

## **Adsmovil**

Adsmovil offers global digital advertising solutions with local presence and offices in Brazil, Mexico, Colombia, Argentina, and United States. These include display, video, rich media, creative dynamic optimization, native ads, geolocation technology, a complete programmatic solution, and Adsmovil Personas, an audience data platform.

*Primary Target Audience:* U.S. Hispanic and Latin American Mobile Users

### *Platforms & Properties:*

- Direct relationship with 2,500 digital premium publishers from U.S., LATAM, and Spain
- All digital environments including: mobile web, desktop/tablets, and connected TV
- Verticals such as women, lifestyles, parenting, business/finance, Millennials, sports, news, autos, music, and entertainment
- New AVOD app and OTT platform coming later this year: NuestraTV (Our TV), is a bilingual streaming app
  - Content verticals include: documentaries, family, entertainment, movies, series, kids, soap opera, lifestyle, music, news, sports, and more

### *Opportunities for Teams and Brands:*

- Ad formats such as: audio, video (in stream/out stream), display, rich media, native, unique custom sponsorships, branded content, and shoppable marketing technology
- Available through direct buys, decoupled data from Adsmovil Personas, or programmatic
- Unique understanding of the Hispanic market, including culture and consumption habits
- Audience data platform: Adsmovil Studios
  - Custom content, full studio capabilities
  - Audio/Video Production- content storytelling for digital advertisers
  - Influencers/Celebrities- create, distribute and endorse original content
  - Sponsorships include advertorials, sponsored categories, skin wallpaper/roadblock with 100% share of voice
  - Opportunity for clients to buy spots on Nuestra.TV OTT and app