

HOW TO GAIN THE COMPETITIVE ADVANTAGE

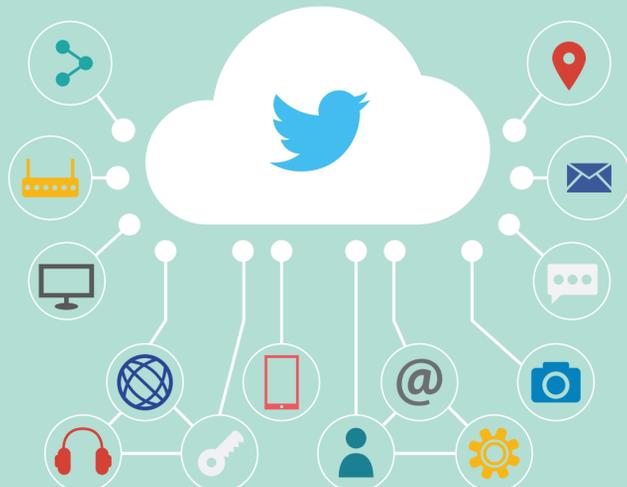
WITH STIRISTA SOCIAL



WHAT IS STIRISTA SOCIAL?

Stirista Social is a data service that helps companies more effectively position their products against competitors by reaching and better understanding social followers. As social media continues to change the way people communicate and connect, the challenge for brands and marketers is how to understand millions of social users and reach them at scale.

Stirista's unique technology, data and approach can unlock new ways to understand and reach your target audience. Stirista Social's custom algorithm joins social handles and hundreds of offline attributes, all matched at the individual level.



WHY STIRISTA SOCIAL?

Stirista has developed a proprietary method to mine social handle and keyword data to generating broad scale and niche audiences to provide insights. By harnessing the ability create matches between social handles and other offline behaviors, brands can better understand, target and create higher converting omni-channel campaigns.

Our team of audience experts will help you identify hundreds of social handles and keywords for your campaign and competitive handles tied to data for both targeting and competitor brand conquering.



Our social cross-audience ability is allowing marketers to append hundreds off offline data attributes and interests to a whole new view, enabling you to make smarter decisions around your audience.



WHO USES STIRISTA SOCIAL?

Brands

By combining social handles and keyword audience insights with demographic interest data and purchase activity, brands can identify new individuals for precise consumer targeting.

Agencies

Social audience insights help agencies plan, identify and optimize campaigns. Engage influencers, append interest data and get a much wider view of your audiences for better campaign planning.

Publishers

Provide deep audience understanding for better addressability. Connecting social data to hyper-granular audience insights offers publishers a unique view into their subscribers for better insights and more focused targeting for advertisers.



SUCCESS STORY: L'OREAL

We worked with L'Oreal's VP of data acquisition to understand their competitors' followers and tailor their message to more appropriately position products. Large product lines with differing value propositions make understanding audience more important because an impression to a willing buyer is wasted if they see the wrong product.

To more effectively identify L'Oreal's audience, Stirista identified the individuals following a competitor's social handle and matched to name and postal to create competitive conquering segments within each value proposition. **For the life of the campaign, L'Oreal observed a lower cost per click and 12%+ increase in usage month over month.**

If you would like to try a custom social segment, contact Stirista at info@stirista.com or 1-866-321-8505 to get started.