

# #StopHateForProfit

advertise with care.



## How to reach social media users without advertising in a social media environment?



*Identification of Social Media Users*



*Retargeting Social Media Audience*



*Data-Driven KPI Optimisation*

- › Due to direct publisher integrations, we are able to identify **the audience of users who have installed social media apps with 100% GDPR compliance**
- › These users can be **retargeted** via mobile RON or ROC placements by **avoiding advertising environments which include user-generated content** and consequently also **hate speech**
- › We are aligned with high ranked apps and mobile websites in trusted categories where the content is provided by professionals who are obliged to check their sources



## Why choose madvertise?

