Advertising

PUBLISH, OPTIMIZE, AND REPORT ON ADS ACROSS CHANNELS AND AUDIENCES.

ENHANCE VALUE BETWEEN PAID, OWNED, AND EARNED MEDIA

- Plan ad spend based on an integrated marketing strategy, boosting scheduled content from a shared global calendar
- Automatically repurpose organic posts to ads based on performance
- Instantly target customer segments, including custom audience lists, for native ads
- View dark or unpublished post comments on monitoring dashboards
- Adjust ads, creative assets, and initiatives at any time
- Map a customer's entire journey online and offline to identify conversion areas

CREATE AND TARGET PAID ADS FOR ALL AUDIENCES

- Create Twitter paid promotions: promoted posts, promoted tweets, and promoted accounts
- Target advanced Twitter ads based on demographic, location, device, etc.
- Create and target Instagram Ads
- Create and target ads across Yahoo Gemini, Tumblr, and Flurry
- Create and target all Facebook ad types based on custom audiences, lookalike audiences, FBX and retargeting, and partner categories
- Boost published Facebook posts; monitor and comment on unpublished posts
- Identify and target specific times and days of the week most likely to drive results
- Leverage first party data to automatically update custom audiences
- Build ad creative variations to optimize performance
- Easily attach ad creative and targeting lists from a central asset manager
- Clone ads between campaigns and ad sets for ease of reuse
- Bulk import, export, and update for high volume ad management

AUTOMATE MANUAL WORK TO STRETCH BUDGETS FURTHER

- Manage budgets centrally across social networks, accounts, users, and forums
- Trigger paid amplification when organic posts reach a certain engagement threshold
- Automatically optimize or amplify content based on a flexible set of rules in real time
- Send notifications, adjust budgets, pause or delete ads based on conditions such as impressions, click through rates and cost per click

COLLABORATION, WORKFLOW, AND GOVERNANCE FOR VISIBILITY AND PRODUCTIVITY

- Apply campaign naming convention settings to eliminate user error and maintain consistency
- Manage permissions for individuals and groups, including access to accounts to manage and organize ad spend
- View, review, or comment on campaigns via desktop and mobile
- Manage flexible approval workflows for both internal and agency users
- Track account activity with comprehensive audit trails

REPORTING AND INSIGHTS FOR DATA DRIVEN DECISIONS

- Leverage global data from across your social accounts, combined with real-time ad performance reporting
- Enable clients and agency partners to login and review results
- Collaborate and discuss ad performance across teams from within the platform
- Connect rules for targeting and categorizing custom social audiences with legacy databases, CRM systems, and marketing automation tools
- Analyze how paid media effects brand metrics compared to competitors
- Create a holistic view of customers and manage customer experiences
- Automatically send custom reports to specific teams, users, and agency partners

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