Carrier-Verified Audiences Make Targeting More Effective

Emodo inventory is even more effective when you use Emodo’s verified audiences. Targeting real world behaviors, like recent or frequent store visits, becomes a much more reliable proposition. Emodo offers hundreds of pre-defined, carrier-verified audiences—each uniquely crafted and curated—so you can more accurately target devices based on anonymized behavioral patterns and places they’ve really visited.

Pre-Pandemic Behaviors
Now you can target audiences based on pre-COVID shopping patterns. Whether you target your own once-frequent visitors or the loyalists of competitors, it’s a smart, privacy-compliant way to drive return foot traffic to your store.

Re-emerging Geos
When the going gets tough, the tough may go shopping, but only if they know stores are open, stocked and safe. Restrictions and conditions vary by region and county, so message where it matters.

Re-emerging Audiences
The road to recovery requires first-movers—those who lead the rest back through the door. Target active consumers—those who are first to re-emerge—to ensure they step through the right door.

Lapsed Category Shoppers
Capture your share of audiences who are slow to venture out. Target past visitors who are playing it safe at home, so they feel safe when they return and know where they should go when they’re ready.

The New Decision Makers
Shelter-in-place mandates have redefined gender roles, perspectives and shopping responsibilities. Whether you want to target men, moms, dads or millennials, you’ll find Emodo demographic segments are exceptionally accurate.

Let’s Work Together
Emodo also uses carrier data to identify and eliminate inaccurate inventory, pre-bid. Emodo Inventory spans a variety of compelling media and formats, including mobile display, audio, video, CTV and more. Emodo inventory and audiences are uniquely powered by Carrier Intelligence and easily accessible however you buy—through DSPs or as a managed service.

Want to know more? Drop us a note:
info@emodoinc.com