

CITIZENNET, A CONDÉ NAST COMPANY, RELEASES API ENABLING ADVERTISING PROVIDERS TO MANAGE CLIENT CAMPAIGNS MORE EFFICIENTLY AT SCALE

Enhancement of social ad products made possible via automation and machine learning

Partners have experienced a 44% improved employee workflow efficiency with a doubling in social activations.

NEW YORK – December 4, 2018 – CitizenNet today announced the first end-to-end social advertising work system engineered to enhance the technology stack of B2B advertising providers. As an inaugural Facebook marketing partner since 2010, CitizenNet has developed patented systems that automate much of the advertising process, doubling scale while maintaining cost efficiency. Until recently, these features were only accessible to large direct national advertisers like Live Nation and Lionsgate. Now, through the CitizenNet API, advertising technology partners can integrate these solutions to any size budget and client type, including regional and local markets.

Over the past two years, Facebook has steadily introduced new solutions to make it easier for marketers of any company size and industry to use their native ad platform. One specific market that has received growing attention within Facebook is local advertising. Most local and small businesses, however, lack Facebook marketing proficiency, and local advertising technology providers and agencies are faced with balancing a complex API with competitive margins.

“The demand for high-performing social advertising continues to increase, but the complexity of implementing API integration, let alone the human expertise required, has proven to be a barrier to scale,” said Dan Benyamin, CEO of CitizenNet and VP of Data Products at Condé Nast. “Implementing our new API dramatically reduces the developer time, account management time, and nearly eliminates any ongoing API maintenance. It enables local social advertising to grow quite efficiently.”

The first platform to utilize this solution was Matchcraft, which looked to extend the success the company already had in search and display to social as well. By implementing the new API, Matchcraft enabled the integration and automation of localized, paid Facebook campaigns with far fewer resources than would normally be needed.

“Matchcraft is always in market to enhance our best-in-class offering to clients,” said Sandy Lohr, MatchCraft CEO. “CitizenNet’s platform took a very data-centric, detailed approach to social integration that not only improved our time to market, but delivered the sophistication needed to produce the most desirable results from Facebook,”

“We’re excited to support Matchcraft in adding social to their global footprint of advertising agencies,” said Benjamin. “The inclusion of social to a best-in-class search platform opens up new opportunities for marketers worldwide, and we look forward to working with more innovative companies.”

For more information about the new API to automate social campaigns, please visit blog.citizennet.com/citizennet-api.

About CitizenNet:

[CitizenNet](#) is at the intersection of big data, publisher-centric business solutions and marketing. Using the latest patented technologies, the company has grown to be the leading social advertising platform in entertainment and publishing. With a database of over 800 million users and prediction algorithms that analyze over 100 million social transaction a day, CitizenNet enables a data-backed approach for ideation and activation across the social marketing value chain. CitizenNet is now part of Condé Nast’s Spire data team, leveraging both social and one of the world’s largest content networks for enhancing publisher first-party audiences for scalable use across social amplification.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world’s most influential audiences. Attracting more than 144 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, AD, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit CondeNast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

Media Contacts:

Adam Hua, adam_hua@condenast.com

Jill Weiskopf, jill_weiskopf@condenast.com