

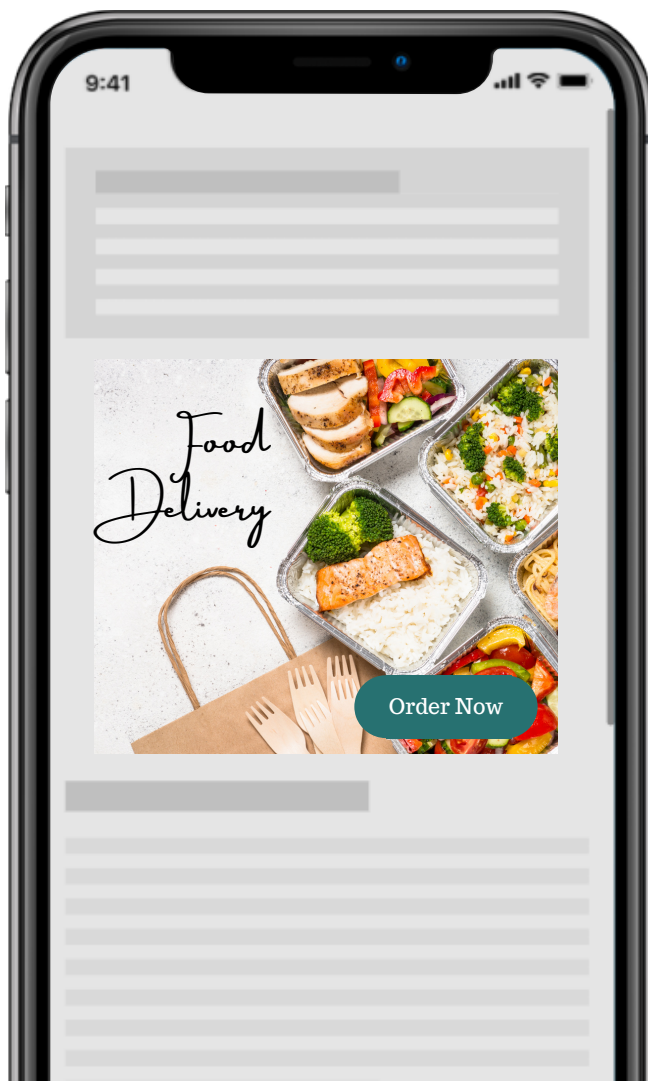
New Generation Mobile Advertising for Food and Beverage industries

The unprecedented changes of the last year are still heavily affecting food and beverage industries. Bars and restaurants are closed due to recurring lockdowns and are losing clients. 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 food lovers with highly relevant mobile advertising. Our artificial intelligence algorithms learn people's interests and online behavior. It can identify, for example, a mobile device of a person who lives in Kuala Lumpur, and likes Japanese food the most.



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, such as McDonald's, Coca-Cola, Fanta, over the past 12 years. To them we deliver the best of what is possible with patented Big Data technology.

Adello

USE CASES

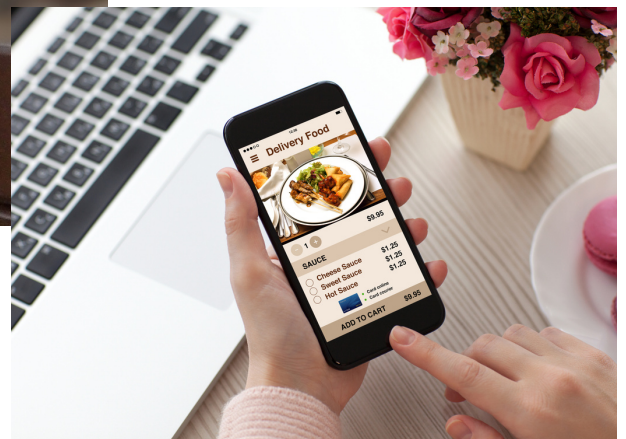
1

Promote big family menus deliveries to parents through creative mobile advertising.



2

Fine dining restaurant advertises its delivery service to people with middle to high income level interested in sophisticated food.



3

Advertise your beverages to people interested, for example, in TV sports or films.