



AMOBEE SOLUTIONS FOR SUPPLY CHAIN

Drive sales where supply is healthy using real-time data and insight

As the global economy re-emerges from a year of lockdown, we are seeing the wake of destruction COVID-19 has left on the global supply chain. Consumers are struggling to find their household essentials as the supply chain remains disrupted. Through Amobee, CPG advertisers can leverage real-time in-store inventory and insights data to target audiences on cross screen campaigns.

Target markets where you have supply with Dynamic Localization

- Leverage real-time, store and item-level sales and inventory data to identify locations with in-stock, out-of-stock or excess inventory.
- Drive consumers to stores that have your essential products in-stock.
- Defend shelf-space for high demand periods of stock.
- Conquest competitors in strategic locations based on stock availability.

Unlock insight-driven solutions with Smart Contextual targeting

- Enhance consumer connection based on realtime insights that drive performance that scales.
- Create powerful custom targeting within a seamless workflow with instant activation.
- Tap into AlwaysOn targeting with extensive taxonomies of phrases, categories, and topics, as well as keywords.
- Use first-party data as a seed signal for turn-key audience extension and activation.

Extend any audience across CTV

- Access a vast library of data for activation on CTV and cross screen campaigns.
- Apply your first party data to CTV and cross screen campaigns through our IP targeting capabilities.
- Control frequency of delivery at the HH level and dive into detailed campaign reporting and unique attribution solutions such as brand impact reports and foot traffic analysis.

Effectiveness meets efficiency

- EVOLVE consumer targeting through innovative, real-time intelligence.
- REACH consumers with a smarter, more timely connection at scale.
- MANAGE targets with greater ease and efficiency that bolsters productivity.
- CREATE customized targeting across more categories with enhanced granularity.
- ACTIVATE cookieless tactics across all screens.