AIMC Live comes to transform programmatic campaigns with artificial intelligence

- **This new tool combines the safe and effective methodologies of the offline world with the predictive models of the digital world.**
- **The complete integration of AIMC Marcas in the new tool makes it easier to go deeper, define and design any target, knowing at all times their browsing habits.**
- **Thanks to a combination of advanced algorithms, the selected target is raised to a superior sample of real users, making the campaign messages reach the desired consumer.**
- **For the first time, advertisers and agencies have a rigorous and transparent system for this type of campaign, facilitating greater control over the entire process.**

Madrid, September 24, 2020 - The spanish Association for Media Research (AIMC) today revealed all the details of its new project AIMC Live: Active Target. This new service comes at a time when the complexity of the digital and advertising environment makes it more difficult to impact on the right audiences.

In this way, AIMC takes a step forward in media research in Spain, offering its members an innovative tool aimed at activating targets in programmatic purchasing. This new service combines the safe and effective methodologies of the offline world with the information and predictive models characteristic of the digital world. This would not be possible without the complete integration of AIMC Marcas, a reference media-product study in the Spanish market, which is fully integrated into the new tool.

In addition to collecting the responses of the interviewees, since last year, AIMC Marcas has also been collecting its navigation data in real time. In this way, AIMC Live has "live" information that is constantly updated, knowing the digital behaviour at any time.

How does AIMC Live work?

With AIMC Live, the subject is once again at the centre of research, in order to achieve the much more intelligent marketing needed to reach the audience that really matters.
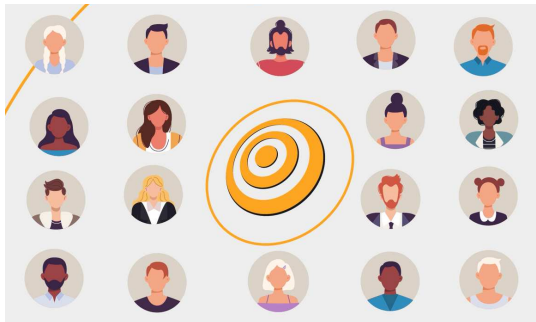
AIMC Live is able to confirm within seconds whether the sample is robust enough to be elevated to a higher data

The whole process starts with the definition of the target, where those in charge of a campaign strategy can go deeper, define and design the target audience they want to address. This is possible thanks to the great capacities of AIMC Marcas based on the combination not only of product, media and brand consumption habits, but also of values, attitudes or lifestyles among other variables.

Once the specific target to which you want to direct your campaign has been selected, and with just one click, AIMC Live is able to confirm in a matter of seconds whether the sample is robust enough to be elevated to a higher data. From here, and taking into account the selected sample, advanced artificial intelligence algorithms allow, in real time, to accurately elevate the target to a higher level of real internet users, on which the campaign can be activated.

In this way, AIMC Live unifies the entire process of a campaign, breaking down the barriers that currently exist between the strategic part and the tactical and activation part, in order to have total control over it. In this way, a rigorous and transparent system is achieved when carrying out programmatic advertising campaigns that achieve the objectives designed in the strategy.

You can follow all the information related to AIMC Live at http://www.aimc.es/, and on the Association's social networks.

About AIMC

The AIMC is a non-profit organisation that currently has 136 associated companies, including the media (television channels, radio stations and networks, Internet sites, newspapers, magazines, cinema advertising distributors, outdoor exclusive dealers, etc.) and companies from the advertising sector (advertisers, media agencies, consultants, etc.). Its aims are to research, measure and control the audience of the different media in order to distribute its reports among its members.