

Media Contacts Sign with One Media Manager February 2010

Media Contacts (MC) announced this week that they have licensed One Media Manager (OMM) to manage their Facebook media campaigns.

Since Facebook opened their platform API, few parties have managed to build tools to help companies manage their Facebook ad campaigns through an open platform. ONE Media Manager is an online display campaign management system developed to streamline the process of advertising on social media outlets. ONE Media Manager automatically optimises adverts and copy using historical data to work out what each ad's bid price should be in order to hit CPA (cost per acquisition) targets.

The OMM tool adds value to the technology suite that Media Contacts already employs to generate the optimum performance possible for its' clients. Media Contacts' utilises Artemis® – an advanced proprietary technology platform – to maximise the impact of the advertiser's interactive media investment. OMM will be integrated in to Artemis and Media Contacts' other proprietary tools to enable campaign wide de-duplication and an understanding of the role that Facebook plays in the conversion funnel.

Adam Field, Head of Social Media at Media Contacts, commented:

"Our vision this year at Media Contacts is to be industry leaders in the social space, and tools like OMM give us the technology to stand out & lead with new innovation. As the market starts to develop, and more brands use Facebook as a communications platform, tools like OMM will become integral to ensure scalability & consistent performance."

Paul Frampton, Managing Director at Media Contacts, said:

"We believe in best of breed technology for every digital channel and OMM gives us that in the Facebook space. Our expertise in both PPC and display performance management puts us in a strong position to exploit the opportunity that Facebook offers. We will be looking to integrate OMM with our own proprietary technology, Artemis, so we can understand the role Facebook plays in the purchase funnel."