



## Maximize online media spend by targeting the most relevant and influential audiences

Over 280 million brand-related conversations occur each day among online consumers across blogs, video sites, forums, review sites, social networks, and other online outlets. These new digital channels are creating new and unique markets and revenue opportunities for advertisers to raise awareness, gain influence, and execute campaigns at a lower cost, to more targeted and influential audiences than traditional advertising and promotion efforts can reach.

### When thinking about buying online media how do you and your organization:

- Identify and assess online target markets, sites, and communities for advertising placement?
- Identify and evaluate new online channels and sites for media placement?
- Measure the results of online ad and social media buys?

## MAXIMIZE ROI AND OPTIMIZE RESULTS FROM ONLINE MEDIA BUYS

Visible Technologies truly understands the dynamics of buying space and placing ads online. As a leading social media monitoring, analysis, and engagement pioneer, we have enabled the world's largest enterprises and agencies to drive awareness and promote their brand and clients through social media channels.

Our robust truINSIGHT services enable media buyers and advertisers to effectively leverage social channels and target their ad buys at online audiences who have the most influence, reach and brand advocacy. As a result, you maximize your media placement spend and results.

### Optimize Online Media Buys Through

**Increased ROI** - drive greater return and results by directing media buys toward the online audiences with the most relevance, reach, and influence for your brand and advertising objectives

**New Market Discovery** - find new relevant markets, audiences, sites, and communities for ad placement

**Media Buy Measurement** - benchmark, evaluate, and optimize the success of media buys and ad placements through comprehensive reports and analysis

**Expert Guidance** - ensure media placement success with support and best practices guidance from an experienced team of social media experts and service professionals



*"Social media can generate recession-resistant word of mouth, but it requires a new measurement tool set. We recommend working with brand monitoring companies to assess the impact of both social and traditional ad campaigns."*

**Forrester** January 2009 report, "Top Social Computing Predictions For 2009"