

Real-time Social Targeting for Publishers

Like any other aspect of your business, you maximize your online advertising inventory by understanding your audience and continuously adapting to their needs, preferences, and desires. Our state of the art social targeting and yield optimization delivers users that convert on a performance basis for your advertisers, allowing us to deliver you an attractive, fixed CPM rate for your inventory – a rate defined by you.

Our Promise:

Integrating our real-time social targeting and yield optimization with your existing system is easy and risk-free. This streamlined process includes:

- Integration in under two hours
- Ads delivered for a monthly fixed-CPM rate that you define
- Best-in-class targeting delivers the relevant ads to your audience

We deliver best-in-class ad targeting through a combined analysis and application of individual user behaviors, contextual influence, and social interaction patterns – all in real time, at no risk to you. The streamlined reporting system gives full transparency and offers you a solid understanding of your earnings. And there are no implementation costs – just integrate our code and our socially targeted ads will be delivered automatically. If we can't meet the fixed-CPM for a particular inventory, our ad server steps aside to allow your usual advertising system to publish ads as normal.

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.

Let us help you match your space to the ads and users that will deliver the best value.

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