



# THE LIGHT AND DARK OF SOCIAL SHARING

Harnessing the power of consumer connections

RADIUMONE™  
WE KNOW YOUR NEXT CUSTOMER.

## EXECUTIVE SUMMARY:

# LIGHTING UP THE DARK

Dark Social as a marketing opportunity is one of the most exciting and potentially lucrative opportunities available to marketers today. Defined as “social sharing that occurs in private digital communication tools such as email and instant messaging,” it represents three times the social sharing activity of Facebook alone, according to Po.st data generated by users who share Web content using the RadiumOne Po.st

sharing widgets and short URL software. Advertisers and publishers are now realizing the value it represents in understanding real-time consumer interest and intent. It's a large and accurate data source that, once harnessed, can be used to convert valuable potential new customers for advertisers and new audiences for publishers.

### WHAT IS DARK SOCIAL?

1. The term Dark Social was coined by Alexis C. Madrigal, tech editor at Atlantic.com, in 2012, to refer to web traffic that comes from outside sources that web analytics are not able to track.
2. Dark Social happens when someone shares content or a link by copying and pasting into communications such as emails, instant messages and forum posts.

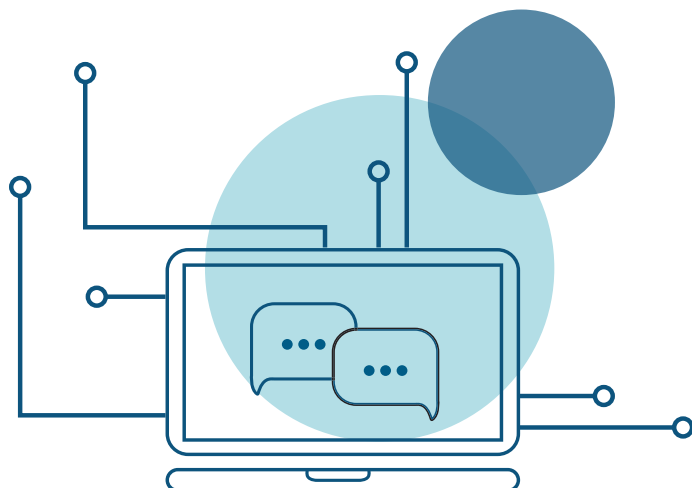


To help shine a light on the value of the Dark Social opportunity, the following RadiumOne research and analysis provides an in-depth understanding of online sharing attitudes and behaviours. The research includes data from an October 2014 online social sharing survey of 9,027 consumers globally conducted by Tpoll. Then, data and analysis is provided for one full month of global and regional Po.st sharing data across 900 million monthly online unique users.

#### KEY TOPLINE FINDINGS FROM THE TPOLL ONLINE SHARING SURVEY INCLUDE:



- **Most consumers share content online.** 84% of people share content online globally.
- **A large percentage of consumers only share content via Dark Social.** Globally, 32% of people who share content online will only share via Dark Social.



#### KEY INSIGHTS FROM RADIUMONE'S PO.ST SHARING WIDGETS AND SHORT URL DATA INCLUDE:



- **Sharing activity through email, instant messaging and forum posts, aka Dark Social, is three times larger than the sharing activity on Facebook, globally.** 69% of all sharing activity takes place via Dark Social globally versus 23% via Facebook.
- **Dark Social represents the majority of sharing in 19 content categories globally.** This includes many that are important to advertisers such as travel, personal finance, technology and automotive.
- **Social sharing is a cross-channel activity.** 36% of Dark Social sharing takes place on mobile devices globally.
- **Advertisers are achieving impressive results from harnessing and activating Dark Social data to engage with audiences outside of their owned media properties.** Through the use of Dark Social data, Universal Music Group improved the performance of their programmatic media campaigns by 300%.

Harnessing and acting on Dark Social data presents a tremendous opportunity for advertisers and publishers to significantly improve the return on investment from their social media and digital marketing investments. This paper shines light on the opportunity and offers advice on how to get started.

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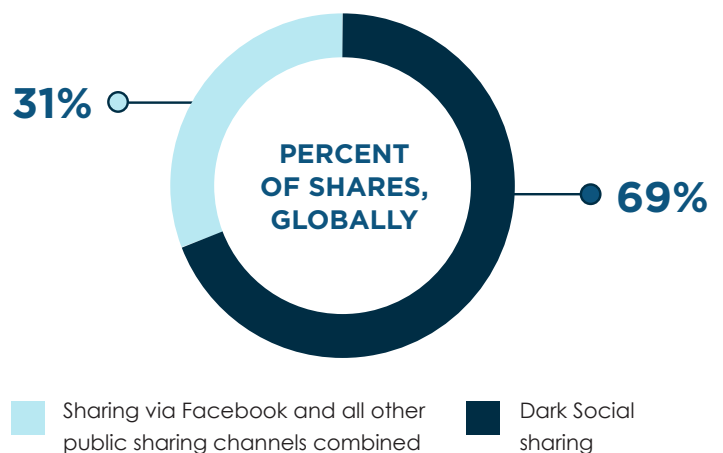
# DARK SOCIAL IS TOO BIG TO IGNORE

Advertisers and publishers are limiting their social focus and investment to activities that take place “in the light” on social networks like Facebook, Twitter and Pinterest, where sharing is publicly available. The social sharing survey highlights that 84% of people share content online, of which 32% will only share via Dark Social. Po.st data shows that 69% of all content sharing activity globally takes place via Dark Social. The other 31% of sharing activity takes place via Facebook and all other public sharing channels combined. Clearly, Dark Social is too big to ignore.

Dark Social takes place when people copy-and-paste content or links from a website into a private message and selectively share it with their connections. It tends to be directed to friends, family and colleagues. The strong familiarity, trust and frequency of Dark Social connections more than compensates for the “one-to-many” virality of other platforms. Personal, relevant and influential, Dark Social sharing carries much more weight than a Facebook post or a Tweet.

Accordingly, the data generated from Dark Social is one of the most valuable sources of social insights, because it represents the genuine interests of sharers and their recipients. People share content via Dark Social for very specific reasons. Perhaps the purpose is

**FIGURE 1**  
Dark Social represents more sharing activity than Facebook and all other public sharing channels combined.



Source: RadiumOne Po.st social data, August 1-28, 2014

to entertain, to help with a decision, to solve a problem or to prove a point. Since the person sharing via Dark Social has much more control over who will see the message, there's much less of a filter on it. This is markedly different from public social networks where sharing centers around what's considered okay for public examination. The intimate and relevant nature of Dark Social sharing presents advertisers and publishers with a much more accurate and actionable

representation of audience intent and interest than social network sharing.

Another important channel of social sharing is so-called “short URL sharing” where advertisers or publishers distribute advertising links, branded content and native executions directly through their existing owned media channels. It’s part “dark” because sharing

may take place via email or other private channels and part “light” when distributed on public social networks, forums or blogs.

Based on the large volume and high value of Dark Social and short URL sharing, social sharing as a subject is incomplete without the consideration and inclusion of these valuable channels.

## TEAM | sky

### TEAM SKY HARNESSES DARK SOCIAL TO DRIVE SUCCESSFUL FAN ENGAGEMENT

Team Sky, Great Britain's first ever professional road racing team, partnered with RadiumOne in 2013 to help monetize the high brand profile it enjoys from the global success of riders such as Sir Bradley Wiggins and Chris Froome.

Team Sky uses the Po.st Link Shortener and Sharing Widgets to track all content interaction and sharing across their websites, social media and mobile platforms. The Link Shortener helps them understand how audiences consume the content, videos and pictures that they share via social sites, emails, instant messaging and forums during the major cycling tours (e.g. Tour de France). The Sharing Widget allows Team Sky and their sponsors to monitor in real time how their branded content is being shared across the web.

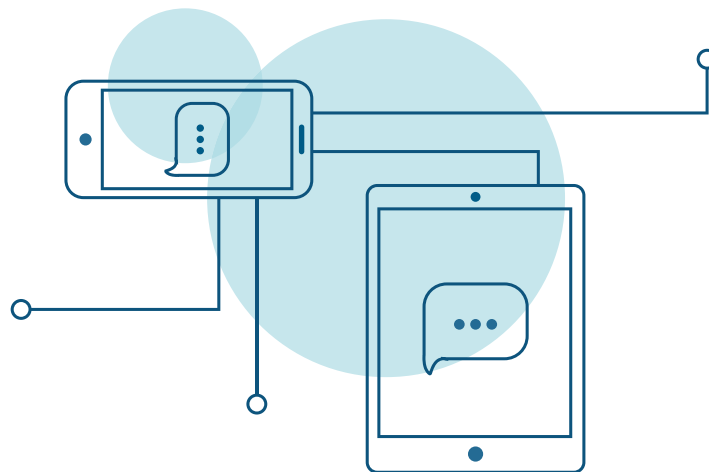


In the last 12 months alone an astonishing 95% of Team Sky content has been shared via Dark Social's private channels such as email and instant messaging. Only 5% of content has been shared via Facebook and Twitter. Team Sky uses these insights to advise their own team and commercial partners on how to best communicate with and deliver content on digital, mobile and video channels as well as drive higher engagement and lower customer acquisition costs. Additionally, Dark Social insights have enabled the content team to be more efficient and effective in delivering more accurately on what excites Team Sky fans.



# DARK SOCIAL IS A CRITICAL PIECE TO THE CONSUMER PUZZLE

In October 2014, RadiumOne received the results of an online social sharing survey among 9,027 consumers globally conducted by the market research company Tpoll through their MindMover panel. The survey results revealed that most people share content online; most share via Dark Social channels, and many share only with Dark Social channels. Figures 2-4 break these findings out by age and region.

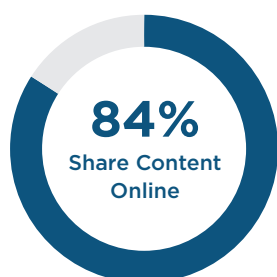


**FIGURE 2**

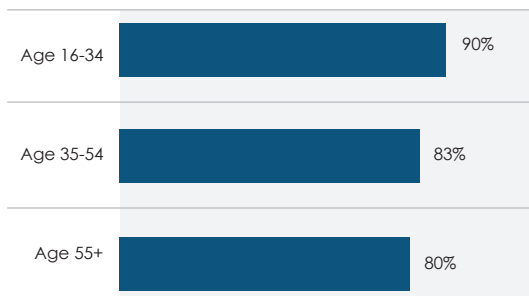
**The majority of consumers share content online**

Question: "Do you share content across the Internet?"

## GLOBAL

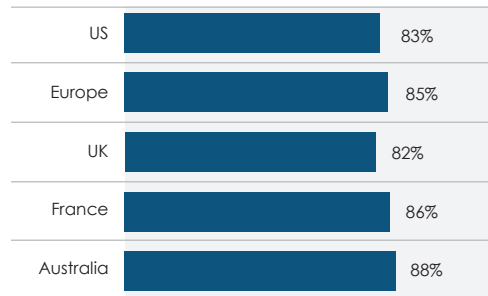


## BY AGE



% who share content online

## BY REGION



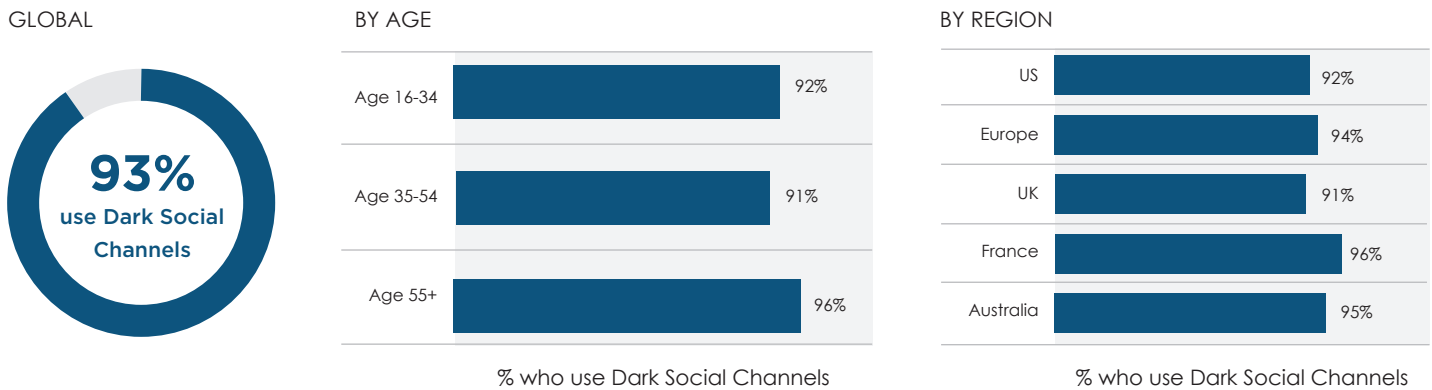
% who share content online

Source: Tpoll research on behalf of RadiumOne, October 2014.

Base: Global respondents 16 and over. 16-34 (3,011), 35-54 (4,316), 55+ (3,520), North America (3,679), Europe (7,168), UK (1,254), France (1,177), Australia (1,147).

**FIGURE 3**

Among consumers who share, the majority include Dark Social among their channels for sharing

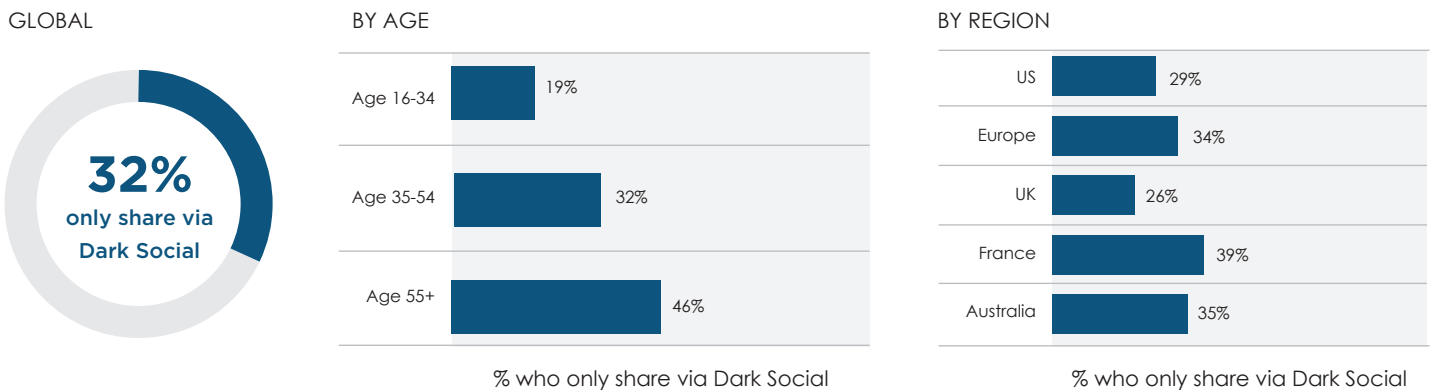


Source: Tpoll research on behalf of RadiumOne, October 2014.

Base: Global respondents 16 and over. 16-34 (2,681), 35-54 (3,551), 55+ (2,795), North America (3,000), Europe (6,027), UK (1,002), France (1,004), Australia (1,000).

**FIGURE 4**

A large percentage of consumers only share via Dark Social



Source: Tpoll research on behalf of RadiumOne, October 2014.

Base: Global respondents 16 and over. 16-34 (2,681), 35-54 (3,551), 55+ (2,795), North America (3,000), Europe (6,027), UK (1,002), France (1,004), Australia (1,000).

This social sharing survey data shows that if you want holistic social insights, Dark Social is a critical piece of the puzzle. Without it, you're missing all sharing insights for the 32% of consumers who share and only do so

via Dark Social. And, you're missing a large body of insights for the 93% of consumers who share and include Dark Social among the channels they use.

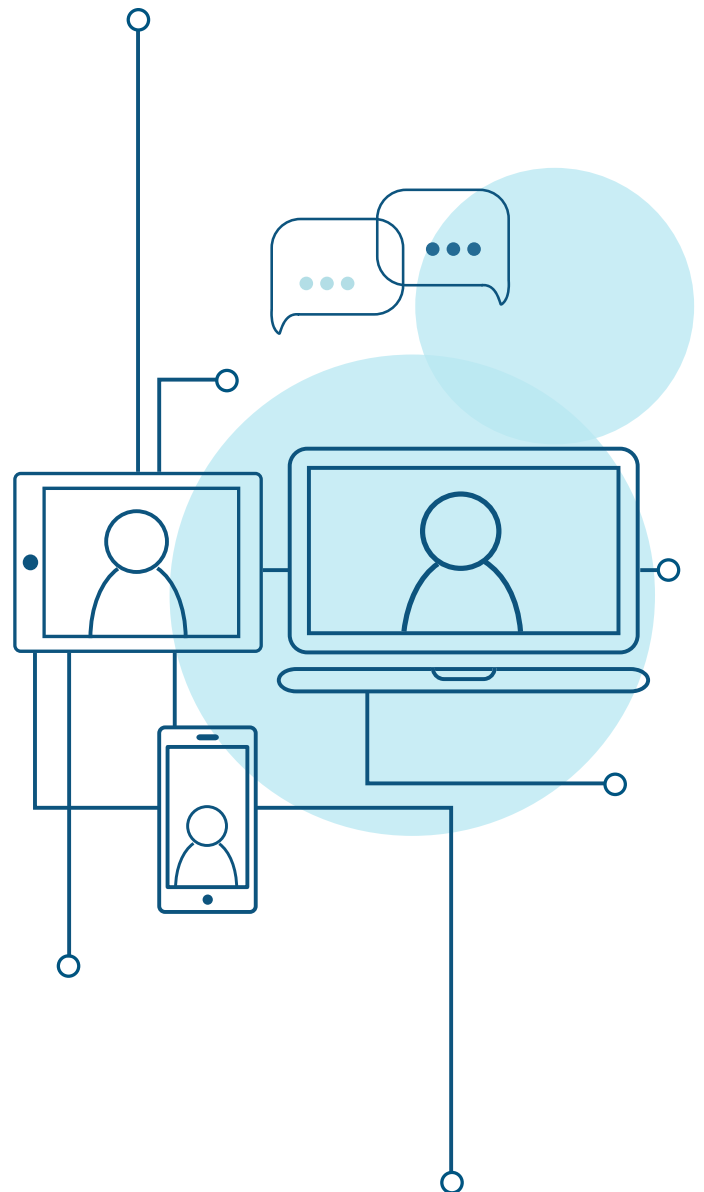


# THREE STEPS TO ACT ON DARK SOCIAL INSIGHTS

Advertisers and publishers have a tremendous opportunity to gain greater insight and outcomes from their social media strategies by harnessing and acting on Dark Social data. Harnessing the data produces accurate insights into consumer interests and intent whilst it is most relevant from a marketing activation perspective. Acting on the data involves using it in real time to find new customers and audiences in paid media.

## GETTING THERE INVOLVES THREE KEY STEPS:

- 1 **Harnessing Dark Social on owned media**
- 2 **Implementing short URL sharing**
- 3 **Acting on social insights in real time**



## STEP ONE:

# HARNESSING DARK SOCIAL ON OWNED MEDIA

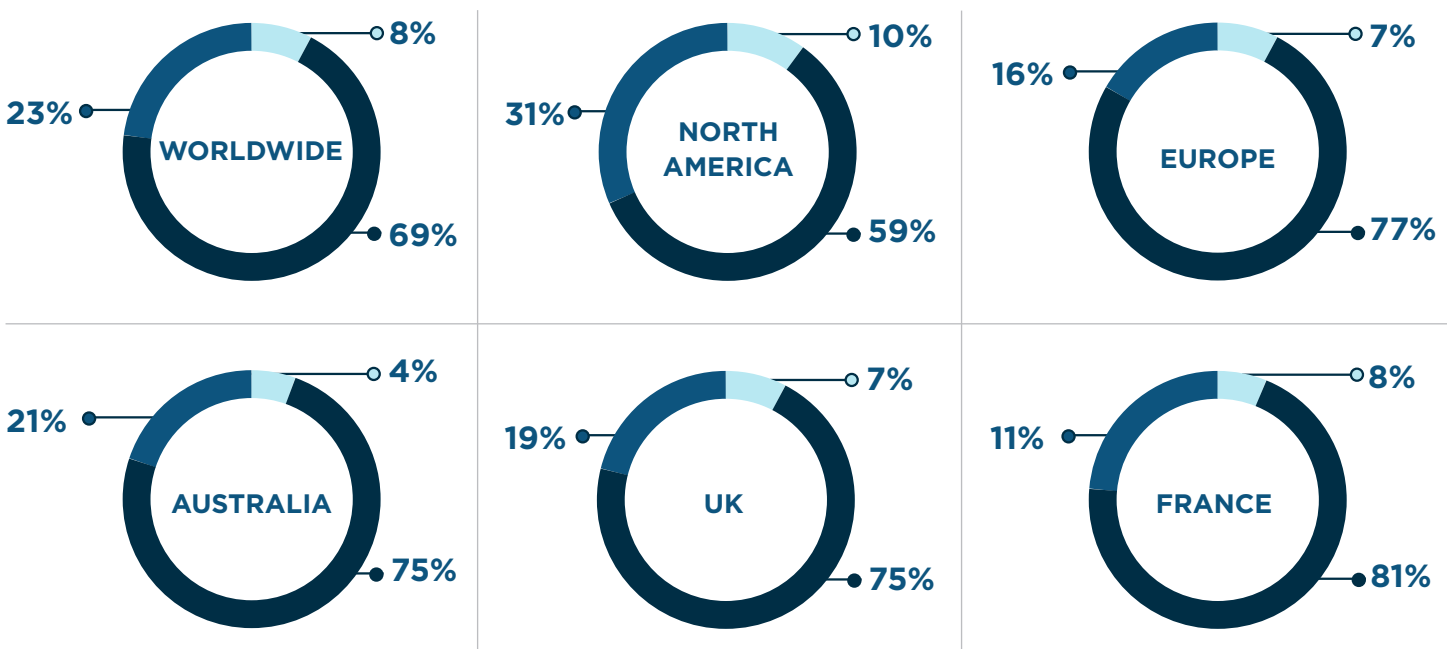
In every region and nearly every content category, more sharing happens in Dark Social than all other sharing channels combined. Figure 5 shows that Dark Social represents 69% of all sharing worldwide, 59% in North America, 77% in Europe, 75% in the UK, 81% in France and 75% in Australia. In every region, Dark

Social sharing is at least twice the size of Facebook sharing. Worldwide, Dark Social sharing is three times the size of Facebook sharing. The size of Dark Social compared to Facebook ranges from twice the size in North America to over seven times the size in France.

**FIGURE 5**

Percentage of shares by sharing channel

■ All Other Social
 ■ Facebook
 ■ Dark Social



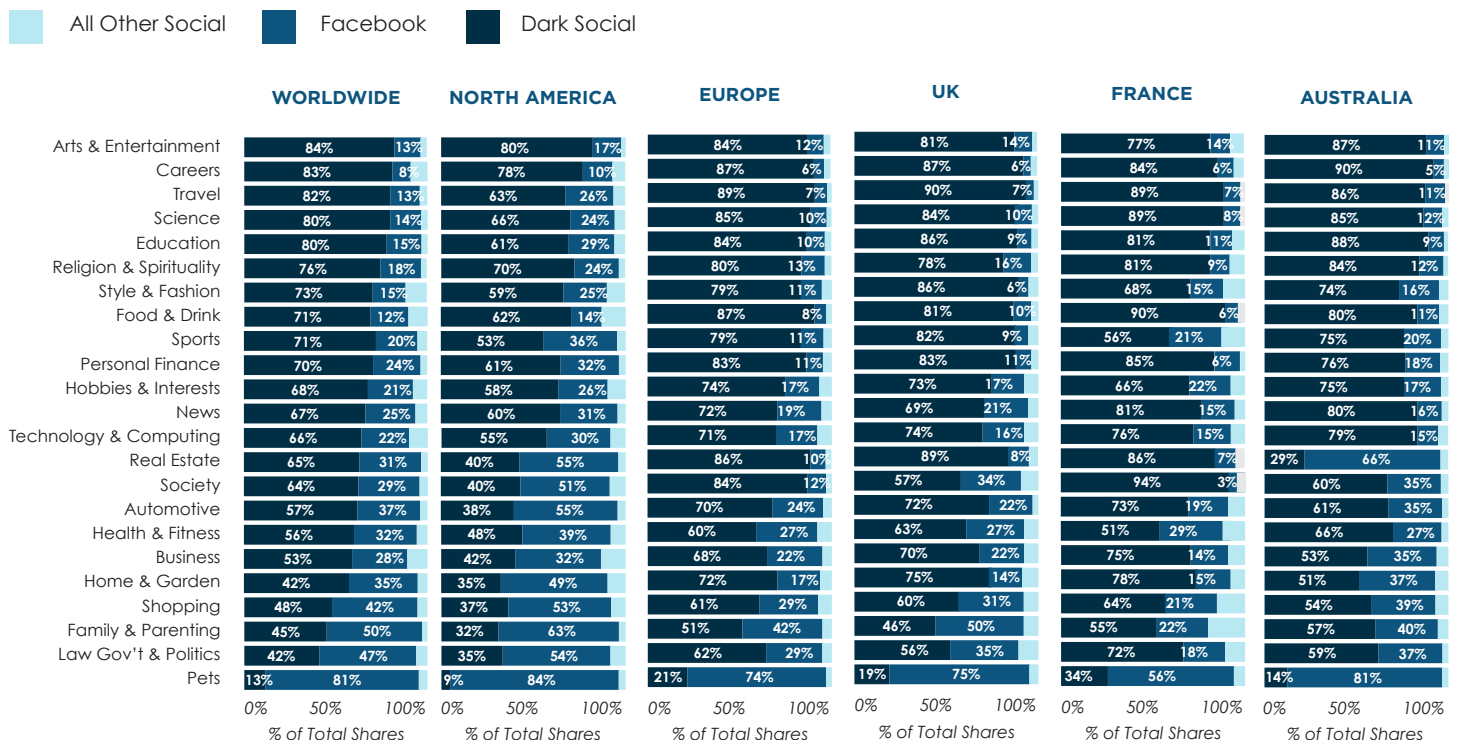
Source: RadiumOne Post social data, August 1-28, 2014

Figure 6 takes us one level deeper and breaks out the percentage of shares by content category. Worldwide, the content categories with the highest percentage of Dark Social sharing include entertainment, careers and travel. This means, for instance, that when a consumer is browsing movie reviews on an entertainment website, they are far more likely to share the reviews of movies they want to see with an intimate social network of friends via email or instant messaging than via Facebook. In careers, when someone attempts to help a friend find a job by sending them openings, they're far more likely to

share the links privately. In travel, when consumers are planning a trip, they're more prone to privately share travel content with their ideas about where to go and what to do versus share them publicly. In many cases like these, Dark Social is the more appropriate sharing environment for collaborative decision-making between close associates, friends and family members. When advertisers and publishers begin to understand Dark Social, they're simultaneously receiving actionable information about an important part of the consumer decision journey, at the very top of the purchasing funnel.

**FIGURE 6**

**Percentage of shares by sharing channel and by content category**

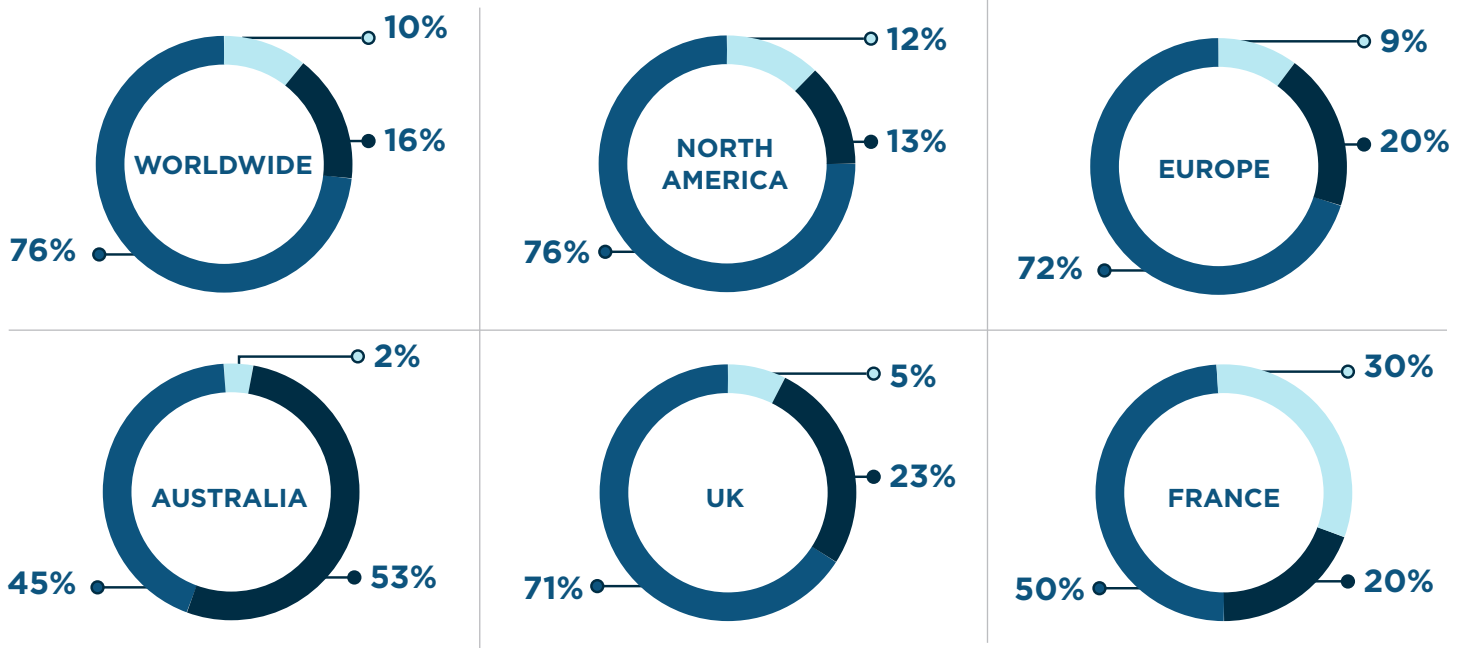


Source: RadiumOne Po.st social data, August 1-28, 2014



**FIGURE 7**

Percentage of clickbacks on shared content by sharing channel



Source: RadiumOne Post social data, August 1-28, 2014

After an individual has shared content, Dark Social generates clickback data. With high intimacy and relevance through one-to-one or one-to-few sharing, Dark Social doesn't always generate the volume of clickbacks as the one-to-many sharing on Facebook. However, the volume is significant and of great incremental value when investing into social media and digital marketing campaigns

Figure 7 shows that Dark Social represents 16% of all clickbacks on shared content worldwide, 13% in North America, 20% in Europe, 23% in the UK, 20% in France

and 53% in Australia. It also shows that regional differences in social sharing patterns can be significant. Dark Social in Australia, for example, generates the majority of clickbacks on shared content, more so even than on Facebook and all other public sharing channels combined.

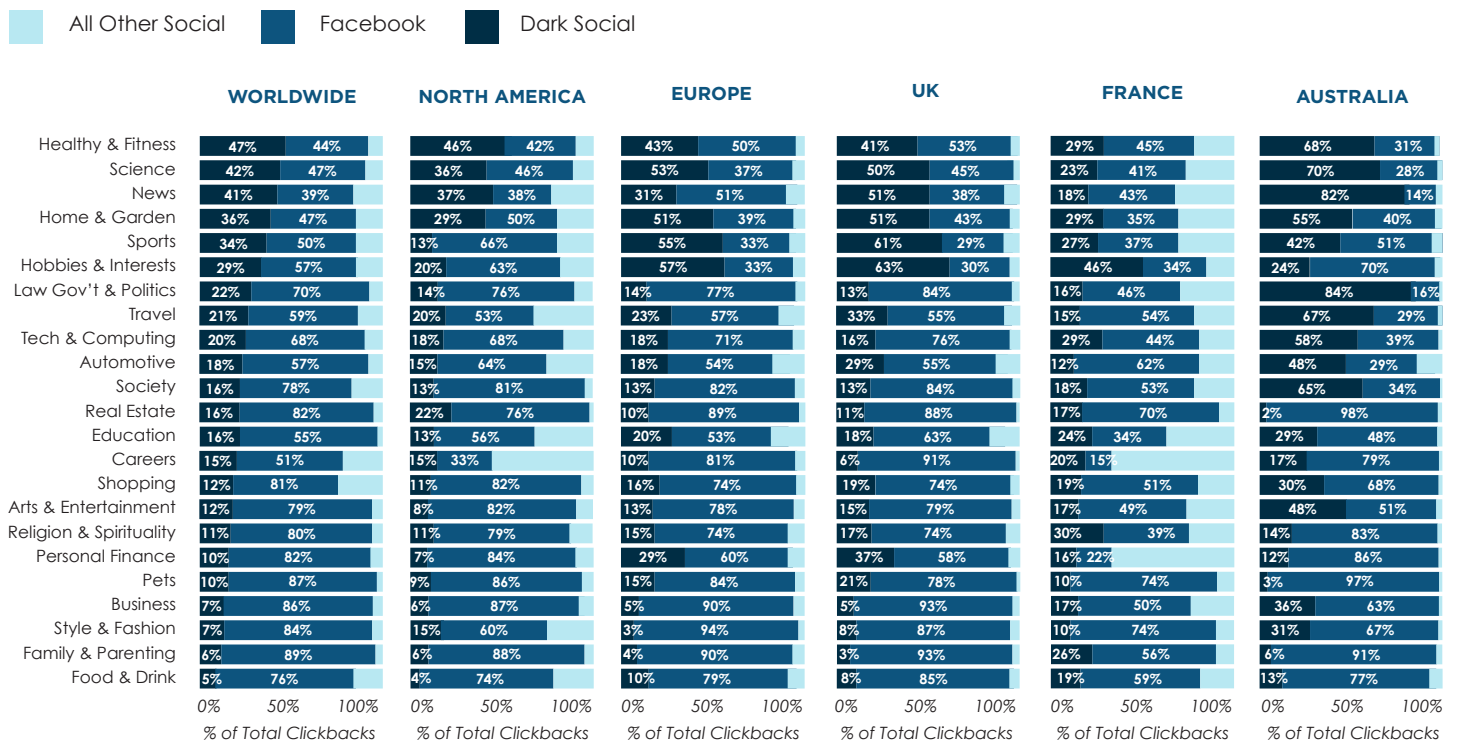
**CLICKBACK:** When someone has clicked on a link that was shared.

Figure 8 shows the regional differences in percentage of clickbacks on shared content by content category. Regional differences in these clickback patterns are significant. In the personal finance category, Dark Social generates a larger percentage of clickbacks on shared content in the UK at 37% than in France at 16%, Australia at 12% or in North America at 7%. In the category for law, government and politics, Dark Social generates a very large percentage of clickbacks on

shared content in Australia at 84% versus a smaller 14-16% in all other regions.

The volume and real-time relevance of Dark Social makes it an essential part of getting a complete view of social sharing and consumer intent and interest. Advertisers and publishers are starting to see these benefits by understanding and acting on social insights inclusive of Dark Social data.

**FIGURE 8**  
Percentage of clickbacks on shared content by sharing channel and by content category

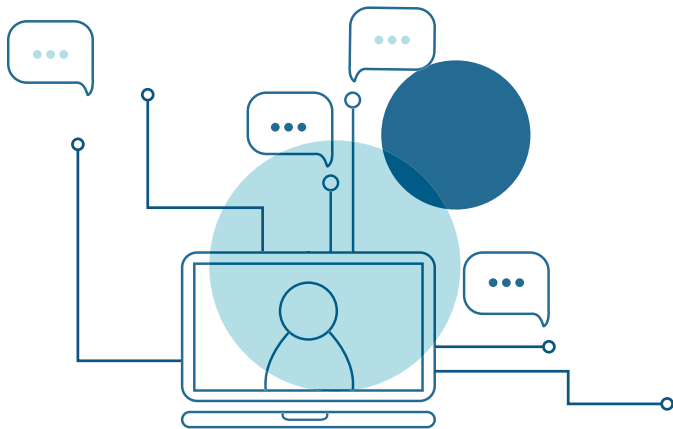


Source: RadiumOne Po.st social data, August 1-28, 2014

## STEP TWO:

# IMPLEMENTING SHORT URL SHARING

Most advertisers and publishers use short URL tools for the sharing they initiate themselves when they shorten and share links across all channels. However, very few



take advantage of the resulting data in their digital marketing campaigns. With the right link shortener, advertisers and publishers can not only turn long links into short and measurable links (or short URLs); they can also use the resulting data to improve their digital marketing and branded content activities and drive improved conversion and prospecting activities.

Figure 9 lists some of the common ways that advertisers and publishers can effectively use short URLs. Across these use cases, short URLs offer many benefits. They take up less space in social media posts, such as in tweets on Twitter, leaving more room to describe the

**FIGURE 9**

Eleven ways to use Short URLs

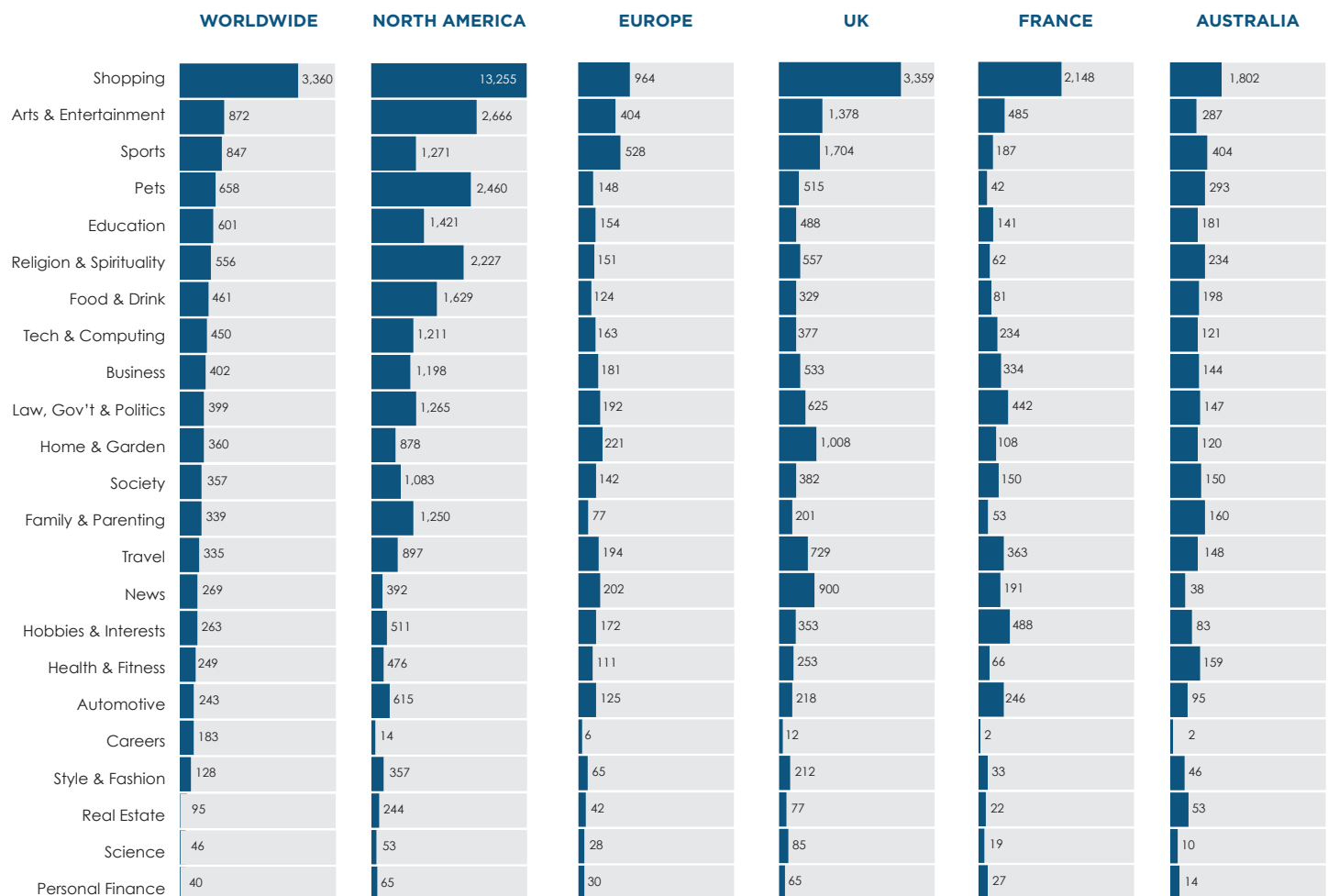




link being shared. They provide audience analytics on clickbacks without any need to access web analytics. Most importantly, short URLs, when created with the right link shortener, can help build an addressable audience for real-time digital marketing by collecting data in a manner that enables the segmentation and activation of the data.

Figure 10 shows that the average number of clickbacks earned per short URL varies significantly by region and by category. For example, the average short URL in the shopping category earns, on average, 13,255 clickbacks in North America, 964 clickbacks in Europe, 3,359 clickbacks in the UK, 2,148 clickbacks in France and 1,802 clickbacks in Australia.

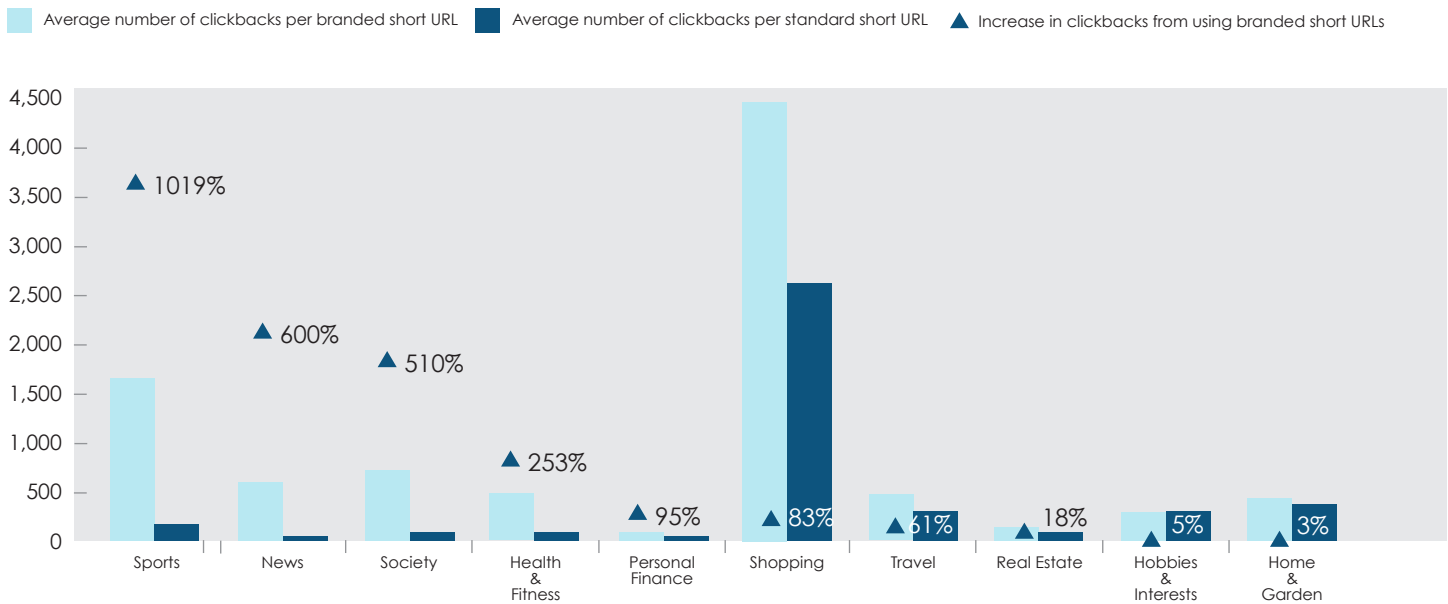
**FIGURE 10**  
Average clickbacks on short URLs by content category



Source: RadiumOne Post social data, August 15-28, 2014

**FIGURE 11**

Top content categories to benefit from branded short URLs

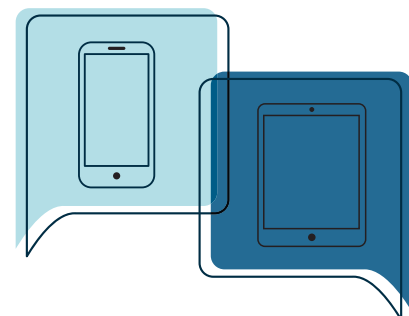


Source: RadiumOne Post social data, August 15-28, 2014

Some advertisers and publishers opt to shorten links with a branded short domain, also sometimes called vanity domains or custom domains. A branded short domain helps brands leverage their company name, brand name or campaign-specific keywords to signal to viewers that the content behind a link has been endorsed and can be trusted. In many categories, branded short URLs have been shown to generate a significantly greater volume of clickbacks than standard short URLs.

sensitive a content category is. For example, in the sports category, branded short URLs outperform standard short URLs by over 1000%. This is due to consumers not merely wanting sports content: they want sports content from the teams, publishers and brands that they trust and follow. Brands and rights holders that already have that brand, artist or team trust can leverage immediate value by shortening links using a branded short URL or vanity domain.

Figure 11 shows the difference between the average number of clickbacks per branded short URL versus the average number of clickbacks per standard short URL for the top content categories. The greater the difference in clickback performance between branded and standard short URLs, the more brand



## UNIVERSAL MUSIC GROUP AMPLIFIES AUDIENCES WITH DARK SOCIAL

Universal Music Group (UMG) manages a diverse portfolio of record labels and a roster of artists covering the full spectrum of music genres globally. The company is active on public sharing channels including Facebook, Twitter, Google+, Pinterest, YouTube, Tumblr, Instagram, Snapchat and LinkedIn, where its short URL sharing includes links to new albums and singles. The company also manages artist websites such as Ellie Goulding's website at [www.elliegoulding.com](http://www.elliegoulding.com), where it empowers social sharing for site visitors. UMG wanted to use the clickthrough activity on its shared links and the organic sharing activity from its artist sites to identify, amplify and target engaged audiences, interested in receiving marketing messages about new releases.

UMG used RadiumOne's Po.st Sharing Widgets and Link Shortener on custom short domains such as [ell.li](http://ell.li) (Ellie Goulding) to generate short links for content and to identify and capture engaged, social audiences for a number of its artists across devices and digital channels. UMG worked with RadiumOne to use each artist's engaged audience as a seed audience, which could then be amplified with RadiumOne's patented ShareGraph™ technology. For UMG, ShareGraph™ extended



### UNIVERSAL MUSIC GROUP



the reach of each campaign by identifying new audiences that were connected with, or similar to, each seed audience.

Across the open Web and mobile, media campaigns were activated using RadiumOne's integrated data collection, data management and media delivery platform. The clickthrough performance of these campaigns surpassed industry standards by over 300%. Universal Music Group increased their investment with RadiumOne by over 500% after seeing the engagement and conversion results of using data from Po.st and are now a global partner of RadiumOne.



### STEP THREE:

# ACTING ON SOCIAL DATA IN REAL TIME

Dark Social and short URL sharing generate high volumes of valuable real-time data. However, when this data is left in silos or not activated at the time consumers are showing genuine interest and intent, its value is limited to insights and analytics. The most effective and lucrative way to act on real-time social data is to use it to inform programmatic media buying.

At a high level, capturing and activating social data programmatically can be done optimally with a data management and demand side platform where data and delivery are not separated.

With many data management and advertising buying systems, a data management platform (DMP) collects, integrates and manages large sets of data, like advertising performance, CRM data and website visitation data. Then, one or more demand side platforms (DSPs) programmatically acquire media across advertising exchanges and private marketplace environments while considering data derived from the DMP.

An integrated platform serving as both DMP and DSP provides much greater effectiveness and efficiencies in the management, segmentation and activation of

**DATA MANAGEMENT PLATFORM:** A system that collects, integrates and manages large sets of data, like ad performance and website visitation data.

**DEMAND SIDE PLATFORM:** A buying system that programmatically acquires media across advertising exchanges and private marketplace environments.



data. To act on social data, the integrated platform is responsible for connecting anonymous social sharing signals with anonymous, cross-channel digital personas at scale. This persona-based view of audiences makes it possible for the platform to target personas based on real-time and historical cross-channel engagement patterns, including algorithmic social relationship patterns. With this, the integrated platform, equipped with data not available elsewhere, connects with the most valuable personas at the most opportune times.

It is important for the integrated platform to operate across mobile and non-mobile sources of inventory, because a large amount of social activity takes place on smartphones and tablets. Figure 12 shows that in Dark Social, 36% of sharing and 53% of the resulting clickbacks occur on mobile. For Facebook, 47% of sharing and 71% of the resulting clickbacks occur on mobile. Based on this data, advertisers and publishers can safely assume that shares originating from desktop environments will find their way into mobile environments.

# Time Inc.

## TIME INC. POWERS BRAND ADVOCACY WITH DARK SOCIAL



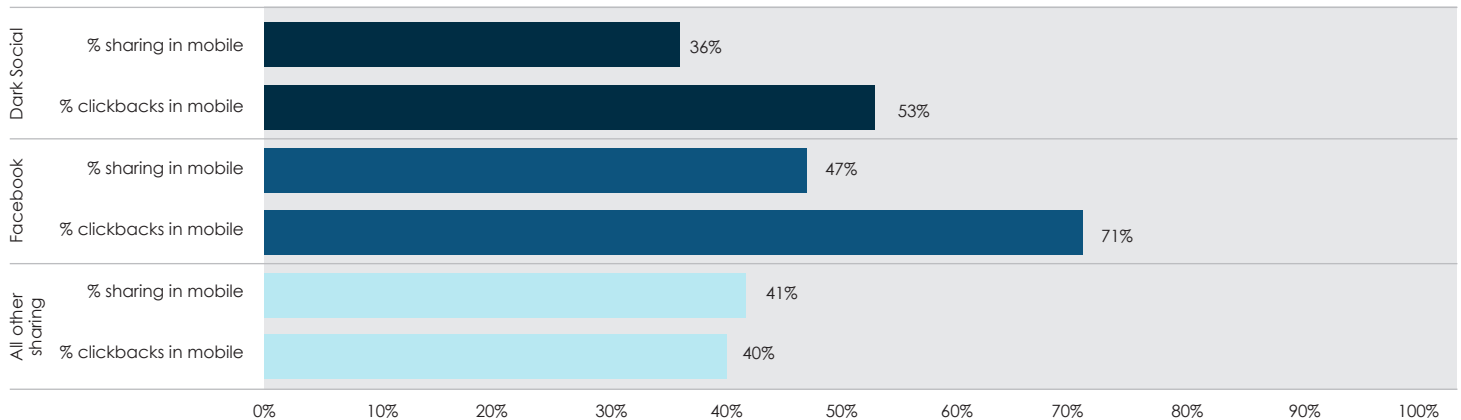
In July 2014, Time Inc. shared the results of a Digital Conversations study it had conducted in Europe over the course of six months, covering the impact of Dark Social. The company is Britain's leading publisher of print and

digital magazine content, with more than 60 iconic brands including Marie Claire and NME, which it used in the study. Time Inc. found that people share content in an extremely personal way and are more likely to narrowcast to acquaintances rather

than disseminate widely via social media. They discovered that, in a typical month, there were 18,908 instances of users choosing to copy text from the Marie Claire website and share it with friends via email. This is compared with 1,747 instances of users sharing via Facebook and Twitter. Similarly, on NME.com, there were 44,850 emailed shares compared with 5,674 shares via Facebook and Twitter. Together across Marie Claire and NME.com, this data reveals that 90% of sharing happens in Dark Social versus 10% on Facebook and Twitter. These insights show the value of content partnerships between advertisers and publishers. Andrew Sanders, Digital Brand Partnerships Director at Time Inc. says, "This analysis demonstrates that consumers want to share content in a personal way with a specific audience who it is directly relevant to. If content partnerships are done well, people become advocates of a brand among their peers and this is incredibly valuable for advertisers."

**FIGURE 12**

Percentage of sharing and clickbacks in mobile by social sharing channel, worldwide



Source: RadiumOne Po.st social data, August 15-28, 2014

Prospecting for new customers with an integrated platform occurs optimally when the platform captures social intent from Web and mobile signals for activation. This requires intelligent data collection tools rather than one-dimensional social analytics software. For example, through RadiumOne, collecting all sharing data, including Dark Social copy-and-paste activity can be as easy as adding a sharing widget to owned media properties. Likewise, RadiumOne can help

brands capture and activate short URL sharing through the easy addition of a link shortener. Both require minimal implementation from a development perspective and should not necessitate investment into data gathering and activation software.

Figure 13 shows the top features to look for in sharing widgets and link shorteners. It is important that they support a fast load time and that they capture data

**FIGURE 13**

Features to look for in sharing widgets and link shorteners





across devices. Moreover, advertisers and publishers must ensure that competitors can't access the data being captured.

When standardizing around a single link shortener, it's particularly important to research the options. To prevent data leakage, choose a link shortener that does not sell data to third parties. Also, look for a link shortener that can turn earned media into new audiences and customers through connecting to paid media capabilities. Certain link shorteners provide

a great free short URL service, but only RadiumOne enables the activation of advertiser and publisher data to find new customers and users.

With the right link shorteners and sharing widgets in place, social intent signals can flow into an integrated DMP and DSP in real time to empower connections to the right consumers, at the right times and with the right messages, delivering fully on the efficiency and effectiveness promise of programmatic advertising.

## DARK SOCIAL IMPROVES GHIRARDELLI'S ADVERTISING PERFORMANCE BY 600%

Leading San Francisco based chocolate manufacturer Ghirardelli recently learned about the impressive size of Dark Social sharing on its website. In late 2013, the company embedded intelligent social sharing buttons on its recipes and tips web pages. This gave Chris Pemberton, digital brand manager at Ghirardelli, a more complete picture of social sharing generated from the site. Pemberton commented, "We were surprised to find that 84% of the sharing activity was Dark Social. What that means is 84% of total sharing activity had been hidden from us."

In addition, Ghirardelli activated media based on its more accurate understanding of social sharing and consumer intent and interest. To do so, the



company targeted audiences who either clicked on shared content or who further shared it. As a result, Ghirardelli's programmatic media investment improved by over 600%.

## THE RADIUMONE

# APPROACH TO SOCIAL INSIGHTS AND ACTIVATION

Data and delivery should never be separated. It takes an integrated platform that combines the power of data collection, data management and real-time media delivery to make social insights actionable. RadiumOne's integrated platform manages data generated by a wide variety of sources including the Po.st Sharing Widgets and Po.st Link Shortener. It uses a proprietary sharing algorithms, ShareGraph™, to amplify social data. Activation happens with the integrated platform when data informs targeting and bidding in real time to place media across all channels and devices.

**FIGURE 10**

**4 key tools to find profitable opportunities to engage at scale**

- 1 **PO.ST SHARING WIDGETS**
- 2 **PO.ST LINK SHORTENER**
- 3 **SHAREGRAPH™**
- 4 **RADIUMONE'S INTEGRATED DATA COLLECTION, DATA MANAGEMENT AND MEDIA DELIVERY PLATFORM**



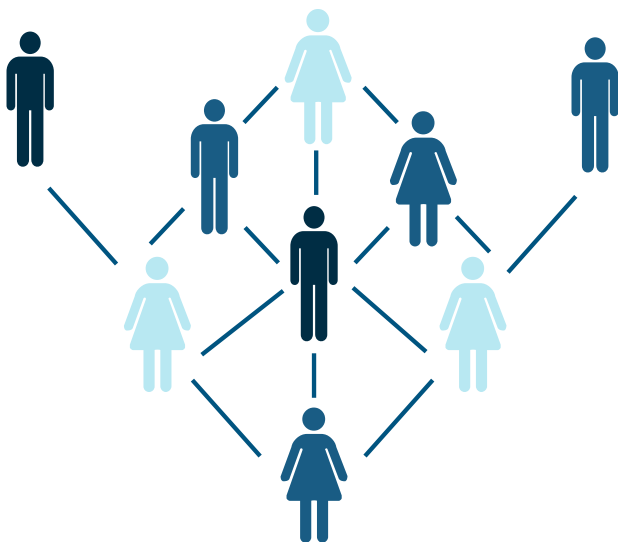
## POST SHARING WIDGETS AND LINK SHORTENER

With the Po.st Sharing Widgets and Link Shortener, RadiumOne helps brands, agencies, rights holders and publishers to generate more of their own social data and then expand upon it with the company's proprietary ShareGraph™ technology. The Po.st Sharing Widgets offer key features including fast load time, fully customizable look and feel, and market-leading social analytics. The Po.st Link Shortener is the only link shortener available that is built with the needs of advertisers in mind. It offers analytics and support for branded short URLs and vanity URLs. It also delivers persona-level data capture and activation. For all Po.st tools, RadiumOne ensures that all customer data

is protected, and it never sells any data to third parties. Most importantly, all the social data captured by Po.st software can be used to convert social insights into customers through the seamless use of cross-channel paid media and RadiumOne's integrated platform.

Implementation of RadiumOne's suite of data gathering software is a fast and easy process for any size organization. There are no license fees or other charges for the software, as RadiumOne's commercial model is tied to marketing investment committed from its clients to activate programmatic media buying in an entirely transparent manner.

RadiumOne's clients use ShareGraph™ to take high performing audience segments and expand them to include additional digital personas that are connected to these segments by shared interests and real connections. ShareGraph™ amplifies audience segments with algorithms that consider variables such as the degrees of separation from the personas in the original segment, the recency of sharing, the frequency of sharing and the content categorization of sharing activity. It also considers the directionality of sharing, which looks at whether the personas in the original segment typically share content out to others



#### SHAREGRAPH™

Expanding on first-party social data, RadiumOne uses its proprietary and globally patented ShareGraph™ technology to accurately qualify and target cross-channel personas based on content consumption and sharing behaviours across 900 million monthly unique users.



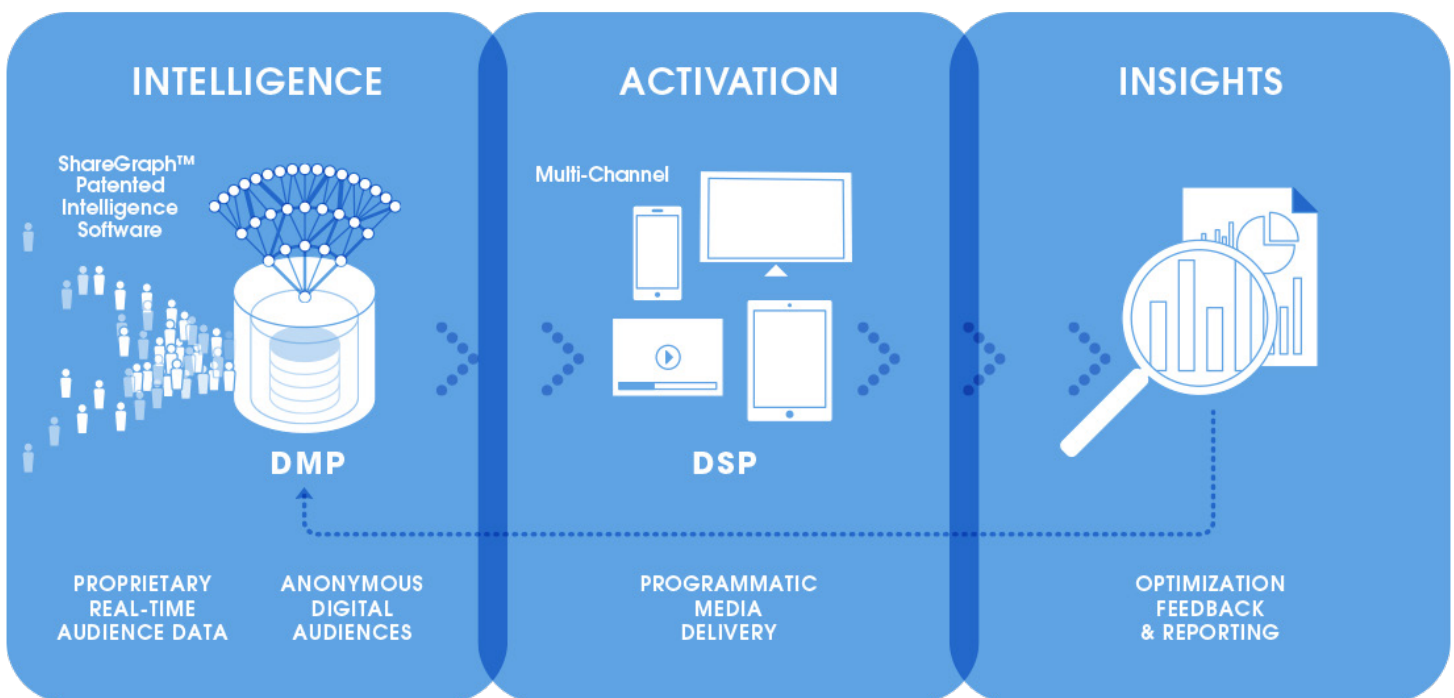
or receive content in from them. All of these variables help ShareGraph™ maximise advertising performance and scale digital marketing activities.

## INTEGRATED DATA COLLECTION, DATA MANAGEMENT AND MEDIA DELIVERY PLATFORM

RadiumOne's integrated platform makes it easy to connect with people wherever they consume digital content. The platform responds to social intent signals by matching each signal to an anonymous digital persona in real time. With this approach, it then amplifies each signal to reach similar personas based

on real world social connections and takes action within milliseconds by delivering relevant creative to the original and amplified personas. The integrated platform serves as both DMP and DSP to identify and reach these personas via programmatic buying in display, mobile, video and social environments.

Used as one holistic platform, RadiumOne's Po.st Sharing Widgets, Po.st Link Shortener, ShareGraph™, data management and media delivery capabilities uniquely help advertisers and publishers to capitalize on real-time interest and intent signals across the open Web and mobile.





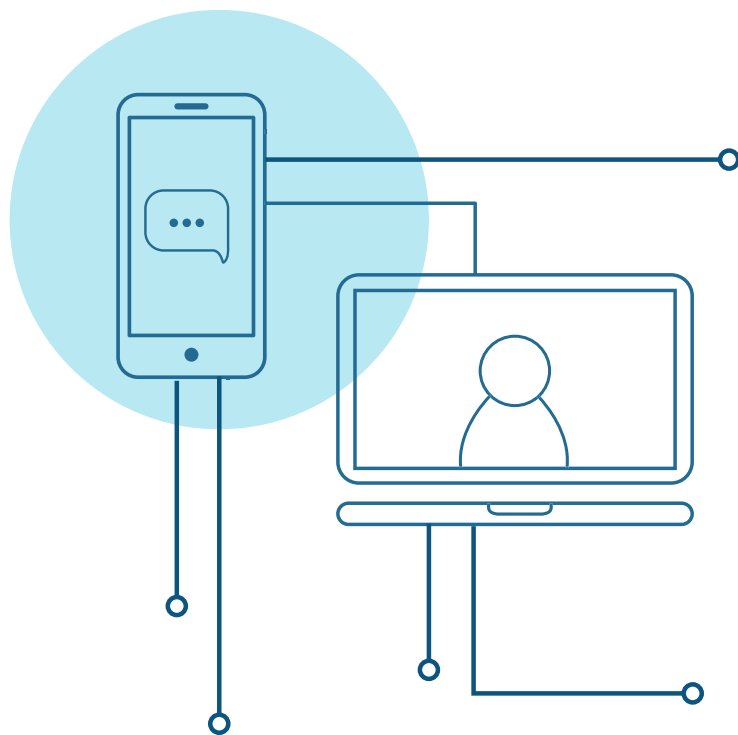
# RESPONDING TO THE DARK SOCIAL OPPORTUNITY

Advertisers and publishers have an exciting opportunity to respond to the fact that Dark Social is the primary form of consumer sharing globally. They must harness Dark Social and short URL sharing to understand consumer interests and intent and act on the insights in real time. The result is a significant improvement to the ROI of social media and digital marketing investments.

## A few tips to follow for optimal success:

- Get visibility into Dark Social and connect with those audiences outside of owned media properties.
- Wrap and track all branded sharing content, including native content, using tools that protect sharing data from being sold or used by competitors. Make sure the data is actionable for targeting prospects on the open Web and mobile.
- Work with providers who can gather and activate social data in real time, not in days, weeks or months.
- Operate and execute across all channels, as consumers do.

With these tips, advertisers can find and convert valuable new customers and publishers can find new audiences at scale.



Advertisers can get started with the **Po.st Link Shortener for brands** and **Po.st Sharing Widgets for brands**.

Publishers can integrate Po.st tools in 30 minutes or less with the **Po.st Link Shortener for developers** and the revenue-generating **Po.st Sharing Widgets**.

To contact your local RadiumOne team for more information, or to implement the RadiumOne social sharing platform, please share your details at **[darksocial@radiumone.com](mailto:darksocial@radiumone.com)**.