

Real-time Social Targeting for Advertisers

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 will help you grow your transactions and reach out to your preferred audience by matching the most relevant ads to the users that are most likely to convert. We find the users that visited your shop plus the ones that most likely to think alike. We outperform existing targeting models through a combined analysis and application of individual user behaviors, contextual influence, and social interaction patterns.

sociomantic's social targeting will decrease your cost of acquisition and drive new customers to your business, so you can stay one step ahead of your competitors. We make sure that your ads are being displayed in an adequate and brand-safe environment only. We offer flexible performance-based pricing models that can be directly benchmarked to your existing search and affiliation measures. We are working with large scale ad networks and publishing houses to find your potential customers for you.

All essential performance indicators will be provided in real-time via superior reporting that makes it easy for you to integrate our service in your existing budget structures and conversion measurement framework.

Discover the benefits of real-time analysis based on one of the fastest and most efficient infrastructures on the web. By connecting to the real-time social targeting platform we increase the your returning visitor rate by ~ 300% and find related prospects of highest value for you.

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 on your transactions.

Our Promise:

Implementing real-time social targeting with your existing system is easy and risk-free. For you this means:

- Integration in under two hours
- Work with or without your selected affiliate program
- Performance based pricing only! (CPC, CPA)

To find out more about how real-time social targeting can work for you, please contact sales@sociomantic.com