

Micro-targeting is older, Indian media firm achieves ‘NanoTargeting’

Pune, Maharashtra Jan 7, 2022 ([IssueWire.com](https://www.issuewire.com)) - Advertisers are always finding ways to better reach their customers, gone are the days when ads were printed in newspapers and distributed to all sections of society. Now advertisers want to target only the potential customer base to maximise their return on investment. Micro-targeting was used by social media agencies to better identify and target audiences for optimal performance. Micro-targeting identifies customers in groups of around 10 thousand.

EdwardGlobal Consultants Pvt Ltd, a Pune-based Indian social media marketing firm has achieved the ability to target a group of as small as 10 persons, the ability to achieve such precise nano-targeting was shown in a demo presentation at Pune in front of journalists and industry representatives today.

“This technology can be used to target even a single individual theoretically, but we are more focused on improving ROIs for our customers with our precision nano targeting algorithms. This invention has the potential of use in political campaigns as well as product marketing campaigns” explained Dr. Amar Jadhao, Director EdwardGlobal Consultants Private Limited.

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