

The First RoboAgency Automating Social Media Advertising for SMBs



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Mr. Hartzman, would you tell us the concept behind Needs?*

Mr. Hartzman: The concept is social media advertising is very difficult for SMBs today, so what we have done is automate the process. Just like they have done for wealth management and wealth funds, we are doing the same thing. We are the first RoboAgency for strong businesses in social media advertising in a simple fashion.

CEOCFO: *What was the challenge to put together something so seemingly simple?*

Mr. Hartzman: The challenge was doing so with something that is so complex. We take the complex view for our users and keeping it in the backend to ensure that we are providing the best results for them. What we do differently from others on the market today is we target not only based on intent which happens on social media but also on people's need at the time of the need. The simplest way I can put it is that when someone on Facebook says, "My tooth hurts what do I do?" We have an understanding that they probably need a dentist and show them an ad for a dentist in real-time.

CEOCFO: *How are you able to understand what people are asking for, given that people have many ways of asking for the same thing?*

Mr. Hartzman: That is where IP (Intent to Purchase) and our technology comes around. We have put together a great data science team led by a gentleman named Yasser. We built our own classifiers that have 75% to 85% accuracy and are using natural language processing to understand the words and to parse those words apart to see if they have an intention. That is about all we get into but the easiest way to explain it is that we are trying to understand that if someone is having a baby and they talked about that, they probably have a need for a photographer at some point or a crib or someone to paint their room. If we can group those things together and understand and learn from it, we can do a better job in the advertising world.

CEOCFO: *How are you reaching out for prospective customers to use your service?*

Mr. Hartzman: I'm glad you asked that question. We are using a method called dogfooding – we are using our own technology to find our own users, and that is something we have loved to talk about and is on our blog. More importantly, whenever we find a user that we think is amazing for our system, we show them our own ad on Facebook and Instagram; they come to our site and the first question they ask is if it really works. Our answer to that is that we got them here. The fact that we did get them here and they could see the connection of how it works from A to Z, and it becomes obvious that they should be trying our system as well. That is what has lead to such an unbelievable conversion rate where an average