

# Social and Native Advertising for Modern Marketers

Manage customer experiences on TikTok, Google, Twitter, Outbrain, Taboola and more

While social and native are just two channels Innervate’s comprehensive plug-and-play suite supports, it’s an important one for building profitable customer relationships.



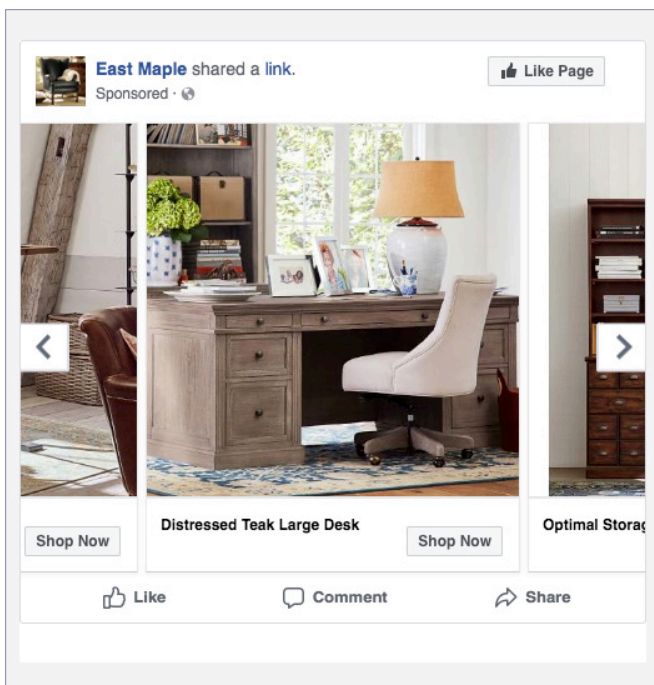
## LEAD THE CONVERSATION WITH LITTLE EFFORT

Social media moves fast and doesn’t wait for your brand to catch up. Deliver messaging that’s always a part of the conversation with Innervate’s ability to easily and quickly assemble new creative and to produce multiple versions that power continual experimentation. In addition, leverage Innervate’s dynamic personalization technology to maximize relevance and drive impact with your social and native audiences. Personalize creatives on a granular basis based on real-time data- triggers like weather, time-of-day or user demographics. Use existing product catalog images to create a personalized shopping experience in social feeds.

### PRODUCT



### CATALOG IMAGES



## WHY INNERVATE FOR SOCIAL AND NATIVE

A summary for those with little time



**Integrate social into an omni-channel creative strategy**



**Execute “pre-optimized” creative, leveraging learning from other channels**



**Enhance personalization with real-time data triggers**



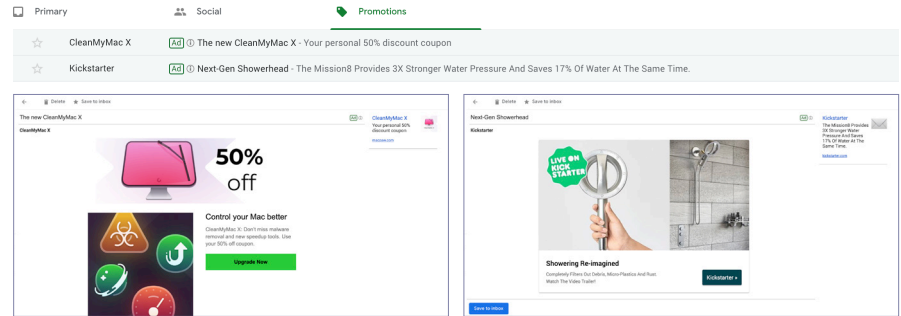
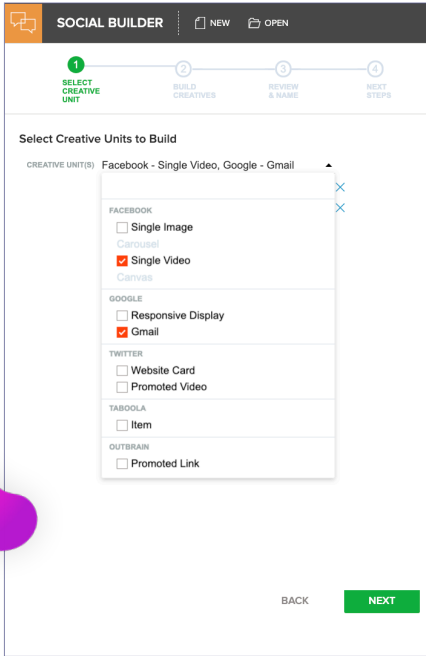
**View creative performance insights across social campaigns in one dashboard**



**Build and manage creative for TikTok, Pinterest, Google, Twitter, Outbrain, and Taboola**

## BUILD ONCE, RUN EVERYWHERE

With Innervate, it's easy to build creative for each of the major social and native platforms all at once, eliminating the need to work in each platform separately. Innervate clients save valuable time by building a single creative to deliver into the top platforms including TikTok, Twitter, Google, Taboola, Outbrain. It's also simple to iterate and customize creative by platform, all through a single, user-friendly interface.

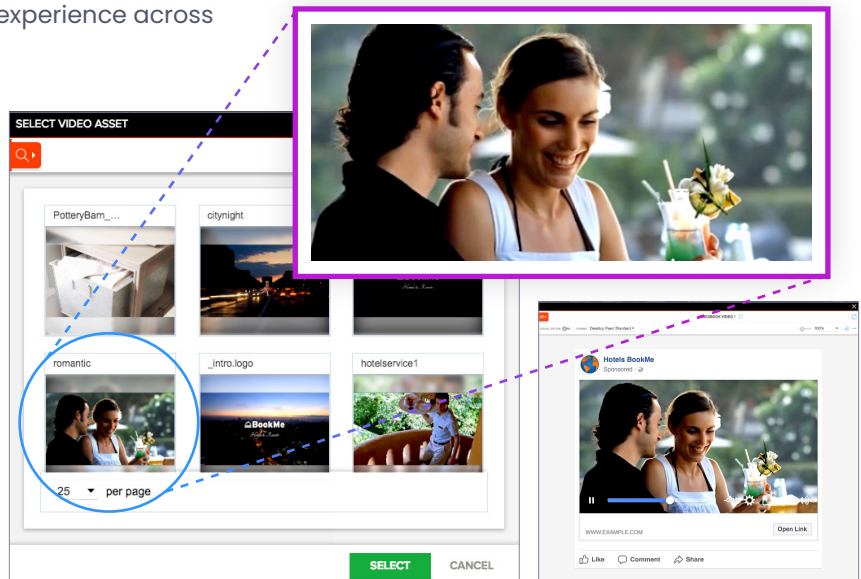


## PORT ASSETS, STRATEGIES AND LEARNINGS FOR CREATIVE RESONANCE ACROSS CHANNELS

Innervate's Dynamic CX Orchestration Solution enables marketers to leverage learning from other media channels to "pre-optimize" social and native campaigns and jump-start success. With Innervate, marketers can simply apply the best performing creatives and assets and port learnings from display and video campaigns to social and native campaigns.

Innervate even provides the technology to adapt in-stream or out-stream video to social and native formats with customizable animation and messaging capabilities, ensuring a unified (but channel-optimized) user-experience across all video channels on the media plan.

Our proprietary Experience Group structure efficiently manages the strategies for multiple creatives across social and native platforms in a user-friendly format. This allows for high-velocity and methodical optimization among audiences and personalized creative experiences. Innervate monitors vital performance data including clicks and engagements and automatically pauses or scales creatives, effectively boosting campaign performance with no incremental media spend.



# UNCOVER ACTIONABLE INSIGHTS FROM ALL SOCIAL AND NATIVE PLATFORMS IN ONE CONSOLIDATED VIEW

On-demand social and native creative and performance data is finally available in one place for a comprehensive picture of campaign health. Marketers easily understand performance across Experience Groups and campaigns within each platform in order to gain insight and to take action.

## WITH INNERVATE YOU CAN

- Make data-driven decisions with metrics from every creative, experiment, flight, and campaign on every channel.
- Easily visualize and share results with key stakeholders to align the organization and make timely optimizations.
- View a user-friendly dashboard that highlights creative evolution, assets, tests, and results for multiple channels across campaigns.
- Never miss a shift in traffic patterns with custom alerts delivered to a campaign manager's inbox.

The screenshot shows the 'FLIGHT DECK' interface with an 'OVERVIEW' section. It displays a summary of optimization groups (11), flights (19), and confirmed learnings (24). Key performance indicators include 7.4mm impressions and 4.1k goal events. A 'PERFORMANCE BOOST ON REVJET' section shows an 85.5% average in-flight lift and a 117% creative boost. Below this, there are sections for 'PAUSED CREATIVES' and 'LAUNCHED CREATIVES'. A highlighted box shows a 'WINNING: CHALLENGER B' with a '+64.3%' increase versus 'CHALLENGER A'. An advertisement for 'Affordable vacations for \$200 and under' is also visible.

OPTIMIZATION GROUPS / FLIGHTS / LEARNINGS				DATA				PERFORMANCE BOOST ON REVJET				
OPTIMIZATION GROUPS	FLIGHTS	CONFIRMED LEARNINGS		IMPRESSIONS	GOAL EVENTS	AVG IN-FLIGHT LIFT	CREATIVE BOOST					
11	19	24		7.4mm	4.1k	85.5%	117%					
#	OPTIMIZATION GROUP	PROJECT	SIZE	CREATIVE UNIT	LAUNCHED	LIFT-OFF WIN 3 EXPERIMENTS	FLIGHTS	IMPS	CTR	GOAL EVENTS	AVG IN-FLIGHT LIFT	CREATIVE BOOST ↑
1	OG1541: 300x250 - BookMe Prospecting	-	300x250	Standard	10/26/2017	Yes	3	227.2k	3.63%	398	229%	229%
2	OG1315: 300x250 - BookMe Mobile	-	300x250	Standard	08/23/2017	Yes	4	6.4mm	1.58%	2.8k	63.0%	165%
3	OG1683: Adaptive Override - Prospecting	-	300x250, ...	Adaptive	12/08/2017	Yes	1	104.5k	11.2%	426	43.2%	43.2%
4	OG1318: 300x250 - BookMe Click Retargeting	-	300x250	Standard	08/24/2017	Yes	4	649.0k	4.02%	418	29.7%	29.7%
5	OG1058: 300x250 Spring Events	-	300x250	Standard	08/23/2017	TBD	1	-	-	-	-	-
6	OG1317: 300x250 - BookMe Conversion Retarget...	-	300x250	Standard	02/01/2018	TBD	1	-	-	-	-	-
7	OG1927: Facebook Single Image	-		Single Im...	03/01/2018	TBD	1	24.8k	0.315%	78	-	-
8	OG2064: BookMe - Standard Video	-	Universal ...	Standard ...	04/09/2018	TBD	1	-	-	-	-	-
9	OG2585: Demo 2.0 - Twitter Website Card	-		Website C...	04/26/2018	TBD	1	-	-	-	-	-
10	OG2586: Promoted Link Outbrain - California	-		Promoted ...	04/26/2018	TBD	1	-	-	-	-	-
<b>11 OPTIMIZATION GROUPS</b>							<b>19</b>	<b>7.4mm</b>	<b>1.988%</b>	<b>4.1k</b>	<b>85.5%</b>	<b>117%</b>

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- View creative performance insights across social and native campaigns in one dashboard.
- Build and manage creative for TikTok, Pinterest, Google, Twitter, Outbrain, and Taboola.



Unleash the untapped value  
of your **social and native**  
**media creative today**

Learn more today and contact us at  
[info@Innervate.com](mailto:info@Innervate.com) or visit [www.Innervate.com](http://www.Innervate.com)