

Target socially trending topics

Peer39 Contextual Social Predict Categories



Turn moments into opportunities.

When something catches the attention of the masses, topics can go quickly to the top of everyone's feeds and dissipate just as quickly – making it a challenge for advertisers and brands to take advantage of these flash topics. Social media has created channels and content powered by consumers.

Peer39's Social Predict categories are created using large language models and trend data observed from multiple sources - including sites categorized as having Social Media Activity - indicating popularity and increased attention for topics/subjects. The parameters and keywords for these categories evolve in response to trending data and information.

if weather is the category/subject, the types of weather in content and discussions will change. The *category* remains weather, but in the winter there will be evolution towards cold and snow, and in the summer, it will focus more on heat and sunshine.

Fast Food as a category/subject - hamburgers, french fries, and tacos might be consistently covered in content. Social Predict will evolve, for example, as more hot dog discussions occur around July 4 because of a hot dog-eating contest. Content geared towards "eating contests" might not be relevant for fast food most of the time. But it would be using Social Predict those trending topics rise leading up to July 4 and then tails off after that event.

Social Predict from Peer39 translates human conversation about topics in the here and now into targetable signals for non-social environments.

Social Predict Categories:

Our Social Predict categories are purposefully built to find the terms, expressions and phrases predicted to trend, captivate and engage digital audiences related to any particular topic of interest– in real-time.

Find these Social Predict categories in your preferred DSP:

Arts & Entertainment: Arts & Crafts, Comedy, Fine Arts, Nightclubs, Pop Culture, Sci Fi & Fantasy, Horror

Auto Enthusiasts

Business: B2B Decision Makers, C-Suite Decision Makers, Entrepreneur & Startup Businesses, Finance Decision Makers, HR Decision Makers, IT Decision Makers, Work From Home

Data and AI

Digital Transformation

Education: Adult Education, Early Childhood Education, Homeschooling, Industry Experts, Language Learning, Online Education

Environment: Sustainability

Finance: Health Insurance, Stocks

Food and Beverage: Celebrity Chefs, Family Friendly Restaurants, Fast Food, Food & Diet Trends

Health: Cold & Flu, Coronavirus, COVID Testing, Fitness & Exercise, Healthy Living, Medical Health, Personal Care, Tobacco, Weight Loss, Wellness

Hybrid Cloud Generic

Insurance: IT Decision Makers

Interest: Cord Cutting, Donations - Children, Millennial - GenZ - Music & Celebrity, Office Supplies, Party Planning, Pulmonologists, Sneakerheads, Thrifty Shopping

Life Stages: Eldercare, Empty Nester, First Time Home Buyer, Just Married, Recent College Graduates, Retirement Planning, Teenagers, Working Millennials, Millennial Females, Millennial Males

Manufacturing: IT Decision Makers

Modernize Application

Optimizing Cloud Technology

Outdoor Equipment

Politics: US Election

Power Tools

Recreation and Games: Hardcore Gaming, Mobile Games

Retail

Seasonal: Fall Blockbusters, Fall Holidays, Fall Sports, March Madness, Olympics Summer, Olympics Winter, Summer Activities

Security

Sports: Extreme Sports, Kentucky Derby

Style and Fashion: High-End Fashion

Technology: Artificial Intelligence, Aviation, High Profile Tech, IT Systems Management, Tablets & E-readers

Telecom

Travel: Budget Travel, International - Leisure, Jet-setting

seed term

by identifying the segment interest and description, product specifications, ambassadors or influencers, and audience language

discover

the topics, words and phrases are trending based upon these discussions

predict

what people will be discussing across a multitude of digital channels

activate

target specific categories that are predicted to trend across particular topics