

SPECTRUM FOR MOBILE AVAILABLE



Twelfold Media, which is a media company known for helping brands to reach their specific targeted audience as a means of grasping attention from the consumer and ultimately making more sales, has recently announced its new mobile advertising product, the Spectrum for Mobile. This mobile advertising product will be used to help target audience through their mobile devices, especially as smartphones increase in popularity and will continue to increase in popularity as more advances are being made with technology. In today's world, more advertisers are leaning towards mobile advertisements, especially because they are able to target specific audiences through mobile advertising based on which apps people use. These advertisements may be featured during some popular apps, including Angry Birds and FarmVille. Certain keywords would also lead to specific advertisements being shown to the consumer. Spectrum for Mobile is much more précises because of its ability to target specific audiences, especially those audiences that are looking for certain types of content. The new advertising product is able to deliver this information by using the most relevant content online. Julia Briggs Parsons, the Vice President of Twelfold Media, believes that what Spectrum for Mobile has to offer is something that has never been offered before, especially in terms of targeting those within the mobile environment. She says that while there has been a target when it comes to advertisements on mobile phones and tablets, nothing has been comparable to what Spectrum has to offer to the advertisers. Advertisers will now have the opportunity to dig deeper when it comes to reaching a specific audience. Spectrum for Mobile works for both Android and iOS systems. The Spectrum for Mobile will work to match relevant content to specific consumers, those who are interested in specific content and products. Advertisements will be displayed via mobile web browsers. As of right now, Twelfold Media is the only media company that has been able to help specific brands target their consumers and truly reach the consumer by engaging them in the advertisements and delivering specific advertisements that are targeted to what the consumer actually likes and enjoys, instead of displaying advertisements that simply do not relate to that particular consumer and what he/she wants and likes. Twelfold Media ensures that its clients are satisfied as they will be able to achieve the best results for their brands and products. Twelfold Media has a wide variety of clients. Many of these clients are known for producing some of the most popular and well-known products and services. Some the company's clients include Kraft, Best Buy, Toyota, Starbucks, and Microsoft. The company's main office is located in San Francisco but there are also several offices in other areas, including New York, Los Angeles, and Chicago.

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