

## Paid Social

Social ecosystems like Facebook and LinkedIn have been attracting attention from advertisers due to their high performing ad inventory and enhanced targeting capabilities. Being able to buy in social ecosystems means Digilant has one more tool to help advertisers achieve all their digital advertising goals.

### What's Available?



#### Facebook

Inventory includes Mobile News Feed, Desktop News Feed, Right Column, and Instagram Feed



#### LinkedIn

Inventory includes Sponsored Content, Text Ads, and Sponsored InMail



#### Instagram

Inventory includes Native Image, Video, Carousel Ads, and Instagram Story Ads



#### Snapchat

Inventory includes Vertical Video

### Why Social?

- ▶ Traditionally **performs** very well, especially for DR campaigns
- ▶ Can **target** extremely granular audiences
- ▶ Is **desktop and mobile** friendly
- ▶ Is highly **viewable** and immune to ad-blocking
- ▶ Is inherently **cross-device, people-based** marketing



### Why Digilant?

- ▶ Has years of experience in **programmatic** media buying
- ▶ Creates **efficiencies** by consolidating spend and optimizing budgets fluidly between channels and tactics
- ▶ Provides **holistic reporting** across display and social
- ▶ Can work on a **fully transparent** fee structure
- ▶ Provides seamless **customer service**

Digilant provides customized ad buying solutions and services specially designed for independent agencies and brands that are increasing their programmatic spending. Digilant's automated ad-buying platform, and data science methodologies enable advertisers to uncover new customers by unlocking complex audience and customer data that gives them actionable intelligence across every important media channel. Digilant is an ispDigital Group company.  
For more information visit us at [www.digilant.com](http://www.digilant.com) or follow us on Twitter @Digilant\_US.