



NEW 'SOCIAL LIFT' AD BY MASHABLE

The introduction of Mashable's new ad product unit 'Social Lift' at the SXSW event has certainly aroused a lot of curiosity. It's quite interesting to know that Social Lift will permit brands to embed social updates on the Mashable homepage. There is no doubt that Mashable has been highly successful in its endeavor to tout its fluency with Internet culture.

Read the full article here:

[Mashable Unveils New Native 'Social Lift' Ad Unit](#)

<https://blog.granted.com/>