Gajo
Social Media Audience Targeting Platform

‘Gajo’ is the quick and easy way to find your target audience on social media, improve conversion rates and drive down the costs associated with new customer acquisition.

Available to License

Filtered Tweets: 23715

Market Opportunity
Digital marketing continues to grow at a phenomenal pace and as the web becomes more personalised, targeting the right customers has become a key indicator of advertising success. Social media marketing – the market sector most relevant to Gajo technology – reached revenues of $6.2 billion in the US in 2013 and is set to increase by 33% in 2014. For display advertising – also relevant to the Gajo targeting technology – U.S. revenue is estimated to increase by 70% to $30 billion by 2017.

Technology Highlights
The Gajo platform identifies the most relevant audience segments for brands on various social media channels, enabling companies to target these audience segments with highly relevant and personalised advertising.

Gajo processes user-generated content from a variety of sources, such as Internet forums, review sites, Twitter, Facebook, and question and answer websites. The technology is trained to filter streams of social media content, selecting consumers to target based on the content of their posts.

This technology builds on human language processing and machine learning capabilities to identify content that contains expressions of purchase intent and switch intent as well as other signals relevant to specific advertising campaigns.

Applications
Gajo is a business-to-business service, offering opportunities for multiple revenue streams that can help identify new customers and potential target markets with personalised targeting technology. It enables businesses to target the right customers with the right information.

- **Digital Marketing:** Provides businesses with detailed insights into their customers, enabling them to identify and target customers with the most relevant advertisements across websites and devices.
- **Lead Generation:** Creates high value leads by identifying customers with purchase or brand switching intent in social media channels.

IP Status
Gajo is available to license from the ADAPT Centre for Digital Content Technology. Contact our commercial team for more information.

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