

Paid Social

10 FEB 2020

The MediaCom Paid Social team delivers end to end solutions for clients, working on some of the UK's most dynamic and forward-thinking advertisers.

The team collaborates directly with media owners, creative agencies and our clients. We are responsible for the strategic planning and delivery of all Paid Social campaigns, data aggregation and reporting, implementing measurement framework and account management. We have access to alphas, betas and first to market social tools and products and platforms. Our team feeds into a virtual hub of Paid Social experts around the world to share learnings, opportunities and feedback with other markets in real time.

[Our core services/products](#)

Strategy

We work with our clients to develop short & long-term Paid Social strategies, linking back to business outcomes and brand objectives. Strategies may be focused solely on Paid Social or form part of a 360 media channel approach.

Activation

We develop and deliver bespoke Paid Social activation plans and campaigns for our clients to reach their business goals. Brand Safety, Viewability and Measurement framework is fundamental to all activations we deliver, and we collaborate closely and agnostically with all providers in the market to reach the best possible outcomes.

Social Excellence

We have a team of top industry talent who have access to alphas, betas and first to market opportunities thanks to our outstanding partner relationships. The team are accredited in multiple partner certification programs, internal training is available to all and the breadth of shared knowledge and learnings across our client and vertical database is unrivalled.

Data Driven

We use our access to data and insights to better advise our clients on achieving their outcomes and partner with wider MediaCom departments including data strategy, analytics and real-world insights to ensure we can accurately and credibly interrogate, report on and learn from each of the data points we have access to.

To learn more about our specialisms read [here](#).

Head of Department:

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