

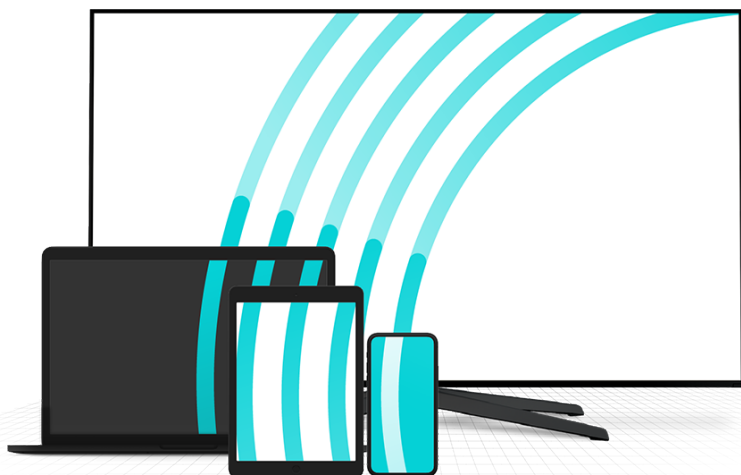
## PEOPLE-BASED OMNICHANNEL MARKETING

# Reach people, not devices across display, social and TV

Build a personal connection with each customer via customising paths to purchase, delivering content based on individual interests, activating ad suppression, or velocity retargeting in response to their level of engagement with your brand.

**Reach users at the personal level**

Manage individual audience messaging, measurement, and exposure across multiple browsers and devices by leveraging Amobee's identity graph.

**DID YOU KNOW:****1**

The average person gets bombarded with over 1,700 banner ads per month.

**2**

The Social "walled garden" is not impenetrable - Amobee's tech stack allows you to implement an efficient cross-channel targeting strategy with social in mind.

**3**

Most TV campaigns can only reach 75% of their target audience, leaving an opportunity to complement TV campaigns on digital and social.

## PEOPLE-BASED OMNICHANNEL MARKETING

### **Cross-Channel Frequency Management**

Devise effective media strategies across multiple channels by leveraging on the Amobee ID to minimise audience overlap and media wastage.

### **Cross-Device Forecasting & Targeting**

Manage audience messaging, measurement and exposure across a person's multiple browsers and devices by leveraging Amobee's identity graph.

### **Amobee Audience Syndication**

Connect the dots across all channels to reach the same customer everywhere they live online, including social platforms such as Facebook, Instagram, Twitter and Snapchat.



**Start reaching people  
and spending smarter.**