A Refreshingly Accurate Approach to CPG Advertising

Emodo inventory and audiences are meticulously verified against the largest, most accurate dataset available—the data from mobile carriers. We’ve basically inserted a quality-assurance checkpoint, pre-bid, so you don’t end up buying black-box junk.

The Most Accurate Inventory
Reach your audience across multiple screens on carrier-verified, top-tier ad inventory. Maximize reach, optimize to specific KPIs, measure foot traffic and more with solutions that span mobile, desktop and connected TV. Emodo solutions include video, audio, display, and native formats. Best of all, it’s carrier-verified to ensure accuracy. When inventory is more accurate, it drives better results:

- ROAS increases
- Conversion rates improve
- Waste is eliminated
- Customer acquisition costs drop
- IVT plummets

Let’s talk about CPG advertising solutions, powered by Carrier Intelligence.

Accurate, Nuanced Targeting
Built from historical store visit data and a variety of behavioral and shopping data, Emodo’s signature audiences are tailored to drive users to buy certain products at specific retailers. What truly sets our audiences apart is quality. Emodo audiences are based on the unassailable accuracy of 1st party carrier data.

Campaign Metrics
Of course, Emodo provides garden variety metrics, like impressions, reach, frequency, ad spend and CPM. For CPG advertisers, however, Emodo also offers a deeper dive into customer behavior and campaign results, like foot traffic lift and an array of exclusive behavioral analytics, including:

- Total visits, visit rates, frequency and times
- Visitor demographics and shopping behaviors
- Regional / seasonal trends and variations,
- Cost per visit, visitor and incremental visit
  And more . . .

Emodo Marketplace
Whether you prefer to buy through a leading DSP or have our team help you execute, our Private and Managed Marketplaces have you covered.