

## **CitizenNet Goes Live with Targeted Instagram Ads**

August 25, 2015 – Los Angeles, CA – CitizenNet, a provider of patented technology for social media advertising, announced they have integrated Instagram’s ads API into their targeting, management, and optimization platform.

“We are excited to go live with Instagram. The big win for advertisers is now, for the first time, all our predictive audience technology maps directly to Instagram,” remarked CEO Dan Benyamin. “Combining CitizenNet’s patented targeting and optimization tools with Instagram’s young, engaged audience is a fantastic opportunity for our clients.”

CitizenNet worked with Lionsgate films to align Facebook and Instagram campaigns for the theatrical release of *Age of Adaline* earlier this year and saw significant impact for both reach and engagement. With today’s Instagram integration, CitizenNet will be able to deliver even more innovative solutions.

“We have already had a large number of clients and agency partners inquire about Instagram. We are thrilled to move forward helping brands and agencies deliver results in this exciting mobile environment,” noted Benyamin.

CitizenNet is an official Facebook Marketing Partner, with deep expertise in the content/entertainment marketing vertical. So far in 2015, CitizenNet has supported 18 #1 Box Office Earners as well as groundbreaking Streaming Video / OTT Content and Cable and Broadcast Network TV launches for a wide variety of Entertainment brands and content producers.

To schedule a demo of CitizenNet’s platform or to learn about their social media advertising solutions contact them at [info@CitizenNet.com](mailto:info@CitizenNet.com).

For more information on CitizenNet, visit [www.citizenet.com](http://www.citizenet.com).

About CitizenNet:

CitizenNet, a Social Media Advertising Platform, leverages patented technology for audience prediction and optimization that doubles results with Social Media advertising. CitizenNet’s Predicted Affinity™ audience modeling, and Hunt and Refine™ media optimization tools are the core of their product offerings. CitizenNet’s clients include Digital Agencies and industry leading eCommerce, Entertainment, Retail, and Education companies. Press: please contact Mark Osborne ([MOsborne@CitizenNet.com](mailto:MOsborne@CitizenNet.com)) VP of Sales and Marketing.