

# Peer39: target socially trending topics

real-time, dynamic categories

## Social Predict



Great brands turn moments into opportunities.

When something catches the attention of the masses, topics can go quickly to the top of everyone's feeds and dissipate just as quickly – making it a challenge for advertisers and brands to take advantage of these flash topics. Social media has created channels and content powered by consumers.

Peer39's Social Predict categories are created using large language models and trend data observed from multiple sources - including sites categorized as having Social Media Activity - indicating popularity and increased attention for topics/subjects. The parameters and keywords for these categories evolve in response to trending data and information.

For example, an auto manufacturer selling trucks may have keywords, including "electric vehicle." Social Predict finds the additional words and topics that are in discussions as news events or new automobiles are unveiled. For topics that go viral or become part of online conversations, Social Predict discovers these phrases and dynamically updates categories.

Social Predict from Peer39 translates human conversation about topics in the here and now into targetable signals for non-social environments.

### seed term

by identifying the segment interest and description, product specifications, ambassadors or influencers, and audience language

### discover

the topics, words and phrases are trending based upon these discussions

### predict

what people will be discussing across a multitude of digital channels

### activate

target specific categories that are predicted to trend across particular topics

# Align campaigns with topics your audiences are discussing in real-time.

## Find 189+ Social Predict categories in your preferred DSP:

**Arts & Entertainment:** Arts & Crafts, Ballet, Opera, Symphony, Celebrity News, Comedy, Film Festival Awards, Fine Arts, Horror, Latin Music, Nightclubs, Oscars, Emmys, & Globes, Performing Arts, Pop Culture, Sci Fi & Fantasy, SXSW, Sports Top Stories, Trending Celebrities

### Auto Enthusiasts

**Business:** B2B Decision Makers, C-Suite Decision Makers, Entrepreneur & Startup Businesses, Finance Decision Makers, HR Decision Makers, Work From Home, Work Life Balance

### Data & AI

### Digital Transformation

**Education:** Adult Education, Early Childhood Education, Homeschooling, Industry Experts, Language Learning, Online Education

**Environment:** Drivers of Hybrids, Sustainability

**Finance:** Do your Own Taxes, Find a Pro - Tax Season, Health Insurance, Stocks

**Food & Beverage:** Celebrity Chefs, Cocktail & Beer Enthusiasts, Coffee & Tea Drinkers, Family Friendly Restaurants, Fast Food, Food & Diet Trends, Healthy Snacks, Sports Nutrition, Whiskey, Brewer, Rye

**Health:** Cold & Flu, Fitness & Exercise, Healthy Living, Medical Health, Men's Health, Personal Care, Tobacco, Weight Loss, Wellness

### Hybrid Cloud Generic

**Insurance:** IT Decision Makers

**Interest:** Auto Shows, Charity, Compassion, Cord Cutting, Donations - Children, Gift Giving, Hipsters Rule, Home Improvement, Homemakers, Jewelry Watches, Luxury Auto Enthusiasts, Men's Interests, Motorcycles, Office Supplies, Party Planning, Pet Lovers, Pulmonologists, Sneakerheads, Superheroes Comics, Thrifty Shopping, Vegetarian & Vegan, Veteran's Service

### Legal Industry

**Life Stages:** Eldercare, Empty Nester, First Time Home Buyer, Graduate Degree, Just Married, Millennial Females, Millennial Males, Movers, New Job, Quit Smoking, Recent College Graduates, Retirement Planning, Teenagers, Working Millennials

**Manufacturing:** IT Decision Makers

### Marketers

### Modernize Application

### Optimizing Cloud Technology

### Outdoor Equipment

**Politics:** US Election

### Power Tools

### Real Estate Industry

**Recreation & Games:** Hardcore Gaming, Mobile Games

### Retail

### Software Industry

**Seasonal:** All Things New Year, Black Friday & Cyber Monday, Chinese New Year, Christmas, Easter, Fall Blockbusters, Fall Holidays, Father's Day, Hanukkah, March Madness, Mid Autumn Festival, Mother's Day, New Year's Eve, Oktoberfest, Olympics Summer, Olympics Winter, Prime Day, Ramadan, Single's Day, Spring Break, Summer Activities, Valentine's Day

### Security

**Sports:** Combat Sports, Extreme Sports, Fifa, Formula One, Golf, Hockey, International Sports, Kentucky Derby, MLB, NASCAR, NBA, NFL NCAA Football, Premier League, Rugby, Superbowl, Tennis Championships, USA Sports, World Cup

**Style and Fashion:** High-End Fashion

**Technology:** Artificial Intelligence, Aviation, High Profile Tech, Smartphone, Tablets & E-readers

### Telecom

**Travel:** Budget Travel, Business Travel, Girl's Weekend, International - Leisure, Jet-setting, Travel by Rail, Traveling for the Holidays, Tropical Vacations

\*For the most-current list of available categories, please refer to your DSP or the Peer39 platform



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