SOCIAL MEDIA ADVERTISING

A social advertising technology company, Compass Labs, has recently announced that it added Active Consumer Preference Insights (aCPI) Modeling to its advertising platform. This move will help the company to achieve a higher level of performance and success along with establishing themselves as a leader in the social media advertising services. aCPI Modeling will be the general technique for Compass Labs in a way that will help the company with data, analytics, and insight from the audience of those who view advertisements on their social media websites and platforms. This information will also be provided from fans and followers of certain brands and companies. With this platform, marketers will easily be able to understand the insights of the customers and their behavior when it comes to social media. This helps marketers figure out strategic ways to advertise for specific campaigns and companies. Brands are able to improve their targeted audience and the performance of their advertisements with such a platform. The founder of Compass Labs, CEO DilipVenkatachari, has said, "Over the past few months we have seen social media sites including Facebook respond to the call for more relevant metrics on social media campaigns and other activity." Venkatachari also says, "aCPI Modeling functions like a real-time focus group, leveraging the unique nature of user engagement across Facebook fan and Twitter follower pages, providing deep consumer and brand insights that foster more granular customer segmentation and targeting." aCPI Modeling works to create and define the best way to target audiences based on the type of information these consumers are providing to marketing while using the social media websites. Such information can be found within the consumer's tweets, their likes and interests, their behaviors on the social media websites, and the types of stuff they talk about within their status updates. This is a great way for advertisers to then target specific audiences through the social network that the consumers use. Marketers have valuable information at their fingertips, information that consumer have shared about themselves and their interests, along with their behaviors, which provides marketers with the opportunity to target these individual consumers. It is also a great way for advertisers to increase engagement of the audiences that they are, in fact, targeting. Venkatachari says, "Social media is about customers and measuring the behavior and engagement of these customers in real time to positively impact campaign performance." This is the single-handed best way to target specific audiences and reach them in an effective manner when it comes to certain advertisements. It is definitely a strategic move.Venkatachari also says, "The aCPImodeling solution does more than target the right customers. Because it produces real-time social data it can give agencies and brands information on preferences, engagement, behaviors, affinities and pain points."