

**Peer39:**

# **Connected TV (CTV) tool suite**

a full suite of suitability, contextual targeting,  
and reporting tools to ensure the highest levels  
of brand safety and accuracy

## Connected TV tool suite

As CTV emerges as a dominant format, advertisers need the right combination of tools and information to take full advantage of this all-important channel—without losing contextual targeting, suitability, and transparency expected in the modern digital era.

While marketers continue to shift spend and investments to this fast-growing channel, CTV still poses specific challenges; buying inventory can be messy, complicated, and opaque.

### CTV Challenges



#### suitability

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



#### analytics

- **Uncertainty** about where ads are running across media investments.
- **Fragmented, unstructured** and limited access to data.
- **Inability** to take learnings from campaigns without granular data.



#### performance

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

### PEER39 Solutions

- **Refined and accurate targeting** 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
- **Gain insights** previously unavailable on where your ads are running, in what context - down to the show-level
- **Understand** which content, channels and shows are performing best by delivery and performance metrics.
- Get **foundational information** to improve and maximize performance of future campaigns to take learnings from campaigns without granular data.
- **Reduce complexity:** Buy OTT-CTV directly through a DSP regardless of the deal ID.
- See completion rates across Show, Channel Category, and Channel to **maximize performance**. Know at a glance what targeting to add or remove, and steer clear of unsafe or fake content to maximize campaign ROI.
- **Precision CTV targeting:** Peer39's automated system extracts meaning from new apps and channels, assuring precise targeting.

## Suitability, Transparency and Context for CTV

Visibility into what inventory CTV buyers get is next to impossible due to wide variations in data availability, inconsistent and indecipherable app data and lack of industry-wide standards.

Our Transparency Report for CTV 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 for CTV

### Scale

Peer39 has unmatched speed in designating CTV content for targeting and a variety of data sources as inputs for categorization. This combination gives Peer39 the capability to identify content at a level well beyond the capabilities of platforms that rely 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 provide the ability to reach 2-3x as much inventory as the average DSP alone.**

### Performance

Start with clear, easy-to-use categories and have **the confidence to meet KPIs**. Once live, our Analytics tools gives buyers a quick way to know which low-performers to remove and if and non-CTV environments are driving campaigns down. Put more dollars towards media, getting better results across the board. Use the included 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? All of our metrics are mapped to categories and dimensions, so you can improve performance with the insights you've gained in the Dashboard. It's clear and transparent where performance can be boosted or improved because of all information in reporting is aligned to targeting categories.

### More than 1,000 CTV Categories Across DSPs

- App Store
- Demographics
- Channel - more than 700 channels
- Device Platform
- Channel Category - more than 500
- CTV Service
- Show Genre - almost 200

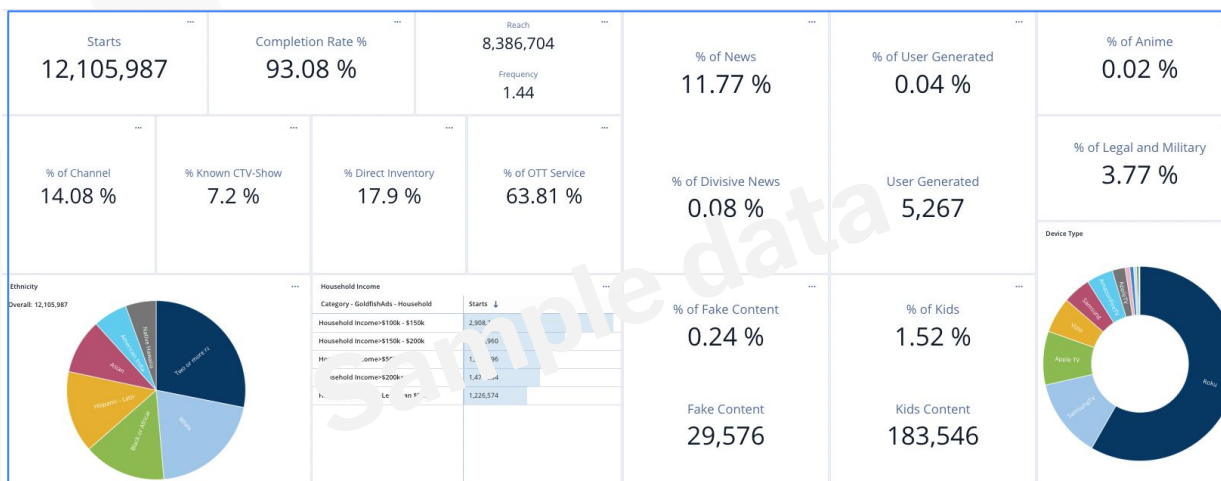
## Actionable Analytics for CTV

Our Analytics Dashboard is often the first time buyers are made aware their ads are being placed in non-streaming environments such as screensaver or a mobile app – places that should never serve a CTV ad.

We also report whether your ads are running on User Generated Content or unsuitable environments like Anime, Adult, or Kids content. Low completion-rate reporting to help spot poor performance by channel. This might be a sign that there's a problem with suitability. Easily see where optimizations are possible.

## Campaign Summary

A comprehensive view of CTV KPIs to monitor campaign health, in addition to Safety and Suitability.



## Safety and Suitability

A deep dive into the Categories, Channels, Production Type, and Fake Content by starts and completions rates for campaign performance improvements during campaigns.

Category - CTV fake_content	Starts ↓	Completion Rate %	Category - OTT cable_tv_channel	Starts ↓	Completion Rate %
Games	137,109	93.22 %	National Geographic	1,301,179	4.84 %
Casting Beaming and Media Players	6,463	26.49 %	FX Networks	150,722	11.27 %
Radio and Podcasts	2,531	86.37 %	NBC Sports	144,793	42.03 %
Screensavers Wallpapers and Themes	778	96.92 %	Bravo	108,889	20.76 %
			WPTZ	98,921	30.08 %
			KTUU	52,627	0.63 %
			KPTV	40,544	21.87 %
			WXMI	36,436	25.71 %
			Cooking Channel	32,313	13.84 %
			VJRT	20,501	37.04 %
			Telemundo	26	10.94 %
			FlipboardTV	9,84	12.15 %
			KOTA	1,003	10.93 %
			World News	14,490	14.45 %
				13,639	1.83 %
				13,009	2.68 %
				13,005	0.48 %
				7,738	25.65 %
				7,374	0.04 %
				6,498	14.97 %
				4,388	2.23 %
				3,859	7.93 %
				2,003	0.25 %
				1,515	29.11 %
				1,132	34.28 %
				1,075	22.14 %
				1,061	0.19 %
				1,018	24.26 %

## Targeting CTV in context

### Works with your DSP and PMPs

Peer39's CTV-specific categories enable Safety & Suitability along with clarity in pre-bid targeting. Control where and what you're buying. Peer39 CTV Suitability categories enable you to run in content that is safe—and steer clear of the kinds you want to avoid. Confidently target by content type—such as *Arts & Culture*, *Automotive*, *Cartoon*, or *Documentary*—or on a *Verified* valid channel 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?*

### Context\*

#### App Store

Apple  
Google Play  
Roku  
Amazon  
Microsoft  
Samsung  
LG  
Sony Playstation  
Vizio  
VEWD  
Xfinity

#### Device/Platform

Laptop/Desktop  
SmartPhone  
Tablet  
CTV:  
TIVO  
AirTV  
AppleTV  
Amazon Fire TV  
Chromecast  
Roku  
Samsung TV  
Xbox  
PlayStation

#### Content Category

Adult  
Automotive  
Cartoon  
DIY  
Documentary  
Entertainment:  
Celebrities & Gossip  
eSports & gaming  
Game shows  
Movies  
Music  
Reality  
Series  
Talk shows  
Family & kids  
Fashion

#### Revenue Type

AVOD  
SVOD  
TVOD

#### Clips/Video sharing

Movies

#### Content Type

Cable/TV Channel:  
Discovery  
HGTV  
FoodTV  
Disney  
Comedy Central  
Hallmark Channel  
MTV  
Cheddar  
HBO  
RealVision  
ESTV

#### Broadcast Type

VOD  
Linear (live) TV  
Unknown

#### Production Type

Professional  
Prosumer  
User Generated/Contributed  
Mixed

#### Demographics

Age  
Gender

#### OTT Service

FuboTV  
Hulu  
IPTV  
Philo  
Plex  
PlutoTV  
Popcorn  
Redbox  
Sling  
Tivo  
Tubi TV  
TV Everywhere  
Xumo

\*Log into the OTT-CTV Planner in the Peer39 Platform to view the complete list of categories available.

## Contextual Data Marketplace

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



**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.



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

## Categorization Methodology

We use a similar process to how we determine page signals and context for pre-bid targeting. At our core is our 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 in all programmatic buying platforms.**

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### GOLDFISH ADS

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



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## Peer39:

# Here's the formula for CTV success

### CTV doesn't have to be complicated:

- 1 Maintain brand safety.** 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 your campaigns will be in safe environments.
- 2 Stay off of non-CTV environments.** The *Safe from Fake Content* category keeps you 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.** Channel and Content targeting puts messaging in front of your intended audiences within *Verified Content and Channel Categories* so you know where you're running.
- 4 Scale without wasting spend.** Get to your audiences scale because of real-time categorization, meaning you have faster access to inventory—both avoidance and targeting.
- 5 Run on quality content.** *Verified Content Categories and Channels* mean you can target the kinds of programming that resonate with people.
- 6 Get full Insights + Analytics for campaigns.** Peer39's Analytics Dashboard gives you usable information, not just data, to improve campaign performance and ROI—at no additional cost.