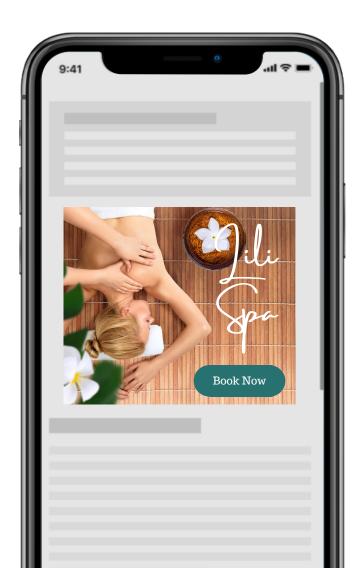# New Generation Mobile Advertising for Luxury Businesses

The unprecedented changes of this year have heavily affected luxury industries. Compared to 2019, we see the luxury market falling by 23%.

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 luxury 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 luxury fashion and 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 Chanel, Louis Vuitton, Dior, Mercedes, Porsche, over the past 12 years. To them we deliver the best of what is possible with patented Big Data technology.

Adello

USE CASES

1

Luxury fashion brand returns their customers who shops in the less expensive stores nearby by promoting a new collection or clearance prices.

2

Luxury accessories brand targets people with high income interested in finance and investments.

3

Luxury automotive brands advertise showrooms through rich 360° mobile creative and new models via 3D ad creative.

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