

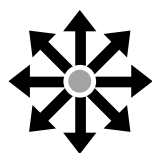
Influencer Networks. Built and managed for the world's best brands.

In today's ever shifting social landscape one goal remains steady: to harness the power of influence. YouCast uses technology and know-how to identify key Influencers and activate them on behalf of brands across the blogosphere, social graph, and interest graph.

Your customers are waiting to be activated



YouCast Services



Activator Campaign

Activate the Influencers

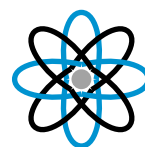
We identify Influencers from our large existing database and reach out to new Influencers if needed. We aggregate them into an ad-hoc network. We activate them by giving them access to compelling brand content. And we measure the pickup and distribution of those assets across the entire web.



Moderator

Get on top of social

More and more consumers are finding and reaching out to brands on social networks. Staying on top of those interactions is critical to maintaining a solid online reputation. YouCast has technology and training that help keep brands in touch with their customers on a to-the-minute basis.



Accelerator

Boost it with paid media

YouCast augments Activator campaigns with cost-effective paid media to drive more traffic and create more engagement with brand properties and assets. Relationships with top web publishers also allow YouCast to offer high quality content to brands for use in their Activator campaigns.