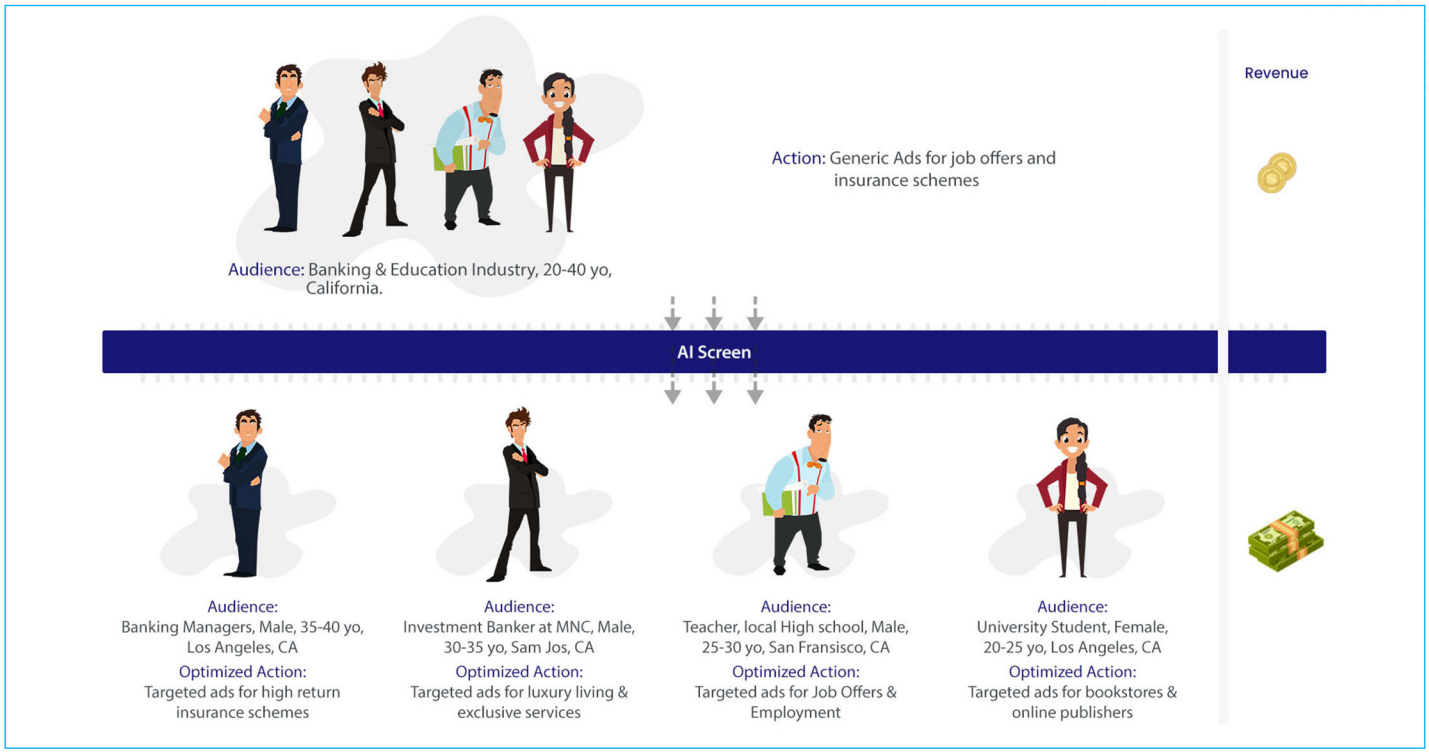
2.1 Micro-Segmentation and Optimization



There are roughly 3.48 billion active social media users in the world today - 46% of the world's population.

And this number grows by 9% every year.

This is an encouraging stat for marketers - an expanding consumer base and a greater audience for your products. But as this number increases, it becomes considerably more difficult to find the right audience for your product.
The prevalent solution is to show everyone the same ads and hope for success. This is also the wrong solution.
The perfect ad can achieve results only when the intended buyer sees it, and it is important to know who that buyer is.

Proper audience analysis allows brands to gain a deeper understanding of their current and potential customers to improve marketing strategy, customer experience, and brand perception. And the best way to do this is by diving deep into your consumer base.

That is where we come in.

How does Micro-Segmentation work?

Micro-segmentation and optimization is a method to scale down your target groups into very specific niches and target them with content that is relevant to each segment. Powered by an AI optimization engine, micro-target group generation allows brands to make scale based optimization possible and ensures cost reduction for any objective.

The AI uses data from a verified repository to test various combinations and create the perfect micro-target groups specific to every campaign. Each micro TG is based on a variety of characterization factors and a rigorous learning model ensures they are optimized at every stage of execution, ensuring a constant process of improvement.

Micro-segmentation is more than just clever audience breakdown - combined with an efficient creative intelligence setup, the system becomes capable of inter-platform optimization which allows brands to sit back and relax for campaigns across all digital media.

Audience analysis and social advertising.

The first step to any advertising campaign is knowing your buyer.
Audience analysis involves researching demographics, language, location, interests, and many other metrics and then analyzing to get crucial, actionable consumer insights. However, all this data is useless unless done at a highly specific, person to person level.

And that is what Micro-Segmentation and Optimization allows you to do.

So step out of the world of primitive audience analysis and equip your campaigns with intelligent data analysis and creative decision making.