

## CITIZENNET SELECTED AGAIN AS OFFICIAL FACEBOOK MARKETING PARTNER

**February 17, 2015 - Los Angeles, CA** - CitizenNet, a provider of patented technology for audience prediction and optimization that doubles results with Facebook advertising, has been named again as an official Facebook Marketing Partner.

As Facebook advertising budgets continue to increase by double-digits (BIA Kelsey projects 240% growth over 5 years); Facebook is making sweeping changes to the Preferred Marketing Developers program to make it easier for advertisers and agencies to more easily find vendors matched to their needs.

Launching today, the program will be named Facebook Marketing Partners, and instead of the old badges for Pages, Ads, Apps, and Insights, Marketing Partners will have more obvious designations around the Industries where they have demonstrated thought leadership and expertise.

As part of this re-badging process, CitizenNet is proud to announce that technological innovation and a history of success has led to recognition by Facebook for advancements in the following areas:

- Online Sales for eCommerce Companies
- Offline Sales for Retail Companies
- Lead Generation for Education Companies
- Brand Building for Entertainment Companies

“We are extremely honored that Facebook has acknowledged our contributions across a wide range of verticals and business objectives,” said Dan Benyamin, founder and CEO of CitizenNet. “Our company saw tremendous growth last year, adding several new agency clients and expanding our relationship with others, providing a huge validation of our technology and its results. We are excited to continue building the future for our Facebook advertising clients.”

CitizenNet is the only Facebook Marketing Partner with numerous patents in natural language processing, semantic analysis, and machine learning that deliver marked improvements for Facebook advertisers, typically doubling results through better audience targeting and media optimization.

In December of 2014, CitizenNet received another new patent, specifically highlighting technological advancements in trend identification using social data -- essentially giving CitizenNet clients the power to target micro-trending conversations relevant to their products.

This patent is part of a suite of upgrades CitizenNet has made to their newly launched Self Serve platform, including the implementation of the Hunt and Refine™ media optimization toolset that automates campaign management saving time and improving performance.

CitizenNet has also made investments in their Managed Service team, deepening capabilities in serving media agencies and brands, while helping many digital agencies to expand their service offerings for their clients.

To schedule a demo of CitizenNet’s platform or to learn about their managed service solutions contact them at [info@CitizenNet.com](mailto:info@CitizenNet.com).

For more information on CitizenNet, visit [www.CitizenNet.com](http://www.CitizenNet.com).

About CitizenNet:

CitizenNet, a Social Media Advertising Platform, leverages patented technology for audience prediction and optimization that doubles results with Social Media advertising. CitizenNet’s Predicted Affinity™ audience modeling, and Hunt and Refine™ media optimization tools are the core of their product offerings. CitizenNet’s clients include Digital Agencies and industry leading eCommerce, Entertainment, Retail, and Education companies.