
Buddy Media Selects Marketshare Partners to More Deeply Measure Impact of Social Media Marketing

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As a result of the partnership, brands and agencies will be able to:

- Tie social media marketing initiatives directly to “offline” metrics including sales and profitability.
- Understand the interaction of social media marketing initiatives to other online channels, including display and search.
- Place accurate attribution of the relative impact of social media marketing in relation to other marketing channels.
- Provide predictive analytics to give brands insight on “what to do next” and how to optimize their activities around their end goal.

“Understanding the actual impact of social media marketing is the question that every brand is trying to answer,” said Michael Lazerow, CEO and Founder of Buddy Media. “By teaming up with a market leader such as MarketShare Partners, we’ll help answer that question for our clients and shed some light on the issue for the industry as a whole.”

As part of the partnership, Buddy Media and MarketShare Partners will develop comprehensive, custom analytics of Facebook marketing campaigns conducted on the Buddy Media Platform. The analytics solution will also provide brands with insights into how social media impacts other marketing channels such as search, display, print, TV and radio among others, as well as the impact on sales and profits.

“We are pleased to partner with Buddy Media, an innovator in building social marketing campaigns for the world’s biggest brands,” said Jon Vein, CEO and Co- Founder of MarketShare Partners. “As social media gets more and more integral to brands’ overall marketing allocation, we look forward to helping Buddy Media analyze the precise short- and long-term effects on other channels and advising their clients on how to best optimize their marketing investments.”