Want to get Better Performance from Retail Campaigns?

Let’s talk about Carrier Intelligence.

Only Emodo uses the data from mobile carriers to verify accuracy and filter inventory and audiences. For retail advertisers, that means better results across the board. From audience insights to inventory activation to lift measurement, Emodo offers a more accurate solution every step of the way. That’s because Carrier Intelligence causes a ripple effect, making campaigns more strategic, more creative, more targeted and more effective.

Private and Managed Marketplaces:
The Most Accurate Inventory and Audiences

Whether you need high performance inventory to drive ROAS, foot traffic or other core retail objectives, “carrier-verified” inventory means less waste, less fraud & better results. Emodo inventory can also be shaped by verified audience attributes and targeted with a greater degree of accuracy and flexibility.

Emodo uses carrier intelligence to verify the location of devices and lots of other data. In short, that means:

- Emodo device profiles and targeting segments are exceptionally accurate
- When you choose Emodo inventory, you can also get innovative and uniquely strategic with Emodo audiences
- You can select from 500+ predefined, verified audience segments and countless custom audience options

SVR (Store Visit Reports):
A More Revealing Look at Campaign Results

Emodo SVR provides a deeper understanding of store visitors, visits and other campaign-driven outcomes. SVR metrics can reveal your campaign’s impact on foot traffic, dwell, segments and more.

Visit Intelligence
- Foot traffic by time, day, month, qtr.
- Seasonal and regional variables
- Visit duration
- Distance traveled

Visitor Intelligence
- Demographics
- Origination points (home/catchment)
- Loyalist or infrequent visitor
- Other brands / places they shop
- Shopping patterns