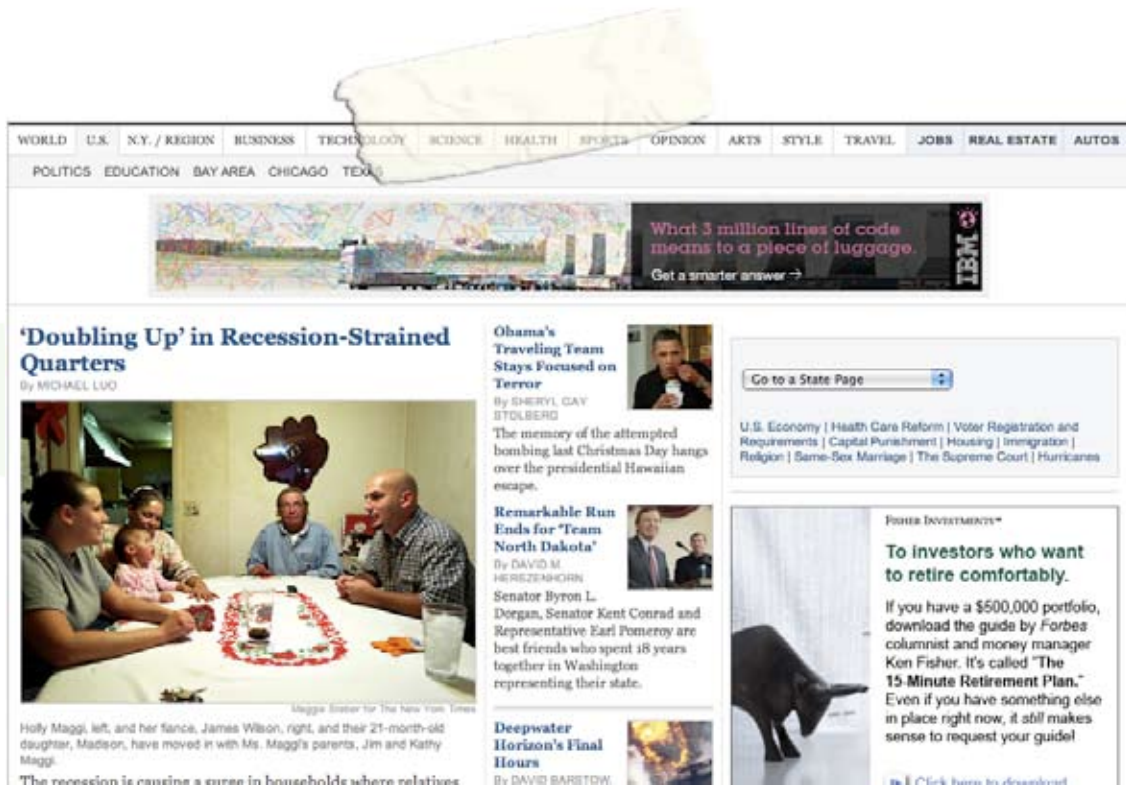


When Peer39 analyzes a page, it returns attributes that determine the environment around each ad unit.

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



# How it Works



Pages are classified and information is returned in real time. The data is immediately actionable!

1

Peer39 JavaScript is placed on each page. When the page loads, the content is scanned and the relevant information is sent to the classifier.

Capture

2

Once the classifier determines the page's attributes, the data is then sent back to the publisher page and the publisher's ad tag is appended with the new attribute data.

Classify

3

The data is then sent to the ad server, and passed through to other partners and tools.  
>> Remnant Provider  
>> Analytics Tool  
>> Creative Partner

Deliver

Peer39 is hosted with Akamai, a globally recognized leader in content delivery, ensuring fast, unobtrusive service.

# Give Dimension to Pages

See below for examples of Peer39 in action. Page level data adds depth to the surface level information typically known about any given page on a site.




## Typical Page Information



Technology site  
Shopping section

## Peer39 Page Level Intelligence




### *“iPod nano review”*

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



Book review site




### *Book discussion on a novel about drug addiction*

-  ATF Index High
-  Flagged for Drug content
-  Arts & Entertainment, Books & Literature



Financial news site  
Life and culture section

### *“Why I hate ordering wine by the glass”*

-  Content Rich Environment
-  Flagged for Alcohol content
-  Food & Beverage, Dining Out

# Notes



I ♥  
PEER39\*  
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# Page-Level Data You Can Use

## For Better Sales...



### Make Smart Ad Decisions

- Offer advertiser focused categories
- Create unique packages



### Own your Audience

- Create behavioral data



### Expand Your Offering

- Keep control with intelligent price floors
- Produce dynamic creative
- Recommend smarter campaigns

## For Better Operations...



### Improve Yield

- Charge higher CPMs
- Shift impressions to higher value categories
- Manage under-delivery



### Automate Brand Protection

- Ensure content and campaign alignment



## Make Smart Ad Decisions



### Gain Content Insights

Analysis of campaigns can uncover non-intuitive categories that performed well.

**For example:** You know that an auto ad will perform well on the Automotive page, but it may garner even more attention and success on a Business page where it is unexpected. Peer39 can help you discover these hidden treasures.



### Create custom categories

Many sites are limited to six basic category sections and don't have the capabilities to go beyond that. Peer39 allows sites to create custom categories as requested by an advertiser.

**For example:** A retailer requests pages containing any mention of Christmas. This could include anything from Business to Sports to Fashion. Now the publisher can create a virtual section - a custom category based on needs.

### Manage unique advertiser requests

RFPs often request a specific target audience or psychographic. To meet those RFPs, publishers can group together categories to make bundles.



**For example:** A CPG company advertising a sunscreen should think beyond a demographic and consider advertising across pages that include Travel, Health & Beauty, Parenting, Fitness (and maybe even convertible cars!).

### Take advantage of hot topics



Events are usually unpredictable and have a short lifespan. To take advantage of these hot topics, advertisers often request custom packages that publishers will need to create on the fly.

**For example:** The Royal Engagement unexpectedly occurred in November 2010. A jeweler may want to take advantage of this by requesting pages with any mention of this event, whether it is in international news or lifestyle.



# Own Your Audience

## Behavioral Profile

Using your existing ad management tools and resources, you can track key audiences to develop behavior attributes. To do this, drop a cookie on a user navigating your site(s), and use

semantics to classify the pages that are visited. You can then determine what groupings of sites a typical user in a specific demographic is interested in, and create a behavioral profile.

## Enthusiast Behavior

On a basic level you can first *develop enthusiast behaviors* of the specific content categories you are looking for.

- 1** User #1 reads 3 articles about Parenting in one week.
- 2** She is established as a **Parenting and Kids Enthusiast**.
- 3** She sees your ad on all the pages she visits, expanding beyond “Parenting and Kids”, including content about Fashion, Entertainment, Recreation or anything else she is interested in.



Peer39 has identified User #1 as a “Parenting and Kids Enthusiast”. User #1 will now see ads relevant to that category on ALL pages she browses.

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## Mindset Behavior

The next level of creating a behavior is to *classify a specific mindset* through several kinds of pages.

- 1** User #2 reads 3 articles about *technology*, and 2 articles about careers, in one day.
- 2** He is then identified as a **Tech Job Seeker** and will also continue to see ads related to his behavior, on various different content pages.



Peer39 has identified User #2 as a “Tech Job Seeker”. User #2 will now see ads relevant to that category on ALL pages he browses.

**Peer39 does not store any cookie data. We classify pages and pass publishers the data to use however they choose.**



# Expand Your Offering



## Work with partners

Using the data you generate about each page, you can work with your partners and tools to develop better offerings for your advertisers. See below for examples of how semantic data can be processed and used to increase efficiency and capture attention.

### Use Peer39 Data to work with

- SSPs, Exchanges and Ad Networks
- Analytical Tools
- Rich Media Partners
- Forecasting Tools

## Private Exchanges

### Determine price floors

Use Peer39 data to determine price floors in private exchanges and yield management platforms.

Publishers can increase the floor CPM of a classified impression to the ideal sell through ratio to maximize return

### Visibility without Transparency

Mask the brand, but show the quality and categorization of your pages in an exchange environment.

This will increase the perceived value of your pages and boost CPM.

## Align Message and Meaning

### Dynamic Creative

Working with a rich media provider, you can create an ad unit that dynamically showcases an appropriate creative, based on the page content.

### If a page is about

Home & Garden



### The ad unit promotes

Garden Tools



Real Estate



Power Tools



## Expand Your Offering



Sample reports from analytics tools

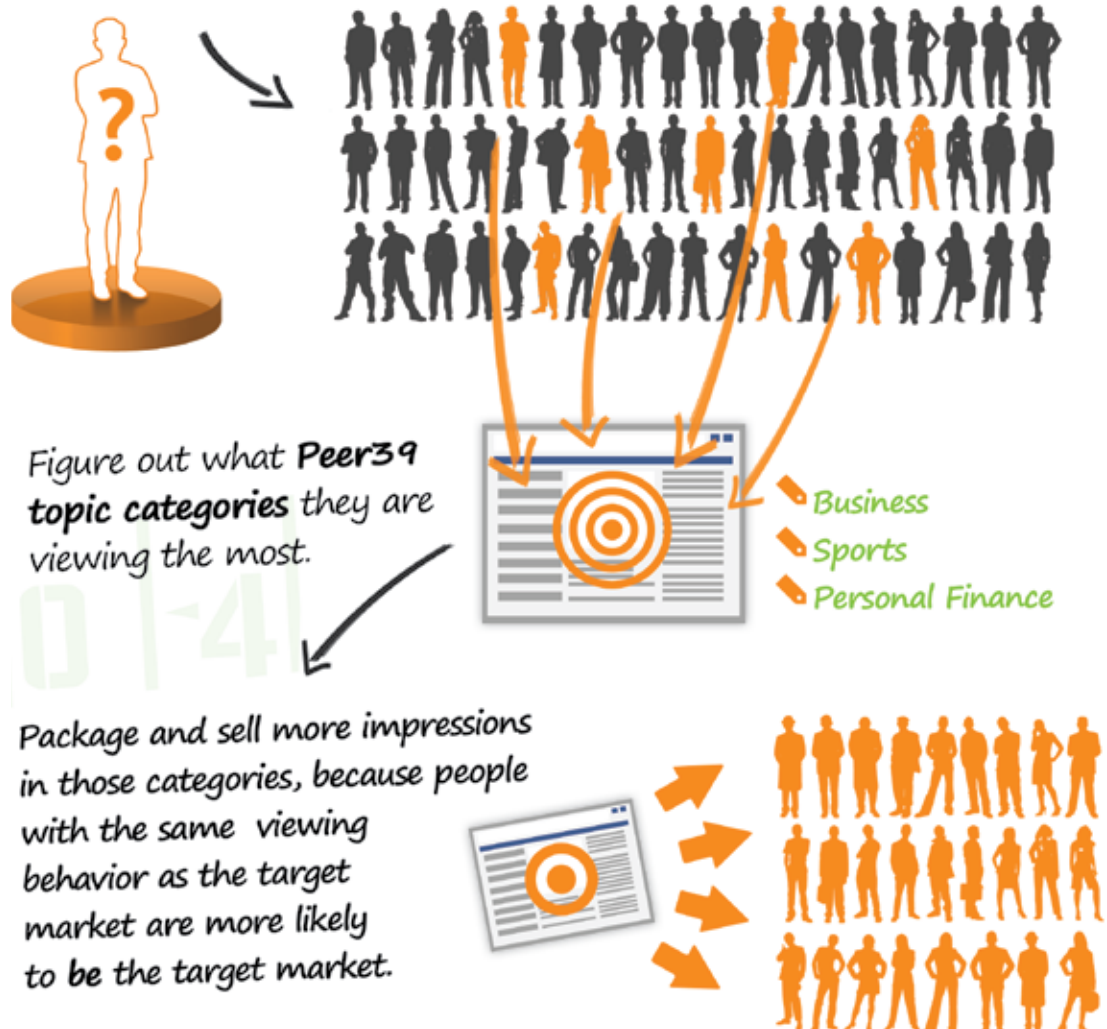
### Inject Peer39 Trends and Forecasting Tools

Publishers can benefit from analyzing relevant content trends in their analytics tools. Combining trend data with analytics tools, publishers can forecast inventory based on multiple variables.

### Smart Launching

Peer39's data can be used to determine a standard criteria for an advertiser's best performing placements on your pages. Target like-minded audiences by using content categories as a proxy to reach them.

*Using audience or retargeting data, find the advertiser target audience among the publisher's sites*



*The package will be specific to your sites alone. The data won't be transferable to another publisher or network.*

### Improve Yield

#### Charge higher CPMs



Page level attributes for impressions previously considered *remnant*, provide insight that increases their market value. Publishers can create category verticals as a premium offering, or for a yield optimizer.

**For example:** Inventory you've been selling as remnant for \$.50 CPM can be categorized as Entertainment and sold for \$2.50 CPM.

#### Shift impressions to higher value categories

Choose the classification of pages with multiple category attributes to the higher-price point category.

**For example:** A story about NFL salary caps could be categorized as Sports or Business. We arm you with real time information on which category will get the most money out of each impression.



#### Manage under delivery



Shift impressions to categories with higher sell-through, preventing a deficit when certain sections and categories sell out.

**For example:** We give you control over your supply by re-categorizing your inventory according to the topics that are in highest demand at any given time. If Green topics are selling well, that article about hybrid cars can be categorized as Green instead of Auto.

#### Manage non-endemic inventory



If your site is generally considered to be a specific content vertical, pages about content outside that vertical can be monetized through remnant providers, avoiding waste for the advertiser.

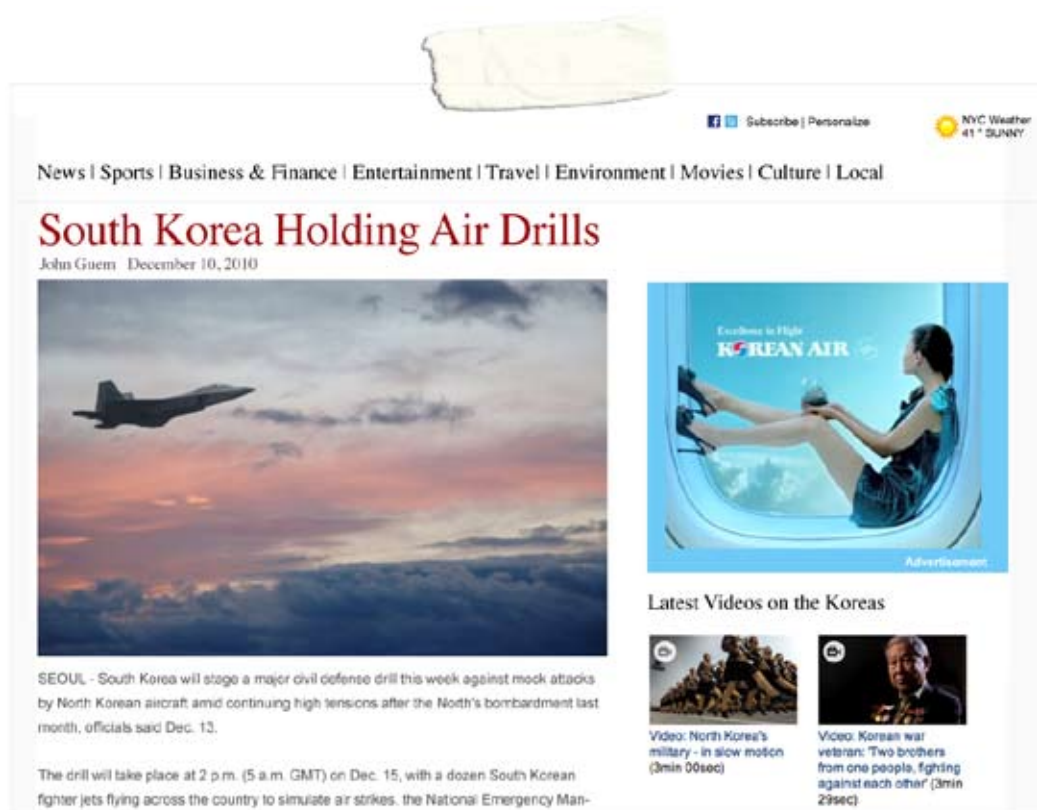
**For example:** A site geared toward pet lovers can host pages about exercising with your dog. When these individual pages are classified and sold in an exchange environment, they could be a goldmine for advertisers looking for healthy living content.



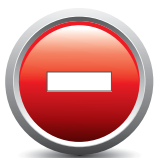
# Protection

*Protect yourself, protect your advertiser*

Peer39's brand safety categories serve as an automatic way to avoid content misalignment. Publishers can avoid costly, and time-consuming, manual changes that interfere with editorial decisions to ensure that advertisers do not accidentally appear next to content detrimental to their brand. You can target away from content categories as a part of any buy.



**For example:** An airline carrier can buy run of site and still target away from negative news, such as wars and disasters.



*Peer39's solution is truly the first automated approach that solves this operational nightmare; protecting publishers and advertisers from time-consuming and costly manual campaign management.*



# *Better performing impressions demand higher CPMs... **...30% Higher***

*Peer39 helps a top website with high brand equity mine more value out of pages across their ROS placements.*

Prior to integrating with Peer39, this publisher sold out of section-based impressions and often dealt with under delivery issues. They proactively promised clients ROS placements when certain sections under delivered, but they were forced to charge a much lower CPM for those impressions.

After integrating with Peer39, the publisher offered a solution to advertisers that satisfied both their needs when it came to high-value pages with rich content and a captive audience.

The solution was to sell Peer39 classified virtual sections outside of just ROS placements. Because these categories generated an increase in CTR over ROS placements, the site was able to charge a 30% higher CPM than the ROS rate.



| <b>Advertiser Vertical</b> | <b>Category</b>                            | <b>CTR lift over ROS placements</b> |
|----------------------------|--|-------------------------------------|
| Real Estate                | Business: Small Business<br>Real Estate    | 377%<br>553%                        |
| Credit Card                | Personal Finance : Investing               | 444%                                |
| Auto                       | Lifestyle<br>Business : Alternative Energy | 137%<br>200%                        |