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TRUEFFECT DIGITAL ADVERTISING TECHNOLOGY

TruEffect is a customer intelligence company that has recently mentioned a study that IBM made which was conducted in October of this year. They mentioned this study as a means of reinforcing the information with their ability to advertise in a digital manner. The study showed that more than 60% of CMOs made claims of using customer data to target specific customers and help get their message across to specific clients. Many companies are interested in targeting specific customers and audiences as a means of selling more and getting the word around to people who are more likely to buy the product or item or even the brand, SFGate.com. Targeting customers is definitely a strategic move. Doing so will allow companies to improve the loyalty of the customer for specific brands that they enjoy. TrueEffect allows advertising to take place from the customer's data that was created within the advertiser's cookies. This is a form of technology that only TrueEffect provides. The TrueEffect CEO, Ron Hill, has said, "Our platform is the only one in the industry that is built on First-Party ad serving technology. In our model ads are served web wide directly from the advertiser's domain rather than the ad server's domain such as DoubleClick or Atlas." He also says, "We enable advertisers to use their own customer data to place relevant ad content that is determined by the customer viewing the ad. That's the most powerful targeting possible." TrueEffect has worked in such a manner that data management is no longer really use and customer intelligence is all the rage. Customer intelligence helps to enhance the probability of a customer who will actually enjoy the advertisement and give the product a try. Being able to target customers is important because advertisers waste less time advertising a product or item to someone who would obviously not be interested or who would not meet the specific demographics or requirements for specific things that are being advertised. In the IBM study, just about 71% of CMO's have admitted that they often feel unprepared when it comes to dealing with a lot of data that they have at their fingertips. It is obvious that too much data can be overwhelming to just about anyone. Hill says, "We are finally able to provide advertisers with measurement that is accurate and accountable, unlike using third-party cookies that are extremely volatile. Anti-virus packages such as Norton and McAfee delete third party cookies every 7 to 30 days, and Apple mobile devices do not even accept them. The result, as Nielsen and other media measurement companies have demonstrated, is that third-party measurement overstates the actual audience by as much as 3 times." Hill also says, "It is only a matter of time until every advertiser discovers the new world of First-Party advertising that only TruEffect is offering."