Engage Loyal Customers While They’re at Home.

Consumer behavior has taken a sharp turn since the start of 2020. Your campaign strategies are likely doing the same. Today, the mobile audiences you’ve been seeking are staying close to home and they’re watching a lot more video content. Emodo CTV brings the innovation and accuracy of Emodo audiences to premium video advertising.

Emodo CTV

With Emodo CTV, you can target audiences based on their everyday mobile behaviors, like frequent store visits, brand affinities or loyalists of a competitor, through the medium they’re consuming most at home—Connected TV.

- Carrier Intelligence: Only Emodo uses the data from mobile carriers to verify the accuracy of inventory and audiences.
- Emodo audiences: Use Emodo’s accurate audiences, including pre-pandemic location and mobile behavioral data, to target consumers via connected TV.
- Premium inventory: Run highly targeted ads in TV shows and movies across top OTT platforms.
- Medium of the moment: Since February 2020, CTV viewership has increased 30% + Video streaming is expected to rise 60%.

Emodo CTV Metrics

We can help you select the best inventory and audiences for meeting your objectives and performing to your video KPIs. CTV metrics include:

- Impressions delivered, unique device reach
- VCR (video completion rate), including video quartile completions
- Brand performance lift
- Foot traffic measurement

Powered by Carrier Intelligence

Emodo offers a variety of carrier-verified inventory and audience solutions that can help you engage otherwise-mobile audiences while they’re spending more time at home. These include mobile video, mobile display, app install, ecommerce solutions and more.