

# Why optimise your audience?

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Many of the media- and audience-targeting choices today are still manual. Learn why it is important to trust automated optimisation for evaluating audiences.

In part four of our four part series on Trusting The Machine in Online Marketing we look at:

- Why you should trust the machine to make targeting decisions in marketing
- Going beyond audience targeting to audience optimisation
- What manual optimisation techniques are
- Why there is a lost opportunity for automation from manual optimization techniques
- Why manual techniques do not provide the opportunity of valuing users individually

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