Migrating from Oracle's Grapeshot and Moat Analytics

Comparable Solutions, Improved Capabilities

Transitioning current and future campaigns from Oracle Advertising pre-bid segments and post-buy reporting to Peer39 doesn't have to be complicated.

Use this guide as a way to understand how Oracle Advertising's Categories and Controls directly align with Peer39's solutions. The simplified side-by-side alignment enables easy migrations with no additional friction or interruption of campaigns. The Peer39 team is here to help with any questions.

Category setup is directly matched to Peer39's pre-bid controls across Keyword Inclusion/Exclusion, Brand Safety (GARM/IAB), and Contextual Targeting for Web, OLV, and Mobile Apps. Teams can seamlessly migrate and go live the same day within advertisers' DSP of choice.

Migrating solutions to Peer39 is easy: no contract or account setup is required, and our post-buy reporting covering Attention, Viewability, and Brand Safety performance is **free** when you use pre-bid controls.

Targeting

grapeshot / ORACLE Data Cloud	PEER 39	**The Peer39 Advantage**
Oracle/Grapeshot Predicts (Standard Predict Segments) Automated segments that add and subtract keywords to a segment on a daily basis.	**Social Predict** Real-time social monitoring technology is used to identify words and phrases across 50,000 digital channels, including social, blogs, and publications. It then dynamically predicts trending keywords based on the language used in these discussions.	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.
Custom Keyword Inclusion/Exclusion	**Custom Keyword Inclusion/Exclusion** Target and/or avoid niche topics, safety concerns, or advertisers own list of URLs and Keywords.	Peer39 enables advertisers to **upload up to 10,000 keywords or URLs per category**. Get suggestions to grow your custom contextual keyword targeting list. **Apply Boolean logic to keywords within custom categories**. **Plan, build, and manage custom categories using a planning toolset** that offers forecasting, providing insights and impression opportunities to inform campaign strategy. Quickly build and activate distinctive categories based on keywords, URLs, or "Safe From" Categories ("Safe From" Categories are sets of keywords that the advertiser wishes to avoid)—in ALL languages.

Targeting

grapeshot / ORACLE Data Cloud	PEER39	**The Peer39 Advantage**
Standard Contextual Segments Catch all segments for categories based on the general needs of brands and advertisers.	**Contextual Categories** 300+ semantic categories to choose from, ensure consumers receive messaging while consuming the most-relevant content.	Peer39 provides **language, page-level interest, page signals, and sentiment** in addition to semantic categories **across display, OLV, and mobile**.
Brand Safety Avoids context harmful to a brand or advertiser.	**Brand Safety & Suitability (GARM/IAB categories) plus Custom Keywords** Standard Suitability includes avoidance of *Crime, Mature, Death,* and *Accidents,* etc.	In addition to IAB compliance, Peer39's segments are also aligned with GARM's Brand Suitability Framework across their 11 categories for Crime, Hate Speech, and Socially Debated Issues among others. **Identify, plan, and execute media aligned to content that fits with goals and risk tolerance.** Curated industry-specific safety categories allow you to select a single safety segment relevant to each vertical – Airline, Automotive, Clothing, Oil, Pharmaceutical, Travel, and more.
Mobile Apps	**Mobile-app specific categories and Custom Keywords** Mobile app targeting and exclusions based on app categories, content advisories, and engaged users—target apps with high user ratings, in-app purchases, and more.	Using Custom Keywords gives advertisers a way to **target app descriptions for unlocking additional reach and more precise targeting** with Peer39.

The number of segments differs by language; the total count represents what is covered by the English language.

Analytics

MOAT
by ORACLE DATA CLOUD

PEER39

The Peer39 Advantage

Moat Analytics

Moat Analytics helps advertisers and publishers confirm that ads are shown to real people in environments that are brand safe and measure the attention paid to the ads.

Peer39 Analytics

More than 150 measured data dimensions mapped directly to pre-bid categories. Easy-to-understand metrics build on our capabilities to categorize and contextualize advertising environments.

Peer39's Dashboard reports on campaign **Performance, Viewability, Attention Index, Brand Safety, Contextual alignment**, and other vital campaign information.

Advertisers get both high-level overviews and **deep insight into the inventory driving campaign performance and KPIs.**

Actionable metrics include Viewability and Attention, percentage of impressions on **Made for Advertising** sites, percentage of impressions on **Unsafe sites**, percentage of impressions on **Positive Sentiment, CTR, and more**. Optimize across multiple dimensions, depending on advertiser KPIs.

Total Impressions	Avg Ad Count	# of Publishers	Share of Time in View	Avg Time In View	% of Impressions by Browser Type
24,613,966	4.18	17,716	59 %	10.88s	Overall: 24,613,966

Unique Users (Reach)	User Frequency	% Viewability	Attention INDEX	Avg Page Duration
3,480,741	7	77.84 %	105	1?.4?s

Android Br...   iOS Browser   Chrome   Safari...

% of Impressions by Creative Size

Your ad on page for less than 5 sec.	Pages with more tha...	... for Advertising	Misinformation	Potentially unsafe content
Your ad on Page < 5 sec	Ad... Pa... 50	MFA imps.	Impressions	Unique Unsafe
44,55?	?,?35	218,321	5,161	1,360,989

% Your ad on Page < 5 s	% Ads per Page > 50	% MFA	% of Misinformation	% Unsafe
0.18 %	0.02 %	0.89 %	0.02 %	9.12 %

320x50, 300x2..., Other, 728x60, 300x50, 300x6...

Sample data

Frequently Asked Questions (FAQs)

What languages does Peer39 support?
Custom Keyword categories work in every language globally. Our semantic contextual and suitability categories are available across English, Spanish, French, German, Italian, Dutch, Portuguese, Chinese, Japanese, Turkish, Russian, and Polish languages. Please work with your Peer39 Account Manager for specific language needs.

What channels does Peer39 support?
Peer39 has you covered everywhere, including all web inventory (display, OLV, native, etc.), CTV, and mobile app.

What elements does Peer39 take into account to contextualize pages?
Peer39 is a content classification engine that produces semantic-based contextual, brand safety/brand suitability, page quality signals, sentiment signals, meaning, and several other groups of data that are derived from the analysis of web pages and apps in real time. Peer39 pre-bid and reporting uses all the language and images on a web-site and doesn't rely on the URL only (like other providers do).

What categories are included in Peer39's Social Predict solution?
Among the 189+ categories available for Social Predict targeting, we offer *Arts & Entertainment, Business, Data & AI, Education, Environment, Finance, Food & Beverage, Health, Insurance, Interest, Life Stages, Manufacturing, Outdoor Equipment, Politics, Recreation & Games, Seasonal, Security, Sports, Style & Fashion, Technology, Telecom,* and *Travel.* Each of these categories includes several subcategories, so please refer to our [one-sheet](#) to learn more.

What seasonal categories does Peer39 offer?
Peer39 has more than 35 contextual seasonal categories, including *Back to School, Black Friday / Cyber Monday, Carnival_Mardi Gras, Christmas, Easter, Fathers Day, Halloween, Olympics, Superbowl, UEFA European Championship, Holiday Shopping, Holiday Travel, Independence Day, Jewish Holidays, March Madness, Mother's* Day, *New Years*, and many more.

What vertical categories does Peer39 offer?
Among the off-the-shelf top-level categories to choose from are *Arts and Entertainment, Automotive, Business, Education, Finance, Food and Beverage, Health, Home and Garden, Pets, Real Estate, Recreation and Games, Style and* Fashion, *Technology*, and *Travel.* Each of those categories have multiple, granular subcategories to meet additional targeting needs. Peer39 also has Contextual Retail Media categories for retail-specific needs.

Frequently Asked Questions (FAQs)

What additional offerings does Peer39 provide for my specific audience targeting needs?

For specific custom categories, Peer39 supports advertiser-created categories to target and/or avoid niche topics, safety concerns or lists of URLs and Keywords. Recommendations for keywords and URL examples can be provided or used within our self-service platform as well.

What Analytics does Peer39 provide?

Peer39's Analytics dashboards provide consolidated reporting in a highly usable way, including more than 150 measured data dimensions mapped directly to pre-bid categories. In addition to Viewability, Contextual (Page Brand Suitability), and Attention, we also report on key dimensions like Page Context, Keyword Performance, Page Signals, Mobile App, and CTV Content.
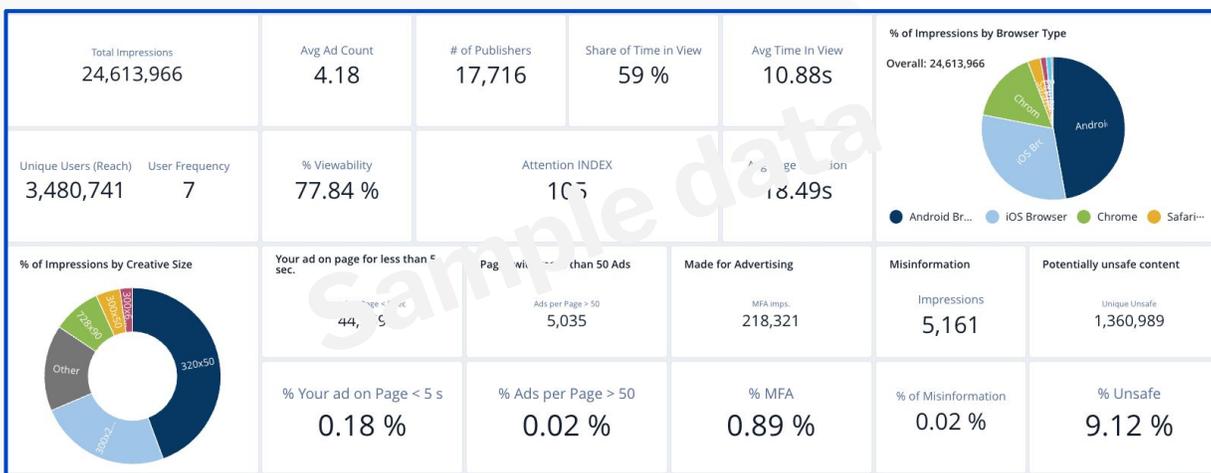
The Display Dashboard combines performance, Viewability, Attention Index, and other information at a single glance.

Keyword Analytics provides information on how specific keywords and unique keyword combinations are performing against key metrics like impressions, clicks, CTR, and viewability.

What self-serve tools does Peer39 offer?

Peer39 has a self-serve platform for teams to Plan, Build, and Manage custom categories and send those to their DSP. This toolset also includes our contextual reporting for campaign performance across Web, OLV, Mobile App and CTV.