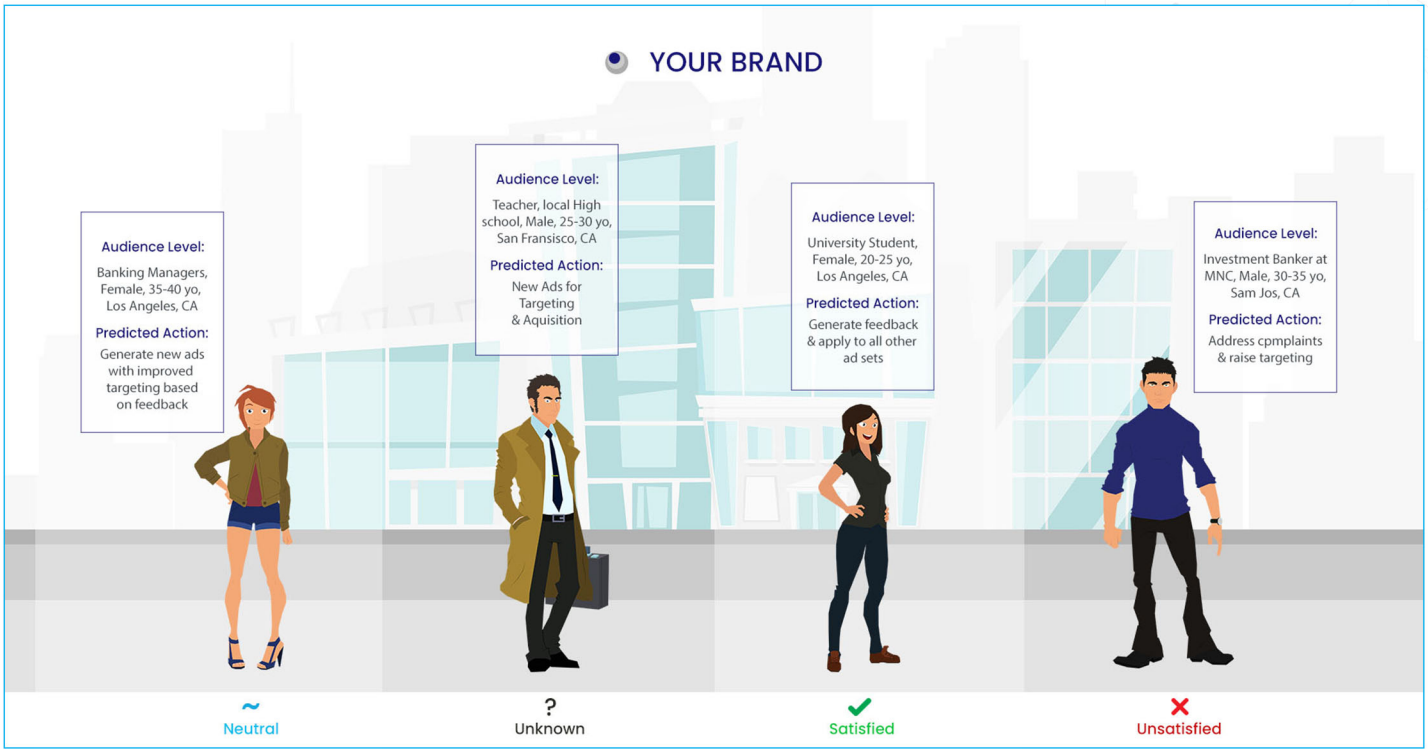
2.3 Hyperlocalized BLS



Here are some facts about digital marketing.

1. 85% of mobile advertisers think they're providing a positive experience; only 47% of users agree.
2. 60% of people have started using voice search within the last year.
3. Infographics are shared on social media 3x more than other any other type of content.

So why is Deadpool an example of great marketing and advertising?

Technology has advanced by leaps and bounds and an important contribution has been in the field of marketing and advertising. The 3 modern pillars of research, analysis, and optimization are key to a digital marketing campaign.

So is your campaign ticking the right boxes in these crucial areas?

Most businesses and agencies are still using traditional measuring tools to optimize their campaigns; many others are unable to unlock the inherent benefits of modern advertising platforms or unconvinced by the vast collection of tools on the internet.

Every business is seeking the right tool to present to them their data in a structured, comprehensive format with actionable metrics and real-time details.

With that in mind, we devised the concept of a Hyperlocalized BLS.

A Brand Lift Study or BLS is one of the most common metrics to measure the growth and success of any brand. Used to generate data about future actions, a BLS answers questions about brand presence, audience interaction, etc. and is very helpful in deciding the right target for a campaign. However, a traditional, large-scale BLS is unable to offer any clues about the optimization necessary for success.

A Hyperlocalized BLS achieves exactly this.

Collecting data at a small scale and performing an analytical breakdown, a Hyperlocalized BLS is aimed at targeting the micro-niches and segments in the audience. It provides essential information about detailed targeting tactics and allows for laser-guided precision in any marketing strategy, answering questions in detail about every consumer and for every creative.

So as you run advertising campaigns creatively aimed at giving you the best results, take definite and strict actions using the Hyperlocalized BLS and ensure live optimization and prediction as you analyze your campaigns.