

**Peer39:**

## **CTV solutions**

a full suite of tools including suitability, contextual & keyword controls, and reporting to ensure the highest levels of transparency, brand safety, and accuracy

## Connected TV tools

In order to maximize CTV campaign investments, advertisers need an accurate combination of pre-bid-targeting tools and post-buy reporting. Peer39 solves this for buyers with contextual, program-level, and custom keywords in combination with truly transparent Analytics, reporting that gives buyers data on performance, content, and suitability

CTV still poses specific challenges; both buying and reporting can be messy, complicated, and opaque.

### CTV Challenges



#### transparency

- **Ad environment quality** risks include ads running on screensavers, wallpapers, photo sharing apps.
- Ads are running blindly across channel and programs..
- Using **blunt brand suitability** controls hurts scale, reach, and the ability for nuanced targeting and exclusions.



#### analytics

- **Post-campaign analysis** using incomplete picture of where ads ran.
- **Fragmented, unstructured,** and limited access to data.
- **Inability** to take insights from campaigns without granular data.



#### performance

- **Granularity and consistency of data** to inform, target and optimize.
- **Limited scale** means limited optimization options.
- **Placement quality** on non-OTT apps such as mobile apps or low-quality content.

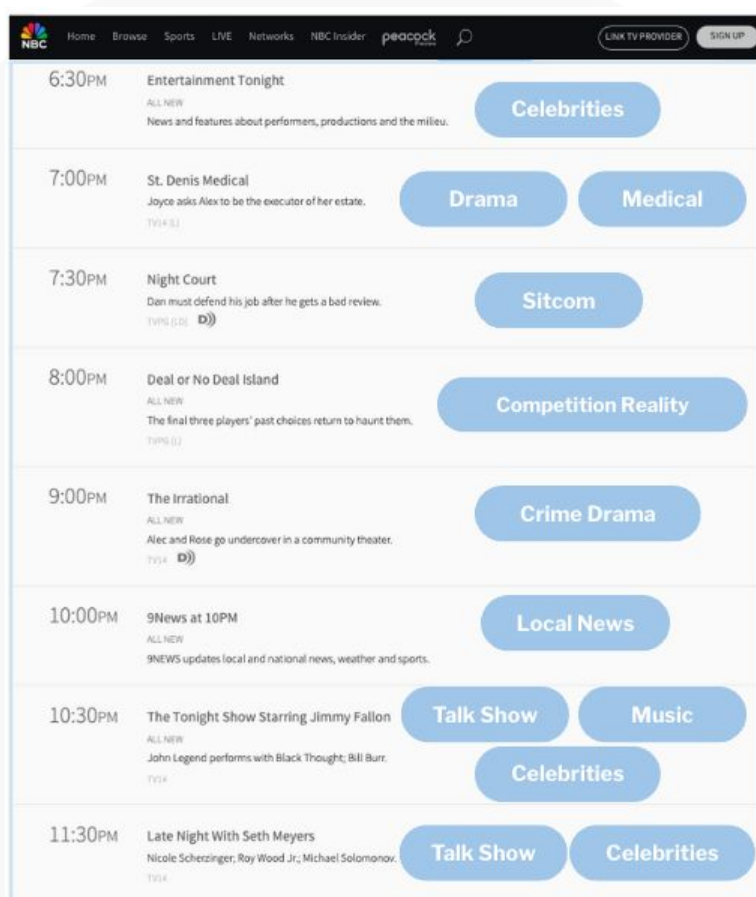
### PEER39 Solutions

- **Program-level categories and keyword controls** to meet suitability needs.
- Easily **avoid** unsafe, unknown or unverified channels.
- **Reach without waste** with faster access to CTV inventory at scale.
- High quality placements: Avoid non-OTT content in CTV environments such as mobile apps or low-quality content
- **Transparency** into where your ads are running, in what context - down to the program-level.
- **Understand** which content, channels and shows are performing best by delivery and performance metrics.
- **Post-campaign analytics** to improve and maximize performance of future campaigns.
- **Reduce complexity:** Buy OTT-CTV directly through a DSP regardless of the deal ID.
- See completion rates across Show, Genre, and Channel to **maximize performance**. Know at a glance what targeting to add or remove to maximize campaign ROI.
- **Precision CTV targeting:** The most pre-bid CTV categories, assures precise targeting.

## Program-Level Controls

App level categorizations are limiting for buyers because entire channels may be excluded based on a categorization for a channel. Program-level categorizations and controls give buyers access to the most-relevant content for campaigns, enabling safety and suitability as well.

For example, a broadcast network can be categorized as a handful of genres - News, Entertainment, and/or Sports. If a buyer excludes News from a campaign, the entire channel will be excluded.



### Keyword Controls:

- Actors
- Directors
- Genres
- Program Summary/Description
- Ratings
- Sports Team
- Sports Venue
- Warnings & Advisories

With program-level categorizations, when a buyer excludes News, the publisher will still get bids on Programs other than News.

And because program-level categories are even more granular than app level- for example buyers can choose among Comedy, Romantic Comedy, Dark Comedy, or Comedy Drama - advertisers can find their specific content and specific audiences for campaigns.

## Suitability, Transparency, and Context

Visibility into the inventory CTV ads are placed is next to impossible due to wide variations in data availability, inconsistent and indecipherable app data and lack of industry-wide standards.

Peer39's CTV Analytics gives advertisers visibility across their CTV investments in an actionable way.

**Billions of CTV runs on mobile, screensavers and other inventory that is *definitely not* CTV.**

**Without our Suitability Categories, an average 6.8% of all impressions run on Fake Content.**

**(Based on live campaign data Peer39 accesses.)**

### Suitability

Peer39's Safety & Suitability prebid categories were built from the ground up for CTV environments.

- The *Safe from Fake CTV Content* category ensures that ads are actually running in the kind of CTV content you want it to and that it is actually CTV content and not screensaver or mobile apps.
- Safety & Suitability requires knowing where you're running. Peer39's *Verified Content Categories* and *Verified Valid Channels* Categories keep you off of blind programmatic channels or content categories.
- We have *Safe From* categories to keep you away from *Anime, Blind Inventory, Divisive News, Kids Content, News, Unprofessional, and all Sensitive Content*.
- Layer in your safety parameters and then target specific apps/channels or content types.

### Safety & Suitability Categories Across DSPs

- Verified Content Categories
- Verified Valid Channels
- Safe from
  - Anime
  - Blind Inventory
  - Divisive News
  - Kids Content
  - Legal and Military Content
  - News
  - All Sensitive Content
  - Unprofessional Content
- Safe from Fake Content
  - Casting, Beaming and Media Players
  - Games
  - Radio and Podcasts
  - Screensavers/Wallpapers
  - Video/Photo Widgets

# Scale, Performance, and Insights

## Scale

Peer39 has unmatched speed in designating CTV content for targeting and multiple data sources as inputs for categorization. This combination gives Peer39 the capability to identify content more consistently than platforms relying solely on publisher or SSP-provided information.

In some cases, this leads to coverage double or triple what is provided by DSP categorization alone.

This gives buyers additional options in how to best scale their campaigns without sacrificing targeting options.

**Peer39 categories can provide the ability to reach 2-3x as much inventory as the average DSP alone.**

## More than 2,000 CTV Categories Across DSPs

- App Store
- Demographics
- TV Channel - 1,400+
- Device Platform
- Channel Category - 500+
- CTV Service - 180+
- Show/Movie Genre - close to 200

## Performance

Start with clear, easy-to-use categories and have **the confidence to meet KPIs**. Our Analytics give buyers the power to know which low-performers to remove and if any non-CTV environments are driving campaigns down. Put more dollars towards media, getting better results across the board. Use performance data at channel and category levels to spot opportunities to improve or understand if Fake Content is hurting performance.

## Insights

**Understand who audiences are & what content types are best-performers for campaigns** - even if you're not actively targeting those content categories. What good is all this information if you can't easily use it to improve engagement, performance, or efficiency? Peer39's metrics are mapped to categories and dimensions, so you can improve performance with the insights you've gained in Analytics.

It's clear and transparent where performance can be boosted or improved because of all information in reporting is aligned to targeting categories.

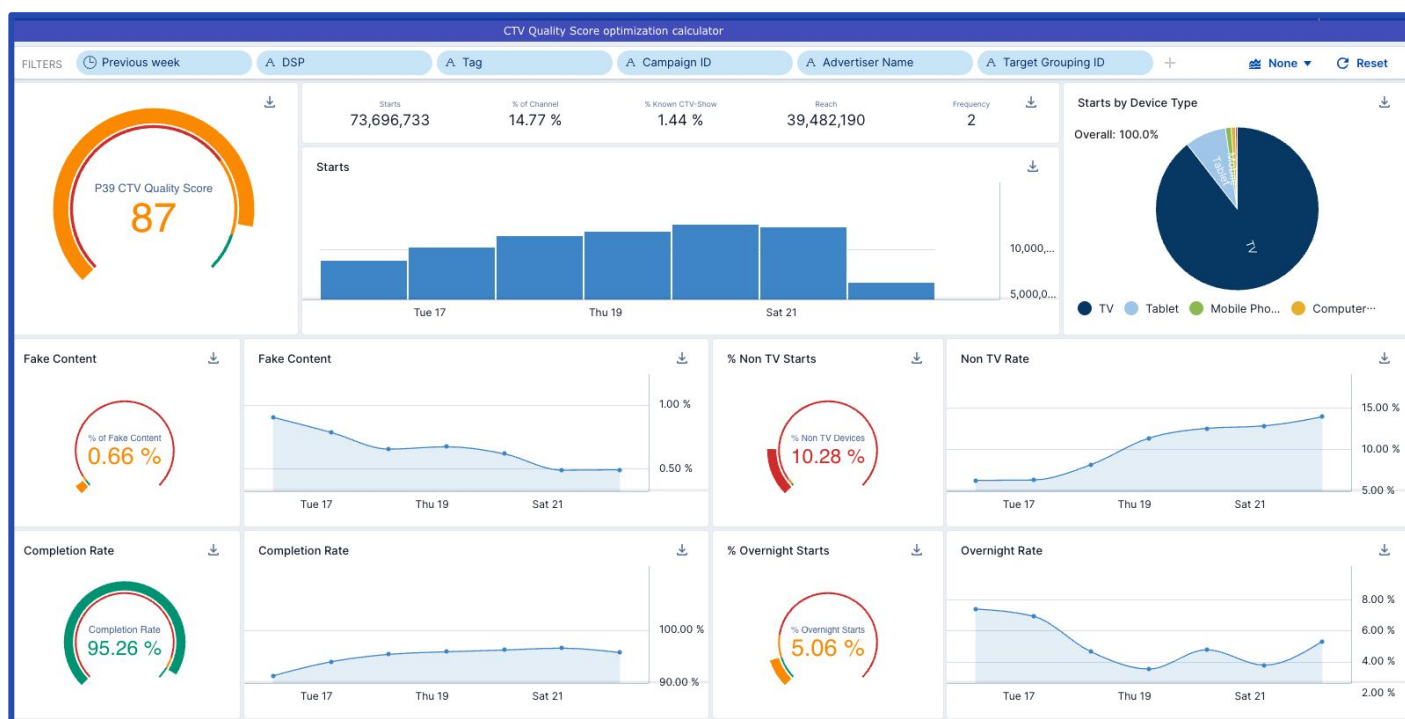
## Actionable Analytics for CTV

Post-buy data for optimization and post-campaign analysis. The **Analytics Dashboard** is often the first time buyers are made aware ads are in non-streaming environments such as screensavers or mobile apps.

Reporting includes if ads are running on User Generated Content or unsuitable environments like Anime, Adult, or Kids content. Use low completion-rate reporting to help spot poor performance by channel, or show-genre.

### Campaign Summary with the Peer39 CTV Quality Score

A comprehensive view of CTV KPIs to monitor campaign health, audience demographics, and Safety & Suitability. The CTV Quality Score is a consolidated performance and suitability metric that brings much-needed clarity to CTV campaigns and optimization, enabling advertisers to maximize their return on investment.



### Transparency has never been easier

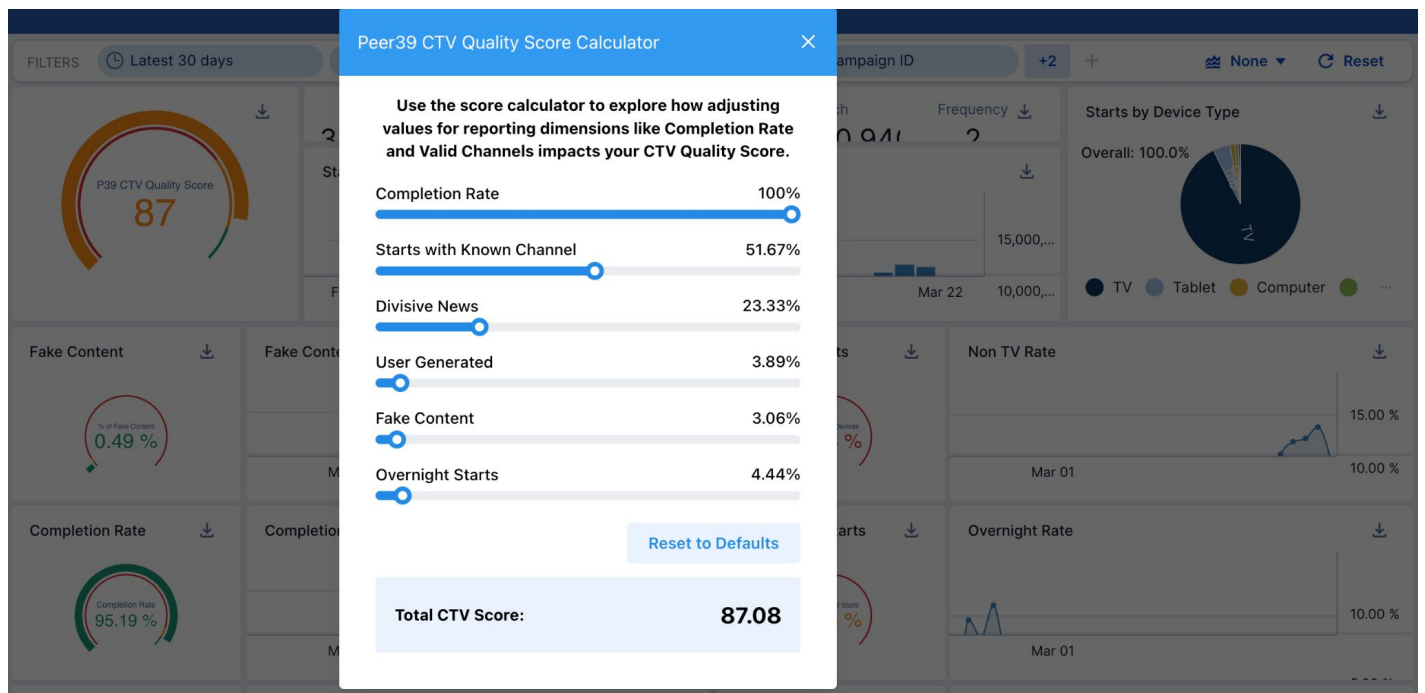
- **Quickly assess campaign health for optimization:** An immediate indication of overall performance and suitability. See specific areas where adjustments can be made to enhance campaign effectiveness and brand safety.
- **Post-campaign analysis:** All campaigns stats in easy-to-share formats.
- **Benchmark performance:** Compare the performance of different campaigns and make data-driven decisions.

## See your CTV Quality Score in action

The Peer39 CTV Quality Score is specifically designed for CTV measurement, using a **weighted blend of six key reporting dimensions**. These categories include performance metrics, contextual insights, and safety and suitability attributes:

- Completion Rate
- Valid/Known Channels
- Divisive News
- User Generated/Unprofessional Content
- Fake Content
- Overnight Starts

This proprietary score is a single, comprehensive metric (ranging from 0 to 100) calculated by combining essential CTV performance indicators.



## Optimize your score

If there is room for improvement in the overall score, Peer39's CTV Quality Score Calculator can be used to explore how adjusting values for reporting dimensions impacts the CTV Quality Score.

# Targeting CTV in context

## Works with your DSP and PMPs

Peer39's program-level CTV categories enable brand suitability and granular clarity in pre-bid targeting. Peer39 CTV Suitability categories enable advertisers to run in content that is safe—and steer clear of the kinds they want to avoid. Confidently target by program level designations for content—such as *Biography*, *Cooking*, *Historical Drama*, or *Makeover*—or on *Verified* valid channels such as ABC, BBC, CNN, and other networks.

OTT-CTV can pose risks to marketers when it comes to brand Safety & Suitability, leaving advertisers asking questions such as:

- *How do I ensure that my ads will run alongside content that I want to be associated with?*
- *How can I avoid the kinds of programming that are wasteful or inappropriate for my brand?*
- *How can I ensure the environments I'm buying in CTV are professionally produced?*
- *How should I avoid running on apps that don't have true CTV content?*

### Categories\*

<b>App Store</b>	<b>Device Platform</b>	<b>Program Level</b>	<b>OTT-Service (200+)</b>
<b>Broadcast Type</b>	<b>Genre - Channel</b>	Live Sports - Baseball Basketball Football Golf Hockey Olympics Soccer Mood - Dark Emotional Exciting Fantastic Frightening Fun Heartwarming Introspective Mysterious Outrageous Powerful Romantic Sensual Serious Tense Thoughtful Upbeat	<b>Production Type</b>
<b>CTV Demographics</b>	<b>Genre - Show/Movie</b>		<b>Revenue Model</b>
<b>Cable/TV Channel (1500+)</b>	Action & Adventure Anime Auto Award Show Business & Finance Children Comedy Cooking Crime Drama Documentary Drama Family Game Show Home Improvement Local News Medical Miniseries Music Mystery Police Reality Romance (and 150+ more)		<b>Safety &amp; Suitability</b>
<b>Content Rating</b>			<b>Program Language</b>
Movie Rating G NC-17 PG PG-13 R Unrated			Chinese Dutch English French German Italian Japanese Polish Portuguese Russian Spanish Turkish
<b>Content Warnings and Advisories</b>			
Action Blood Gore Drugs Nudity Offensive Humor Offensive Images Offensive Language Sci-Fi Action Violence Sex Violence			

\*DSPs and the Peer39 platform have complete taxonomies of available categories.

## Contextual Data Marketplace

Privacy-safe location targeting means relevancy without intrusion, at the ZIPcode level. It also enables using creative that's the most relevant to geographic locations and the data categories you're using.



**Weather** gives you the ability be specific with your ads when it's most relevant to what's happening in nature.

### **GOLDFISH ADS**

**Goldfish Ads** - cohorts such as Demographics, Behaviors, Purchase Intent, Interests, and others using vast amounts of real-world data.



**Demographics** - a privacy-first way to reach audiences based on gender, age range, household income, marital status, or even occupation group.

**Purchase Affinity** - customize offers and activation based on a customer's propensity to purchase a product or service across dozens of purchase categories.

## Methodology

Peer39 uses a similar process to how page signals and context for pre-bid targeting is determined. At the core is the content classification engine that produces semantic-based contextual, brand safety/brand suitability, page quality signals, sentiment signals, and specific types of data depending on the category, that are derived from the analysis of web pages and apps in real-time. Peer39's system is made up of a number of components, processes, models, and technology. Learnings and processes from that background are applied to CTV.

## Privacy Compliant

All Peer39 data-sets are privacy-regulation compliant and **available across programmatic buying platforms.**

# The formula for CTV success

## CTV doesn't have to be complicated:

- 1 Maintain brand suitability.** Use one or more of the dozen *Safety & Suitability* categories to keep ads off of *Kids, Divisive News, Fake Content, Unprofessional Content, Anime, Crime, or All Sensitive Content* and more. With visibility into where ads will run, be assured that campaigns will be in safe environments.
- 2 Stay off of non-CTV environments.** The *Safe from Fake Content* category keeps ads from running on non-streaming environments such as screensavers and mobile apps– places that should never serve a CTV ad.
- 3 Make sure you're where you want to be on CTV.** Custom keyword lists enhance campaign suitability and refine targeting, across sports teams and venues, actors, directors, or words from content descriptions
- 4 Scale without wasting spend.** Program-level controls give buyers the necessary ability to choose specific content to run in or avoid, without overblocking or running campaigns that are too broad.
- 5 Get transparent Analytics for campaigns.** Peer39's Analytics Dashboard gives usable information, not just data, to optimize campaign performance in flight and post-campaign - at no additional cost.