Peer39:
Analytics Tool Suite

The CTV and cookieless reporting information you need, delivered as data you can use

CTV and Cookieless Analytics for All

The circle of information that buyers are able to use for reaching audiences is shrinking. First-party data is one way to reach audiences. Universal IDs offer some additional reach. But those aren't enough to achieve scale or bring significantly high new numbers of customers. They also aren't giving advertisers the information needed for total campaign optimization.

Buyers need to understand how the advertising environment and context of placements interact with each other, and how those interactions can be optimized.

> **Make campaign decisions using a complete view of performance, content/context, and audiences.**

As addressability signals deprecate, knowing the combination of channel quality, contextual information, content types, and attention will be the way to add to the knowledge needed for campaign success, efficiency, and performance.

Across the spectrum of metrics that matter most to advertisers, Peer39's Analytics dashboards provide consolidated reporting in a highly usable way. With more than 150 measured data dimensions mapped directly to pre-bid categories, these easy-to-implement and easy-to-understand metrics build on our capabilities of categorizing and contextualizing advertising environments.

These data visualization tools consolidate data from a number of inputs, providing views into performance, demographics, device, and browser types for display, mobile in-app, CTV, and OLV.

More than 150 data dimensions:

- Page Context
- Keyword Performance
- Page Signals
- Page Brand Suitability
- Mobile App
- CTV Content
- Channel / Show
- CTV Suitability
- CTV Services and Devices
- GoldfishAds - DE&I
- Experian - Demographics
- Experian - Mosaic

Analytics Dashboards

Performance metrics can vary from campaign to campaign or advertiser to advertiser, which is why we include performance (clicks, completion rates, quartile completions), alongside Attention Index, content categories, CTV channels, reach and frequency, Safety & Suitability, OTT services, and demographic information. This gives advertisers the data needed to make smart decisions across complex variables for optimization and understanding audiences.

Like all Peer39 solutions, it's cookieless.

The dashboard includes the industry's first keyword level reporting for display and OLV, showing performance and context at the keyword- and groups-of-keyword level.

And for CTV, content-genre and show-level insights are paired with Safety & Suitability, demographics, and completion rates.

With the full demise of third-party cookies, advertisers need analytics that will survive signal deprecation for both campaign health and optimization options.

Understand audience composition & what content types are best-performers- even if you're not actively targeting demographics and content categories. What good is all this information if you can't easily use it to improve engagement, performance, or efficiency?

All of Peer39 metrics are mapped to categories and dimensions, so advertisers 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 all the information in reporting is aligned to pre-bid targeting categories.

- Reporting is not tied to any ID or cookies.
- CTV's rise hasn't brought transparency - until now.
- Keyword reporting shows what drives success at the most-granular level.
- Contextual reporting; addressability and visibility merged with performance measures.
- Insight taxonomy spans all programmatic media.
- Visualized performance data.
- No additional cost.
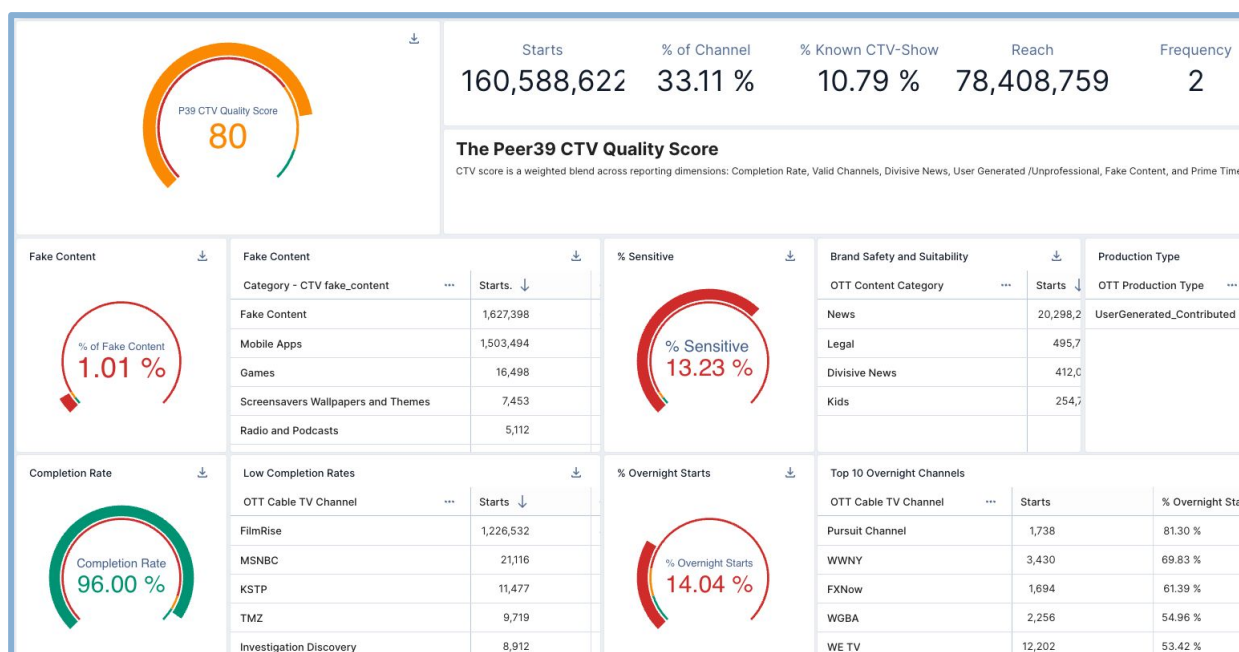- Fast, easy set-up that fits within existing workflows.

Actionable Analytics for CTV

The **Analytics Dashboard** is often the first time buyers are made aware their ads are being placed in non-streaming environments such as a screensaver or mobile app.

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 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.

	Starts	% of Channel	% Known CTV-Show	Reach	Frequency
P39 CTV Quality Score **80**	160,588,622	33.11 %	10.79 %	78,408,759	2

The Peer39 CTV Quality Score

CTV score is a weighted blend across reporting dimensions: Completion Rate, Valid Channels, Divisive News, User Generated /Unprofessional, Fake Content, and Prime Time

Fake Content — % of Fake Content **1.01 %**

Fake Content	
Category - CTV fake_content ···	Starts. ↓
Fake Content	1,627,398
Mobile Apps	1,503,494
Games	16,498
Screensavers Wallpapers and Themes	7,453
Radio and Podcasts	5,112

% Sensitive — % Sensitive **13.23 %**

Brand Safety and Suitability		Production Type
OTT Content Category ···	Starts ↓	OTT Production Type ···
News	20,298,2	UserGenerated_Contributed
Legal	495,7	
Divisive News	412,0	
Kids	254,7	

Completion Rate — Completion Rate **96.00 %**

Low Completion Rates	
OTT Cable TV Channel ···	Starts ↓
FilmRise	1,226,532
MSNBC	21,116
KSTP	11,477
TMZ	9,719
Investigation Discovery	8,912

% Overnight Starts — % Overnight Starts **14.04 %**

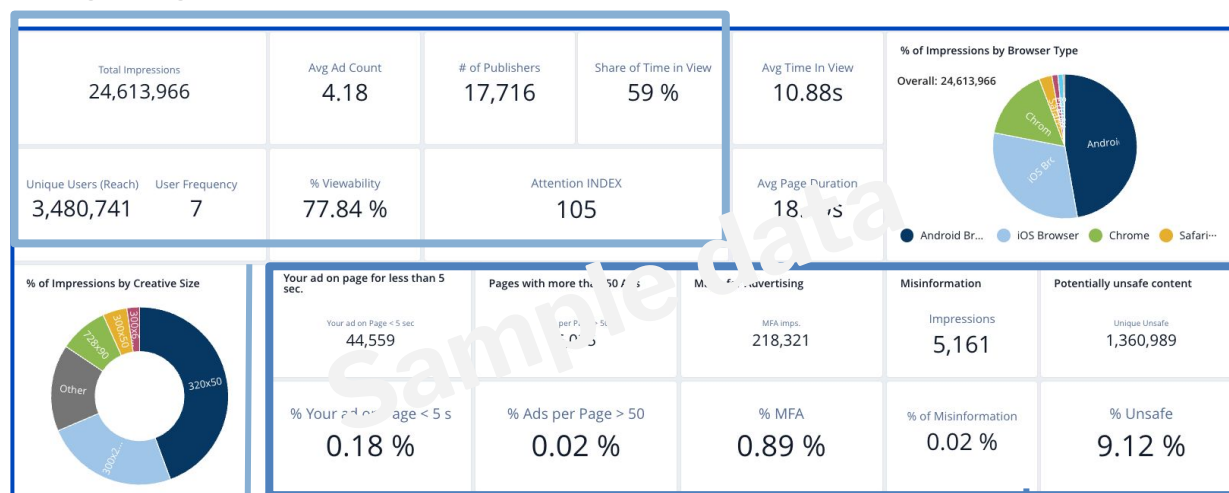| Top 10 Overnight Channels		
OTT Cable TV Channel ···	Starts	% Overnight Star
Pursuit Channel	1,738	81.30 %
WWNY	3,430	69.83 %
FXNow	1,694	61.39 %
WGBA	2,256	54.96 %
WE TV	12,202	53.42 %

Transparency Has Never Been Easier

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

Actionable Analytics for Display

The **Display Dashboard** combines performance, Viewability, Attention Index, and other information at a single glance. The Summary page gives buyers high-level overviews and each additional tab provides deep insight into performance, context, audiences, and where campaigns might be at risk in unsafe environments.

Total Impressions **24,613,966**	Avg Ad Count **4.18**	# of Publishers **17,716**	Share of Time in View **59 %**	Avg Time In View **10.88s**
Unique Users (Reach) **3,480,741**	User Frequency **7**	% Viewability **77.84 %**	Attention INDEX **105**	Avg Page Duration **18._s**

% of Impressions by Browser Type
Overall: 24,613,966

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

% of Impressions by Creative Size

Your ad on page for less than 5 sec.	Pages with more than 50 A_s	M__ _ Advertising	Misinformation	Potentially unsafe content
Your ad on Page < 5 sec **44,559**	_per P_ _ 5_	MFA imps. **218,321**	Impressions **5,161**	Unique Unsafe **1,360,989**
% Your ad on _age < 5 s **0.18 %**	% Ads per Page > 50 **0.02 %**	% MFA **0.89 %**	% of Misinformation **0.02 %**	% Unsafe **9.12 %**

Campaign summary metrics including:
- Average Ad Count
- User Frequency
- Share of Time in View
- Viewability
- Attention Index

Safety and Suitability Information:
- Ad on Page for Less Than 5 Seconds
- Pages with more than 50 ads
- Made for Advertising
- Misinformation
- Potentially Unsafe Information

Web Context	Impressions ↓	Click-Through Rate...	Viewability Rate	Attention INDEX	% MFA	% Unsafe
Arts and Entertainment	76,029,686	0.12 %	81.97 %	98	2.49 %	20.12 %
News	64,009,483	0.10 %	78.40 %	102	1.21 %	34.63 %
Food and Beverage	28,640,254	0.46 %	74.60 %	112	0.11 %	1.43 %
Society	23,456,241	0.11 %	77.56 %	94	4.99 %	20.38 %
Sports	20,493,117	0.16 %	63.54 %	79	1.26 %	7.78 %
Society>DE&I	19,984,670	0.09 %	78.63 %	94	5.3 %	15.78 %
Food and Beverage>Cooking	18,971,799	0.44 %	75.17 %	117	0.05 %	0.06 %
Recreation and Games	15,359,208	0.18 %	78.82 %	95	0.5 %	2.29 %
Food and Beverage>Recipes	14,510,385	0.42 %	75.76 %	119	0.04 %	0.05 %
News>Breaking News	13,919,267	0.09 %	75.39 %	111	0.13 %	47.61 %
Arts and Entertainment>Celebrities	12,365,819	0.10 %	72.57 %	85	7.2 %	23.77 %
Predicted Viral Content	10,532,311	0.12 %	87.30 %	120	0.01 %	31.75 %
Education	10,268,676	0.77 %	85.19 %	136	0.26 %	0.97 %
Health	9,671,521	0.17 %	81.78 %	105	0.76 %	18.79 %
Arts and Entertainment>Music	7,825,615	0.14 %	75.43 %	70	0.49 %	4.67 %
Home and Garden	7,056,065	0.45 %	77.69 %	93	2.47 %	2.96 %
News>Politics	6,170,925	0.10 %	81.64 %	116	4.08 %	48.50 %
Arts and Entertainment>Gossip	6,169,645	0.07 %	61.53 %	75	0 %	25.39 %
Technology	6,136,803	0.20 %	77.46 %	88	1.24 %	6.29 %
_____ __ _____ _____ ____	5,608,042	0.08 %	84.11 %	134	0.01 %	1.81 %

Content category performance data includes *categories advertisers aren't even targeting*.

At no additional cost.

Actionable Analytics for Keywords

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

Each keyword is matched to performance metrics and number of unique URLs, with no overlap or consolidation. Because reporting is specific and unique to a keyword or keyword combination, buyers can fully understand what is driving performance and where optimization actions can take place.

Overall	Impressions	Click-Through Rate	Viewability Rate	Attention Index ↓	% MFA	% Unsafe	% Neg.
> drain	19,744,999	0.03 %	81.49 %	126	2.61 %	2.63 %	1.36 %
> toilet	447,451	0.05 %	94.63 %	192	0.43 %	0.10 %	0.12 %
> renovation	1,090	0.09 %	91.54 %	179	0.09 %	1.93 %	2.57 %
> home improvement	81,430	0.04 %	94.09 %	175	1.46 %	4.15 %	0.39 %
> plumber	2,604,542	0.03 %	94.92 %	171	0.05 %	0.15 %	0.12 %
> drain;toilet	3,754,782	0.04 %	93.29 %	168	0.62 %	0.50 %	0.33 %
> plumbing	2,519	0.04 %	92.17 %	168	%	0.24 %	0.12 %
> septic	49,275	0.04 %	90.47 %	168	0.6	7.05 %	2.52 %
> leaky	3,525	0.00 %	90.95 %	167	1.7 %	0.09 %	0.06 %
> drain;plumber;plumbing;toilet	10,166	0.01 %	90 %	16	2.17 %	9.98 %	0.89 %
> water heater	31,533	0.04 %	%	165	1.92 %	2.56 %	1.90 %
> home improvement;plumber;plumbing	26,924	08	%	163	1.98 %	10.14 %	8.41 %
> home improvement;toilet	294,699	%	88.09 %	159	2.06 %	0.57 %	0.94 %
> plumber;plumbing;toilet	8.	0.0 %	87.36 %	157	4.11 %	5.79 %	0.92 %
> plumbing;toilet	54,6	0.09 %	91.41 %	155	4.8 %	3.86 %	0.90 %
> plumbing;renovation	3,520,914	0.02 %	92.43 %	155	0.27 %	0.23 %	0.41 %
> drain;plumbing	6,636	0.00 %	82.70 %	152	0.06 %	0.30 %	0.99 %
> plumbing;water heater	25,157	0.10 %	88.58 %	150	4.77 %	5.37 %	3.01 %
> septic;toilet	8,029	0.00 %	82.60 %	149	0.1 %	0.49 %	4.77 %
> plumber;toilet	77,423	0.03 %	88.48 %	149	5.61 %	0.54 %	5.13 %
> drain;plumber;toilet	12,133	0.02 %	90.96 %	146	0 %	0.13 %	20.19 %
> home improvement;leaky;plumbing;toilet	12,316	0.07 %	88.68 %	145	6.9 %	4.15 %	2.93 %
> home improvement;plumbing	10,628	0.03 %	87.16 %	145	12.95 %	1.74 %	18.48 %
> drain;plumbing;toilet	825,545	0.05 %	85.31 %	144	4 %	1.73 %	1.59 %
> plumbing;septic;toilet	51,139	0.05 %	85.61 %	143	0.84 %	2.25 %	3.72 %
> home improvement;renovation	31,868	0.08 %	87.04 %	143	8.66 %	15.96 %	5.01 %
> renovation;toilet	2,828	0.04 %	84.95 %	142	0.88 %	19.41 %	12.13 %
> drain;septic	8,526	0.01 %	79.34 %	142	0.93 %	0.04 %	2.38 %
> leaky;toilet	426,428	0.04 %	83.03 %	142	0.01 %	6.26 %	0.46 %

FILTERS — Previous day — DSP — Tag — Campaign ID — Advertiser ID — +2 — None ▼

Top 5 data for Keywords and combinations give insight into Impressions, CTR, Viewability Rate, and Attention Index.

Understand where brand safety & suitability might be at risk or where campaign spend is wasted with data on MFA, Unsafe placements, and Negative Sentiment.

Actionable Analytics: Attention

The **Attention Index** information is provided at no cost - even to advertisers not using the *Attention Index* Categories.

Web Context	Impressions ↓	Click-Through Rate...	Viewability Rate	Attention INDEX	% MFA	% Unsafe	% Pos. Sent. ...
Arts and Entertainment	76,029,686	0.12 %	81.97 %	98	2.49 %	20.12 %	10.89 %
News	64,009,483	0.10 %	78.40 %	102	1.21 %	34.63 %	14.61 %
Food and Beverage	28,640,254	0.46 %	74.60 %	112	0.11 %	1.43 %	1.19 %
Society	23,456,241	0.11 %	77.56 %	94	4.99 %	20.38 %	9.55 %
Sports	20,493,117	0.16 %	63.54 %	79	1.26 %	7.78 %	4.50 %
Society>DE&I	19,984,670	0.09 %	78.63 %	94	5.3 %	15.78 %	9.97 %
Food and Beverage>Cooking	18,971,799	0.44 %	75.17 %	117	0.05 %	0.06 %	1.06 %
Recreation and Games	15,359,208	0.18 %	78.82 %	95	0.5 %	2.29 %	0.85 %
Food and Beverage>Recipes	14,510,385	0.42 %	75.76 %	119	0.04 %	0.05 %	0.09 %
News>Breaking News	13,919,267	0.09 %	75.39 %	111	0.13 %	47.61 %	19.99 %
Arts and Entertainment>Celebrities	12,365,819	0.10 %	72.57 %	85	7.2 %	23.77 %	8.24 %
Predicted Viral Content	10,532,311	0.12 %	87.30 %	120	0.01 %	31.75 %	15.10 %
			%	136	0.26 %	0.97 %	1.12 %
				105	0.76 %	18.79 %	11.43 %
			%	70	0.49 %	4.67 %	2.67 %
			%	93	2.47 %	2.96 %	2.91 %
News>Politics	6,170,925	0.10 %	81.64 %	116	4.08 %	48.50 %	29.92 %
Arts and Entertainment>Gossip	6,169,645	0.07 %	61.53 %	75	0 %	25.39 %	17.69 %
Technology	6,136,803	0.20 %	77.46 %	88	1.24 %	6.29 %	3.60 %
Recreation and Games>Online Games	5,608,042	0.08 %	84.11 %	134	0.01 %	1.81 %	0.21 %

The Peer39 Attention Index calculation includes fraud detection, leading to more accurate overall scoring.

This cookieless measure of performance is included for all campaigns. More than 15 dimensions create the domain's score, based on simultaneous computations for each ad measured on a domain:

- Determine page type (home, article, or webmail page)
- Know if there are Flash games.
- Know if there is page clutter.
- Know how many ads are on the page.
- Account for the size of the ad.
- Measure how long was the ad in view.
- Measure CTR.

- Measure time spent on the site.
- Measure hover rate.
- Determine if there was interaction with the ad.

The Attention Index is updated each day, with a rolling 14-day look-back creating the average.

Actionable Analytics: Made for Advertising

MFA Analytics provides reporting on MFA impressions across content categories.

Web Context	Impressions ↓	Click-Through Rate...	Viewability Rate	Attention INDEX	% MFA	% Unsafe	% Pos. Sent. ...
Arts and Entertainment	76,029,686	0.12 %	81.97 %	98	2.49 %	20.12 %	10.89 %
News	64,009,483	0.10 %	78.40 %	102	1.21 %	34.63 %	14.61 %
Food and Beverage	28,640,254	0.46 %	74.60 %	112	0.11 %	1.43 %	1.19 %
Society	23,456,241	0.11 %	77.56 %	94	4.99 %	20.38 %	9.55 %
Sports	20,493,117	0.16 %	63.54 %	79	1.26 %	7.78 %	4.50 %
Society>DE&I	19,984,670	0.09 %	78.63 %	94	5.3 %	15.78 %	9.97 %
Food and Beverage>Cooking	18,971,799	0.44 %	75.17 %	117	0.05 %	0.06 %	1.06 %
Recreation and Games	15,359,208	0.18 %	78.82 %	95	0.5 %	2.29 %	0.85 %
Food and Beverage>Recipes	14,510,385	0.42 %	75.76 %	119	0.04 %	0.05 %	0.09 %
News>Breaking News	13,919,267	0.09 %	75.39 %	111	0.13 %	47.61 %	19.99 %
Arts and Entertainment>Celebrities	12,365,819	0.10 %	72.57 %	85	7.2 %	23.77 %	8.24 %
Predicted Viral Content	10,532,311	0.12 %	87.30 %	120	0.01 %	31.75 %	15.10 %
Education	10,268,676	0.77 %	85.19 %	136	0.26 %	0.97 %	1.12 %
Health	9,671,521	0.17 %	81.78 %	105	0.76 %	18.79 %	11.43 %
Arts and Entertainment>Music	7,825,615	0.14 %	75.43 %	70	0.49 %	4.67 %	2.67 %
			69 %	93	2.47 %	2.96 %	2.91 %
			64 %	116	4.08 %	48.50 %	29.92 %
			53 %	75	0 %	25.39 %	17.69 %
			%	88	1.24 %	6.29 %	3.60 %
			11 %	134	0.01 %	1.81 %	0.21 %

> The Peer39 MFA calculation includes Ads that take too much of the viewable space, combination of scroll floating ads & between content ads, too little content between two ads, extremely low page-duration rates per ad, hidden site registration.

Peer39 defines Made for Advertising sites as ones with:

- Ads that take too much of the viewable space
- Combination of scroll floating ads & between content ads
- Too little content between two ads
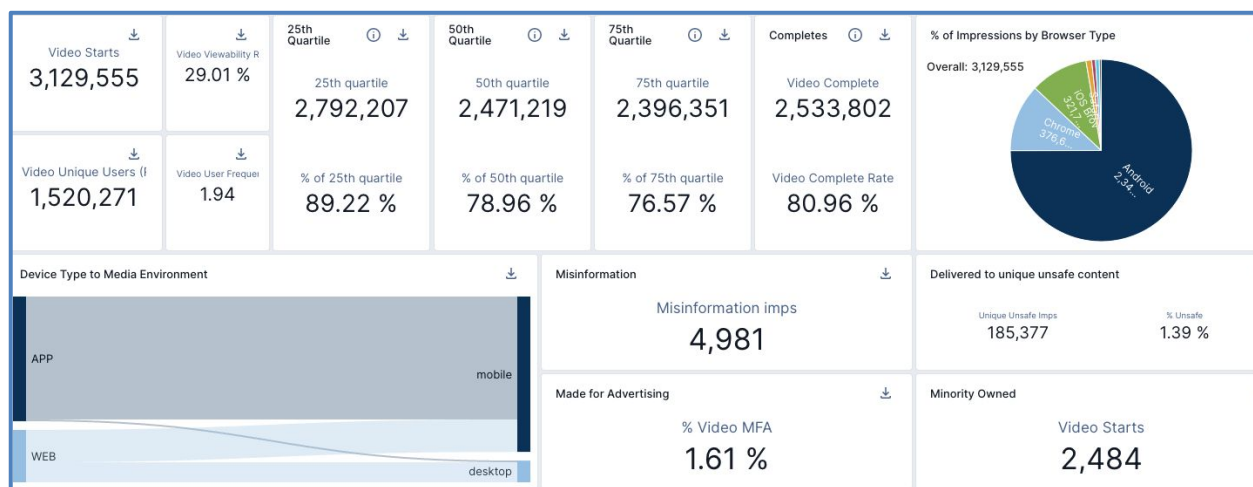- Extremely low page-duration rates per ad
- Hidden site registration

This gives an additional control to buyers who can then enable protection from MFA sites using the Peer39 Made for Advertising category as an exclusion - across DSPs.

Actionable Analytics for OLV

All of the great Display metrics applied to OLV environments with the addition of all-important quartile-completion metrics too.

Campaign Summary

Online video placements don't have to suffer from placements in unsafe content, misinformation or Made for Advertising. With the OLV Analytics Dashboard, you can have the confidence you're getting the most for budgets and staying out of problematic placements.

Video Starts **3,129,555**	Video Viewability R **29.01 %**	
Video Unique Users (I **1,520,271**	Video User Freque **1.94**	

25th Quartile	50th Quartile	75th Quartile	Completes
25th quartile **2,792,207**	50th quartile **2,471,219**	75th quartile **2,396,351**	Video Complete **2,533,802**
% of 25th quartile **89.22 %**	% of 50th quartile **78.96 %**	% of 75th quartile **76.57 %**	Video Complete Rate **80.96 %**

% of Impressions by Browser Type
Overall: 3,129,555
(pie chart: iOS 86.0 321.0, Chrome 376.6, Android 2.34..)

Device Type to Media Environment
APP → mobile
WEB → desktop

Misinformation
Misinformation imps
4,981

Made for Advertising
% Video MFA
1.61 %

Delivered to unique unsafe content
Unique Unsafe Imps **185,377** | % Unsafe **1.39 %**

Minority Owned
Video Starts
2,484

Bring OLV into Context

Video performance metrics, alongside contextual content categories and Safety & Suitability signals - Negative Sentiment, Unsafe environments, and MFA.

Web Context	Video Starts ↓	% of 50th quartile	Video Complete R...	% Video MFA	% Unsafe	% Pos. Sent.	% Neutral Sent.	% Neg. Sent.
Arts and Entertainment	284,205	30 %	76.23 %	3.58 %	8.21 %	11.92 %	27.51 %	2.60 %
Politics	258,077	40.07 %	64.31 %	1.99 %	15.37 %	21.52 %	17.74 %	10.96 %
News	227,092	41.1 %	57.97 %	1.61 %	6.62 %	11.94 %	27.64 %	11.41 %
Recreation and Games	220,720	79.32 %	81.07 %	0.16 %	0.62 %	39.45 %	10.76 %	0.37 %
Technology	174,437	87.03 %	85.09 %	0.29 %	0.81 %	44.30 %	6.69 %	0.37 %
Sports	162,754	53.05 %	48.17 %	0.94 %	11.08 %	15.86 %	36.84 %	5.07 %
Technology>VideoGames	91,595	89.96 %	86.32 %	0.30 %	0.19 %	78.85 %	5.55 %	0.41 %
News>Breaking News	83,691	47.71 %	49.84 %	3.85 %	10.56 %	19.88 %	35.54 %	13.76 %
Society	73,651	30.5 %	51.51 %	1.41 %	14.19 %	24.37 %	13.52 %	10.75 %
Predicted Viral Content	68,041	11.54 %	93.38 %	0.01 %	8.74 %	2.90 %	4.84 %	4.29 %
Health	66,955	53.52 %	64.66 %	5.13 %	13.78 %	20.75 %	38.82 %	8.58 %
Society>DE&I	58,465	27.24 %	49.47 %	0.82 %	11.39 %	27.02 %	13.87 %	8.00 %
Food and Beverage	52,445	70.74 %	67.51 %	3.09 %	2.50 %	49.68 %	31.80 %	0.63 %
Arts and Entertainment>Music	46,138	14.37 %	66.35 %	0.26 %	10.20 %	7.33 %	22.69 %	5.67 %
Sports>Football	41,345	51.5 %	45.71 %	1.03 %	1.15 %	15.02 %	35.09 %	3.84 %