

Peer39: industry safe category: finance

Target quality content and stay compliant

August 2020

In highly regulated industries like finance, marketers face unique challenges when it comes to programmatic advertising decisions. In addition to brand safety and suitability concerns, the regulatory compliance requirements are critical to factor into the digital ad strategy.

Media buying teams are further challenged by traditional marketing practices rather than a widespread digital-first approach supported by tools that provide valuable insights on results. As the finance industry continues to rebuild consumer trust, marketers need access to quality content to enhance these efforts.

To address this, we've built the **Safe from Negative Finance Industry**, a curated industry-specific semantic segment protecting your brand from the numerous sensitive contextual hazards that finance marketers face.

Benefits

- **Confidence in avoiding** sensitive content for the finance industry
- **Avoid negative commentary or news** that specifically relates to the industry (such as financial crisis/crises, fraud, corruption, market manipulation, data breaches, and more.)
- **Avoid misinformation** content unsuitable for your brand
- **Semantically based classification:** picking up on sentiment of content
- **Save time and remain safe with auto-updates:** No need for monitoring events or trends to manually update or adjust keyword list. Peer39 industry safety categories are self-learning and auto-updating category directly into your DSP.

EXAMPLES

Negative Finance

The screenshot shows a VeloNews article. At the top, there is a navigation menu with a search icon and a 'JOIN' button. The main image is a close-up of a Garmin cycling computer mounted on a handlebar, displaying various metrics like speed (0.0 km/h) and time of day (2:13:4). Below the image, the headline reads 'Report: Garmin ransomed \$10 million in cyberattack'. A sub-headline states 'Garmin system outage a result of attack by 'WastedLocker' ransomware, claim reports.' The article is dated July 26, 2020, and the source is listed as VELONEWS.COM.

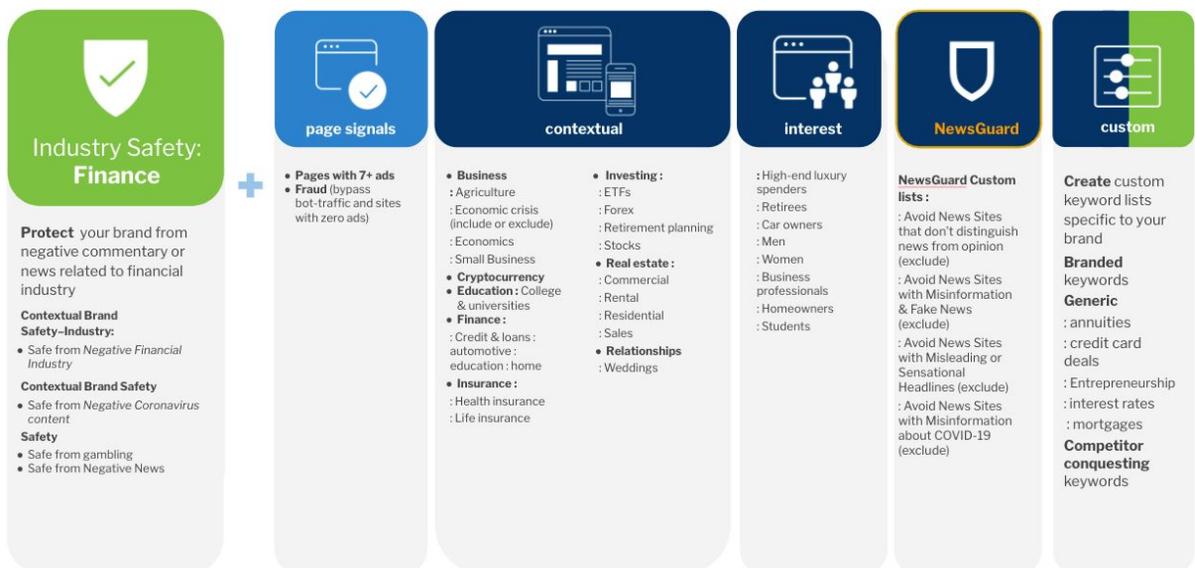
Industry Safe for Finance

The screenshot shows a The New York Times article. At the top, there is a navigation menu with 'FASHION' and 'PLAY THE CROSSWORD' options, and an 'Account' link. The main image features Stewart Rahr, a philanthropist, sitting at a table in front of three large neon signs depicting playing cards: the Queen of Spades, the King of Hearts, and the Ace of Spades. The headline is 'The World Through Stewart Rahr's Neon Glasses'. A sub-headline reads 'The philanthropist Stewart Rahr, who calls himself Stewie Rah Rah, wearing his signature yellow Ray-Bans, in his office. Chad Batka for The New York Times'. The article is by Joshua David Stein and is dated June 6, 2014. Social media sharing icons are visible at the bottom.

Safe from Negative Finance Industry Category definition

With Peer39 you can implement industry-specific categories for finance. Unlike other solutions that are focused mainly on finance in news content or based on keywords alone, the industry safety categories from Peer39 leverage a combination of semantic and URL engines making it the most comprehensive single safety category that will **allow finance advertisers to avoid negative commentary or news that relates to their industry, such as corruption, fraud, lawsuits, market manipulation, financial security, shadow economy, trade war, money laundering, financial scandals, financial bubbles, failing banks, market volatility, investment losses, financial risks, along with current or past economic crises.**

HOW TO USE IT AND WHERE



- **Updates automatically:** No manual keyword adjusting, self-learning and auto-updating category directly into your DSP.
- **Privacy-compliant data sets:** All Peer39 data-sets are privacy-regulation compliant (such as HIPPA, GDPR and CCPA.)
- **Available** in all buying platforms.

For more information and to get started, contact your account manager.



For more information on how to get started:
Peer39AM@Peer39.com