

BACK TO SCHOOL

Category Recommendations

Peer39 Seasonal Targeting Guide

Category Overview

The Back to School category is inclusive of anything school-related: parenting, bullying, education, shopping for school supplies, clothes, cell phones, texting, immunizations, health, lunch boxes, nutrition, educational entertainment, high school sports, scholarships, standardized tests, school funding, education politics, teachers, books, and youths/juveniles.

Context Categories (include):

CATEGORY	DEFINITION
Finance: Credit and Loans: Education	Anything that is specific about loans for a certain purpose of Education.
Shopping	Content about general shopping information or retail trends.
Style and Fashion	Content about trends related to clothes, accessories and beauty; may also include content about celebrity styles and trends.
Education: College and University	Content surrounding specific colleges/universities and academics at this higher level including education trends, public discussions, financial aid, and campus information.
Interest: Parents	Covers parenting content — parenting advice, pregnancy and fertility, home décor, healthy recipes, balancing work and family life, recreational activities with kids and more.
Parenting and Kids	Inclusive of anything school-related: parenting, bullying, education, shopping for school supplies, clothes, cell phones, texting, immunizations, health, lunch boxes, nutrition, educational entertainment, high school sports, scholarships, standardized tests, school funding, education politics, teachers, books, and youths/juveniles.
Seasonal: Back to School	Parenting, bullying, education, shopping for school supplies, clothes, cell phones, texting, immunizations, health, lunch boxes, nutrition, educational entertainment, high school sports, scholarships, standardized tests, school funding, education politics, teachers, books, and youths/juveniles.
Interest: Students	Reaches students in their everyday life — topics about all colleges, how to choose the right school financially and educationally, social media, new technology investments such as computers, and career-based topics.
Shopping: Coupons	Sites that offer users coupons in any category or content that discusses consumer trends in using coupons.
Education	Teaching and education content at all levels — preschool through college/university, education news, trends, public discussions, informational sites and financing education.

Mobile App Categories

CATEGORY	DEFINITION
Mobile App: Lifestyle Apps	Apps about leisure activities, hobbies, and other interests, such as DIY apps, shopping, outdoor recreation, offline games, parenting, dating, and more.
Mobile App: Books & Reference	Apps related to books, reading, and reference materials, such as book readers, textbooks, dictionaries, maps, encyclopedias, translators, search apps, Q&A apps, and more.
Mobile App: News & Magazine	Apps related to news or magazines, such as news aggregators, news and magazine readers, and more.
Mobile App: Education	Education, teaching, or learning apps, such as study aids, educational games, language learning apps, exam preparation and vocabulary apps, and more.
Mobile Games: Educational Games	Games designed for educational purposes or having educational value, such as reading, math, and historical games.
Mobile Games: Family Games	Games that can be played together, including puzzle games, board games, and casual games, such as Chess with Friends, Brain Wars, and Color Zen Kids.
Mobile App: Shopping Apps	Shopping-related apps, such as product review, online shopping, coupon, price comparison, and shopping list apps.

CTV Categories

CATEGORY	DEFINITION
Genre - Channel: Documentary & Factual: Education	Content about education, teaching, or learning.
Genre - Channel: Family & Children	Content about education, teaching, or learning.
Genre - Channel: Family & Children: Kids	Channels that are focused on kids content throughout the day (e.g., Nickelodeon).
Genre - Channel: Family & Children: Teens	Content geared toward and/or about teens.
Genre - Channel: Lifestyle: Fashion	Content about trends related to clothes, accessories, beauty, and celebrity style.
Genre - Channel: Lifestyle: Shopping	Shopping-related content.

CATEGORY	
Program Genre - Show/Movie: Shopping	Shopping-related programming at the show/movie level.
Program Level: Program Genre - Show/Movie: Documentary & Factual: Educational	Educational programming at the show/movie level. (The guide includes Documentary & Factual : Educational, but not the standalone Educational genre.)
Program Level: Program Genre - Show/Movie: Family & Children	The Family & Children genre is designed for multi-generational appeal, entertaining both kids and adults.
Program Level: Program Genre - Show/Movie: Family & Children: Children	The Children genre targets a young audience specifically, with content created primarily for children.
Program Level: Program Genre - Show/Movie: Family & Children: Family	Family-focused programming at the show/movie level.
Program Level: Program Genre - Show/Movie: Family & Children: Kids	Kids-focused programming at the show/movie level.

CATEGORY
Cable_TV-Channel: Baby Einstein
Cable_TV-Channel: CraftSmart
Cable TV-Channel: Discovery Kids
Cable_TV-Channel: Disney Channel
Cable_TV-Channel : Freeform
Cable_TV-Channel: Kids TV
Cable_TV-Channel: National Geographic
Cable_TV-Channel: PBS
Cable_TV-Channel: PW Kids
Cable TV-Channel: Universal Kids
Cable TV-Channel: YouTube Kids

CATEGORY
Program Level: Program Network: Alphabet Inc (Google): YouTube Kids
Program Level: Program Network: Paramount Global: Nickelodeon
Program Level: Program Network: Public Broadcasting Service (Non-profit)
Program Level: Program Network: The Walt Disney Company: Disney Channel
Program Level : Program Network: The Walt Disney Company: Disney JR
Program Level : Program Network: The Walt Disney Company: Disney XD
Program Level : Program Network: The Walt Disney Company: National Geographic
Program Level: Program Network: Warner Bros Discovery: Cartoon Network
Program Level: Program Network: Warner Bros Discovery: Discovery Family

Safety & Suitability

WEB:

CATEGORY	DEFINITION
Negative: Accidents (exclude)	Content about accidents by vehicle, physical accidents, and accidents at work or during leisure. Accidents could happen to a person, a property or nature.
Negative: Adult & Explicit Sexual Content (exclude)	Illegal sale, distribution, and consumption of child pornography Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated category also includes men's cheap entertainment, sexual crime, nudity/semi-nudity, sex life, sex advice, medical sex and educational sex
Negative: Alcohol (exclude)	Content about the negative aspects of alcohol and drinking--any related diseases, news about DUI's, stories of people getting drunk, associated violence, birth defects, etc.
Negative: Arms & Ammunition (exclude)	Promotion, and advocacy of Sales of illegal arms, rifles, and handguns. Instructive content on how to obtain, make, distribute, or use illegal arms. Glamorization of illegal arms for the purpose of harm to others. Use of illegal arms in unregulated environments. Category also includes any content related to firearms, ammunition, shooting, mass shooting, NRA (National Rifle Association), sales of firearms and accessories and firearms related laws.
Negative: Controversial Subjects (exclude)	This category targets potentially controversial subjects. This includes taboo topics such as sex and death, as well as fringe behaviors and the paranormal.
Negative: Crime & Harmful acts (exclude)	Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – Explicit violations/demeaning offenses of Human Rights (e.g. human trafficking, slavery, self-harm, animal cruelty etc.), Targeted harassment of individuals and groups
Negative: Death (exclude)	Category that will identify a story about death or suicide. Content about people (or groups of people) who have died or who are dying. Also includes funerals, wakes, memorials, philosophy about death, discussions about death, preparations for death, and life after death.
Negative: Death, Injury or Military Conflict (exclude)	Promotion or advocacy of Death or Injury. Murder or Willful bodily harm to others Graphic depictions of willful harm to others Incendiary content provoking, enticing, or evoking military aggression Live action footage/photos of military actions & genocide or other war crimes
Negative: Debated Sensitive Social Issues (exclude)	Insensitive, irresponsible and harmful treatment of debated social issues and related acts intended to demean a particular group or incite greater conflict
Negative: Disasters (exclude)	Content about naturally occurring disasters and/or forces of nature that cause damage and/or pain, usually involving casualties, has been expanded to include situations that have arisen due to coronavirus.
Negative: Drugs (exclude)	Content about narcotics, including drug culture, drug busts, drug effects on people, drug rehab, and stories about people who take drugs. This includes addictions of any kind (i.e. pain killers).
Negative: Fake News (exclude)	This category finds URLs from sites that are known to provide fake news (i.e. have statements that are false or have not been fact checked) or disinformation sites that focus on conspiracy theories.

CATEGORY	DEFINITION
	These sites do not operate under any journalistic standards and lead to the spread of misinformation.
Negative: Gambling (exclude)	Content that includes reference to gambling games of any kind — specifically those cases that involve actual gambling where money is staked. It does not include free-to-enter prize contests such as lotteries.
Negative: Hate Speech (exclude)	Unlawful acts of aggression based on race, nationality, ethnicity, religious affiliation, gender, or sexual image or preference Behavior or commentary that incites such hateful acts, including bullying
Negative: High Risk CSAM (exclude)	Sites and URLs based on research from the Internet Watch Foundation
Negative: Illegal Drugs_Tobacco_e-cigarettes_Vaping_Alcohol (exclude)	Promotion or sale of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed Promotion and advocacy of Tobacco and e-cigarette (Vaping) & Alcohol use to minors
Negative: Negative News (exclude)	Content about Crime, Accidents, Death, Police, Military, Disasters, Terror or War.
Negative: Obscenity and Profanity (exclude)	Excessive use of profane language or gestures and other repulsive actions with the intent to shock, offend, or insult.
Negative: Terrorism (exclude)	Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society. category also includes content about war and mass killing
Negative: Tobacco (exclude)	Content about Tobacco or Vaping, the Tobacco industry or, Tobacco's negative impact such as diseases.
Negative Industry: Clothing (exclude)	This category includes content that has negative news related to the consumer goods clothing industry that reflects negatively on the industry, or any negative impacts the industry and clothing products may have on the environment or society. This includes content on clothing product recalls, bans and boycotts, environmentally unfriendly clothing goods, poor production facility conditions and sweatshops, child labor, hazardous products, poor quarterly financial performance, conflicts with labor, controversial regulatory or legislative issues, product marketing scandals, animal testing, Product Safety Commission investigations, fashion industry scandals, associations with models and eating disorders, the fight against counterfeit items, and more.

Mobile In-App:

CATEGORY	DEFINITION
Mobile Apps: Content Advisory Rating: Kids 18 and Under (include)	Apps that are suitable for kids up to age 18. This category can be targeted or anti-targeted.
Mobile Apps: Negative Apps (exclude)	Represents content that was identified as any of the granular Negative categories below. May be targeted as an Exclude.
Mobile Apps: Negative Apps: Alcohol (exclude)	This category includes apps that reference alcoholic consumption.
Mobile Apps: Negative Apps: Divisive News (exclude)	Apps that present and promote divisive news and are not fact-checked, politically biased, or satirical

CATEGORY	DEFINITION
Mobile Apps: Negative Apps: Drugs (exclude)	This category includes apps that reference illegal drugs.
Mobile Apps: Negative Apps: Gambling (exclude)	This category includes apps that reference gambling or games related to gambling (e.g. poker).
Mobile Apps: Negative Apps: Mature (exclude)	This category includes apps that reference mature themes, i.e. sexually explicit content that is unsuitable for children
Mobile Apps: Negative Apps: Profanity and Hate Speech (exclude)	This category includes apps that may contain any offensive language such as profanity or hate speech.
Mobile Apps: Negative Apps: Violence (exclude)	This category includes apps that reference violence.

OTT/CTV:

CATEGORY	DEFINITION
Safe from Adult Content (include)	Content does not contain any adult / mature content.
Safe from Divisive News (include)	Channels that present and promote divisive news and are not fact-checked, politically biased, or satirical.
Safe From Legal & Military Content (include)	Content does not contain any Legal or Military content
Safe from Political Content (include)	Safe for clients wanting to avoid all Political content
Safe from Unprofessional Content (include)	Content does not include Prosumer and User Generated content

Contextual Data Marketplace

CATEGORY	DEFINITION
Social Predict: College Bound	For students preparing for college, including application tips, college selection, and preparation advice.
Social Predict: Education – Adult Education	Adult Education: For adults interested in adult education, adult schooling, and continuing education.
Social Predict: Early Childhood Education	For parents interested in early childhood education.
Social Predict: Education - Industry Experts	Industry Experts: For educators and industry experts interested in the latest trends, research, and innovations in the education sector.
Social Predict: Fall Holidays	For people interested in fall holidays such as Halloween, Thanksgiving, Rosh Hashanah, Yom Kippur, and more.
Social Predict: Fall Sports	For fall sports enthusiasts interested in college football, NFL, college basketball, NBA, college hockey, NHL, and the World Series.

CATEGORY	DEFINITION
Social Predict: Homeschooling	For people interested in homeschooling, non-school learning, and homeschool programs.
Social Predict: Online Education	For people interested in online education, online classes, and remote education.
Social Predict: Retail	For trending topics within the retail industry.
Social Predict: Sneakerheads	For shoe lovers that are interested in sneakerhead culture and sneakers in general.
Social Predict: Teenagers	For teenagers that are interested in general teen activities as well as teen entertainment.
Social Predict: Thrifty Shopping	For shoppers interested in saving money, couponing, and thrift shopping.

CATEGORY	DEFINITION
Experian UK : Experian Demographics: Household Data: Children: Children aged 12 to 17	Likely to be households with a child or children aged 5 to 11, primary school age
Experian UK: Experian Demographics: Household Data: Children: Children aged 5 to 11	Likely to be households with a child or children aged 12 to 17, secondary school age
Experian UK: Experian Purchase Affinity: Purchase Intent: Retail: Parents - Back to School purchases	Experian transactional Parents back to school Spend audience including Asda George, Clarks, WH Smith, Ryman
Experian US: Experian Mosaic: Mosaic Segment: Passionate Parents	Experian Mosaic Classification system as financially challenged families who lead modest lifestyles while striving hard to provide for their children
GoldfishAds: GoldfishAds US: Back to School	Back to school is the second-biggest retail moment of the year in the US, and it covers a lot of different shoppers in the same six weeks: a parent checking off a supply list, a freshman furnishing a dorm, a teacher setting up a classroom, and a family booking a sports physical.
GoldfishAds: GoldfishAds US: Back to School: Fashion	Households with school aged children based on the US Census and American Community Survey that have recently shown interest in Fashion on social media
GoldfishAds: GoldfishAds US: Back to School: Sustainability	Households with school aged children based on the US Census and American Community Survey that have recently shown interest in Sustainability on social media
GoldfishAds: GoldfishAds US: Back to School: Technology	Households with school aged children based on the US Census and American Community Survey that have recently shown interest in Technology on social media
GoldfishAds: GoldfishAds US: Receptivity: Back to School	Back to School based on Point of Interest Data that is enhanced by Google Popular Times to isolate and target media only when and where school supply stores are busiest
Qortex: Family and Relationships - Audience Extension - Parents &	Consumers signaled intent through the content they watched, showing focus on parenting, family needs, and household planning. Activate to reach decision makers caring for families.

CATEGORY	DEFINITION
Family-Oriented Consumers - Video - Qortex - V1	
Qortex: Family and Relationships - Audience Extension - Parents of Teens - Video - Qortex - V1	Consumers signaled intent through the content they watched, revealing interest in teen parenting and household management. Activate to engage family decision makers.

Keyword List

Keyword
back to school
back to school fashion
classroom material
classroom materials
classroom supplies
classroom supply
classroom technology
college backpack
college backpacks
college bedding
college checklist
college dorm
college dorms
college essentials
college laptop
college laptops
college move in
college packing list
college preparation
college preparations
college shopping
college supplies
college textbook
college textbooks
colored pencil
colored pencils
crayon
crayons
dorm bedding
dorm checklist
dorm essential
dorm essentials
dorm room
dorm rooms
dorm shopping
dorm supplies
dorm supply
education technology

Keyword
educational technology
first day school
first school day
glue stick
glue sticks
kids backpack
kids backpacks
kids lunch bag
kids lunch bags
kids lunch box
kids lunch boxes
kids school clothes
kids school supplies
kindergarten readiness
lunch bag
lunch bags
lunch box
lunch boxes
new school year
packed lunch
packed lunches
pencil case
pencil cases
pencil pouch
pencil pouches
pencil sharpener
pencil sharpeners
returning to school
school backpack
school backpacks
school binder
school binders
school book
school books
school clothes
school clothing
school computer
school computers
school enrollment
school essentials
school folder
school folders
school glue
school laptop
school laptops
school lunch
school lunches
school markers
school notebook

Keyword
school notebooks
school outfit
school outfits
school paper
school pencils
school preparation
school preparations
school readiness
school registration
school scissors
school shopping
school shopping list
school stationery
school supplies
school supplies list
school supply
school supply list
school tablet
school tablets
school technology
school uniform
school uniforms
school year preparation
spiral notebook
spiral notebooks
starting school
student backpack
student backpacks
student computer
student computers
student laptop
student laptops
student notebook
student notebooks
student readiness
student supplies
student supply
student tablet
student tablets
student uniform
student uniforms
study material
study materials
washable marker
washable markers

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