

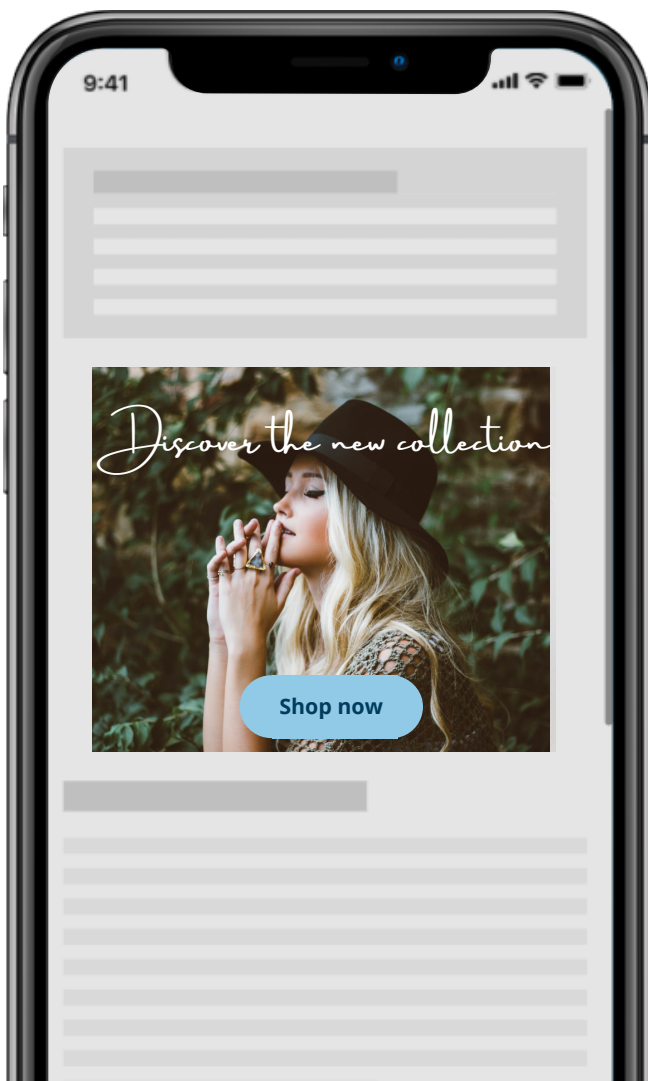
New Generation Mobile Advertising for E-Commerce

Due to the pandemic restrictions, e-commerce became the primary method of shopping for many people. It's getting challenging to stand out among the competitors and attract new clients.
So how to increase your sales online?

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 online shopping enthusiasts interested in your products with highly relevant mobile advertising. Our artificial intelligence algorithms learn people's interests and online behavior. It can identify, for example, mobile devices of young parents who live in Singapore, and target them with childcare products.



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 Nivea, Swarovski, Sony, Ikea, Chanel, 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 your new line of childcare products to young parents through creative mobile advertising.



2

Retarget visitors of fashion websites with middle to high income level with your personalized online offers.



3

Advertise electronic devices for young people in your neighborhood interested in music and online games.

Adello