AMOBEE

Unique Targeting and Measurement Solutions for Social

Seamlessly create cross-channel campaigns by combining audiences across social and programmatic advertising channels. Engage with key audiences in moments that matter, across all the social platforms, measuring online and offline results.

Social Solutions

- **Amobee Audiences.** Activate audiences based on app usage, URL visitation and offline behaviours.

- **Third-party Audiences.** Access third-party audiences from Eyeota and Lotame.

- **Custom Dashboards & Footfall Measurement.** Aggregate data across all channels, including social.

- **Social Platform.** Unify reporting and insights across channels.

Managed Service

- Strategic recommendations tailored to achieve your objectives on the most relevant social channels. Includes optimisation, targeting tactics, creative formats and budget allocation for your campaign.

- Audience syndication, campaign setup and optimisation.

- Campaign highlights, insights & optimisations sent weekly.

- Internal and external view of custom reporting dashboards for client or creative agency viewing.

Self-Service

- Sending audiences to your own ad accounts

- Automated tracking of media spend against the audience segment(s)

- Invoicing monthly based on a % of media spend against the audience segment(s)