

## Mastodon (1.0)

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## What is Mastodon?

This platform allows users to precisely target their desired customers without building extensive marketing campaigns through adwords, social, etc. Large-scale marketers rely on our advertising platform to place their ad in front of their target audience at the right moment of the buyer's journey.

## Features

The bidding capabilities allow agents to see ROI metrics in one easy location, without having to pull different reports per advertising platform. These can also be customized to the most granular level in order to make bidding adjustments, ad copy changes, and other business decisions.

- Performance Visibility
- Custom Audience-Bidding
- Transparent Traffic Sources
- Automated Yield Analysis
- Real-Time Analytics
- Closed-Loop Reporting
- Real Support Team