

# Peak Performance

Contextual and Custom Pre-bid Controls for Adobe DSP buyers



## Activate smarter, safer, and more performant media

Peer39 brings over 4,300+ off-the-shelf categories for web and mobile app, and nearly unlimited possibilities for the web and CTV with custom categories to Adobe DSP. From Sentiment and Language to Page Signals and Interest, advertisers gain precise controls for targeting and exclusions to align messages with the most relevant content to boost outcomes.

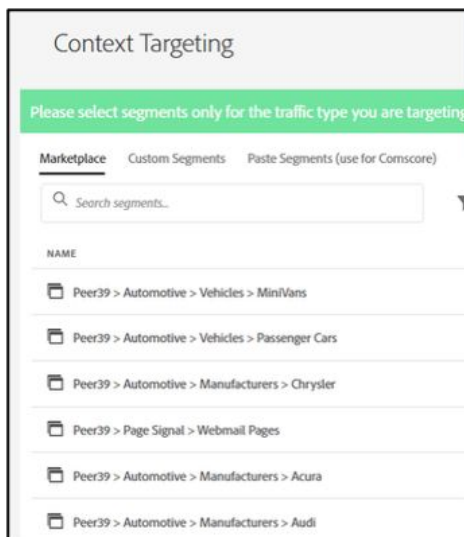
### Increase efficiency by cutting wasteful inventory

Protect performance by excluding low-quality and irrelevant placements. Peer39's always-on categories help you avoid environments that waste spend and reduce ROI.

Peer39 safeguards campaigns by filtering out content misaligned with your brand—and Made For Advertising protections at the URL-level helps eliminate low-value inventory, reducing waste and driving stronger results.

### Custom Keywords & Custom CTV

The specific, precise controls advertisers need for targeting and exclusion, across web, mobile and CTV. With the ability to employ up to 10,000 keywords, buyers can reach the most-receptive audiences. Custom category options for CTV include Channels and Safety & Suitability.



### Categories include:

**OTT-CTV** - *Authenticated Programs, Program Genre, Program Rating, and 2,000+ more*

**Contextual** - *Arts and Entertainment, Finance, News, Seasonal and 300 more*

**Custom** - *Up to 10,000 keywords for targeting and exclusion*

**Brand Safety** - *Safe from Negative Content and 12 more*

**Fraud** - *Bot Sites, Non-human Traffic and more*

**Language** - *12 off-the-shelf languages*

**Mobile App** - *Content Advisory Ratings, Negative Apps, Fraudulent Apps, and 87 more*

**Sentiment** - *Negative, Neutral, Positive*

**Interest** - *Parents, Foodies, Students, Health Conscious, and 15 more*

**Page Signals** - *Made for Advertising, UGC, Video Size and 55 more*

**Social Predict** - *Mobile Games, Hardcore Gaming, Healthy Living, and 190 more*