

Data-driven marketing  
to power smarter,  
more profitable brands.

**SocialCode is the marketing partner of the future for Fortune 500 brands and emerging challengers.** We combine data across touchpoints to form a complete view of a brand's customers, powering smarter, faster marketing and media activation. The result is a superior return on investment along with transformational business insights.

## **Core Capabilities.** Data, technology and an expert team form customer-centric solutions.

### **AUDIENCE INTELLIGENCE**

First-party data, proprietary platform data, and third-party behavioral data combine to form a *Single View of Customers*: a complete view of a brand's most valuable customers and prospects. Brands can explore views of individual customers that are refreshed and modeled to power planning, personalized messaging and speed to media activation.

### **STRATEGIC PLANNING**

Customer and verticalized market data combine with our team's deep understanding of social media and video platforms to form unique insights. These insights inform campaign and business planning cycles, enhancing a brand's overall marketing strategy.

### **CONTENT DEVELOPMENT**

Data-informed creative briefs fuel faster, more cost-effective content. Scale and testing across 100,000+ historical creative assets empowers SocialCode to tailor content solutions to any brand's needs.

### **MEDIA ACTIVATION**

SocialCode Solutions is comprised of more than 175 of the most advanced media strategists and buyers in the industry. Armed with our leading technology and predictive ad tools, the Solutions team leverages machine learning to maximize ROI across the paid media channels most effective for driving brand perception and sales.

### **INSIGHTS & MEASUREMENT**

All media and response data is turned into actionable insights at the audience and creative levels. Audience measurement—lift, lifetime value and incrementality—is delivered continuously via reports set against specific campaign objectives and business goals.

## SOCIALCODE DATA & TECHNOLOGY

Our team deploys the most advanced customer analytics and media buying platforms to get unprecedented insights that power results.



### PLATFORM ADDRESSABILITY

Facebook, Instagram, Twitter, Pinterest, Snapchat

### BEHAVIORAL DATA

Credit Card Usage, Buying Preferences

### DEMOGRAPHIC & PSYCHOGRAPHIC DATA

Age, Gender, Household Income

### FIRST-PARTY CUSTOMER DATA

Transaction Date, Purchase History, Spend

## FOUNDATION FOR SUCCESSFUL BRAND PARTNERSHIPS

At a time when CEOs and CMOs are striving for greater control and transparency over their marketing investments and partnerships, SocialCode stands out through its commitment to transparency, accountability and expertise.

To find out more, visit [SocialCode.com](https://socialcode.com)

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