

# New Generation Mobile Advertising for Automotive Businesses

The unprecedented changes of this year have heavily affected automotive industries, which suffered a 17% decrease in global production in 2020. That means, 15 million fewer vehicles have been produced compared to last year.

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 auto enthusiasts 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 Zurich, has middle to high income level and interested in automotive brands.



## 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, like Mercedes, Porsche, Seat, Citroën, over the past 12 years. To them we deliver the best of what is possible with patented Big Data technology.

**Adello**

# USE CASES

1

Automotive brand brings its customers to the VR (virtual reality) showroom to promote a new collection.



2

Automotive brands increase sales by targeting people with middle to high income interested in buying a luxury car.



3

Automotive brand increases brand awareness and trust by advertising their offers via interactive mobile creatives.

**Adello**