

# Real-time Social Targeting for Ad Networks

Like any other business, you maximize value for you online advertising by understanding your audience and continuously adapting to their needs, preferences, and desires. Our state of the art social targeting and yield optimization will help you grow gross profits for your advertising business by matching the most relevant ads to the users that are most likely to convert. We deliver best-in-class ad targeting through a combined analysis and application of individual user behaviors, contextual influence, and social interaction patterns.

#### Our Promise:

We take the time to understand your existing technology components and processes to create the perfect match. This streamlined process includes:

- Individualized analysis of your objectives and existing technology
- The adaptation of our solutions to your specific needs
- Personalized consultation to keep the combination sharp

sociomantic's social targeting will give you differentiation and a competitive edge in a crowded market, so you can stay one step ahead. By combining our behavioral network pattern analysis with conversion-driving retargeting logics, we can deliver maximum eCPMs for any CPX pricing environment in real-time. We are working with large scale ad networks and publishing houses to massively increase CTR by up to 400 percent.

Discover the benefits of real-time analysis based on one of the fastest and most efficient infrastructures on the web. By implementing our cloud-based tracking and targeting system, you can forget about the back-end latency and data security issues of real-time analysis, so you can focus on optimizing your customer relationships. No matter how your network works, we have the modular set of technologies and the industry experience to help you deliver the best ads to the best users at the in the effective time and inventory space.

Rest assured that we are in full compliance with all relevant privacy regulations, as our behavioral network analysis delivers ads anonymously, without the use of personally identifiable information. Get in touch with one of our consultants to have a first look at your specific challenge. Choose sociomantic labs and discover the impact of real-time social targeting.

To find out more about how real-time social targeting can work for you, please contact [sales@sociomantic.com](mailto:sales@sociomantic.com)