

# New Generation Mobile Advertising for Local Businesses

The unprecedented changes of this year have heavily affected tourism and hospitality industries. Due to International travel restrictions small and medium-size businesses lost up to 78% of revenue.

How to adapt to this new reality and increase sales revenue again?

## Relevant Marketing with Adello

**We at Adello believe that marketing can be exceptional when tied to human behavior.**

We developed an innovative methodology to identify and target local travelers with highly relevant mobile advertising. Our artificial intelligence algorithms learn people's movement patterns and can identify, for example, a mobile device of a person who lives in Nantes and travels to Paris for the weekend.



## How do we do it?

**We humanize marketing by understanding who, when, where and how.**

Adello captures quantitative data from mobile phones. Using a patented big-data approach, we extract data to deliver relevant brand messages to who, when, where and how it matters most.

Unlike with other solutions, our dynamic, creative Ad Units excite customers and create a trove of behavioral data.

We have worked hard to earn the trust of some of the biggest brands and agencies in the industry over the past 12 years. To them we deliver the best of what is possible with patented Big Data technology.

# Adello

# USE CASES

1

Local grocery shop returns their costumers who shops abroad by advertising latest promotions and seasonal specialties.



2

Local restaurants target tourists from a different region visiting their neighborhood with reach media ad creative.



3

Local attractions, like museums and shopping centers, advertise events and promotions through mobile ads targeting tourists with relevant interests.

**Adello**