

EMODO IS A PROUD BIDSWITCH SSP PARTNER

Seamlessly access Emodo's solutions through BidSwitch



All Countries



Programmatic TV



In-App: Video, Native, Display, Audio



Mobile Web: Video, Native, Display, Audio



Desktop: Video, Native, Display, Audio

EMODO'S ATTENTION & MEMORABILITY REPORT

Measure & understand the **key creative drivers** of attention and memorability

9 Lab Controlled Tests

1,200 Participants

Eye-Tracking-based Experimentation



Emodo Adapt

Richer & Smarter Native Ads

Powered by AI, Emodo **dynamically enriches, personalizes, and optimizes** native display and native video ads with **automated animations and effects** that maximize advertiser results at scale.

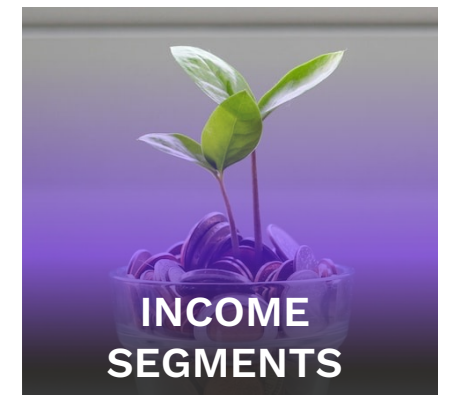
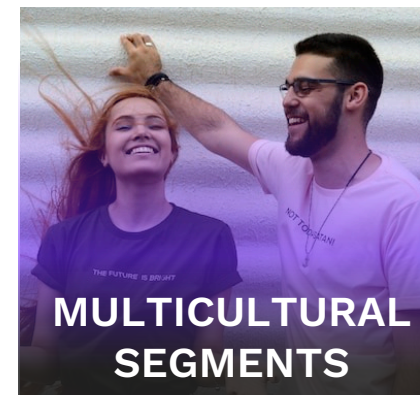
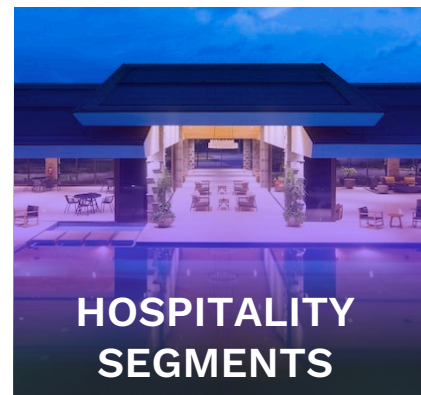
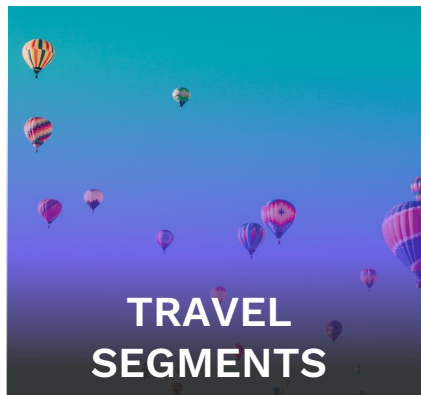
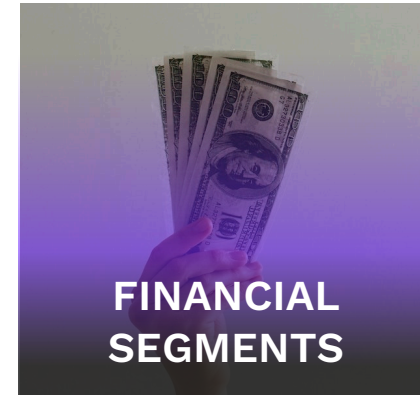
- ✓ 11% Higher Attention
- ✓ 3.2X Higher CTR
- ✓ 5.8X Lower CPSV



**BID
SWITCH**

Available today to
BidSwitch DSP Partners

Emodo Audiences are available today via BidSwitch through ***Always On Deals*** or ***Curated Deals***





A Major Professional Sports League

Objective

A Major Professional Sports League sought to **drive awareness and installs** of their newly launched mobile app.

Solution

- *Custom* **Emodo Curated Deal** purpose-built to maximize the brand's results at scale.
- *Precision* **Emodo Geofencing** focused outreach to people near sporting arenas and sports bars during the league's live games.
- *Hyper-targeted* **Emodo Audiences** reached people with a demonstrated or predicted interest in entertainment-related digital content.
- *Specialized* **Emodo Services** provided expert, hands-on strategic guidance, optimizations, and support throughout the campaign.

Results

56.53

Adelaide AU Attention

60%

Higher Engagement Rate (98%) vs. Brand's Average

27%

Higher Mobile App Installs (MAI)



GET STARTED WITH EMODO TODAY!

Turn-key activation for BidSwitch DSP Partners



Login to **my.bidswitch.com**



Navigate to **Supply Partners**

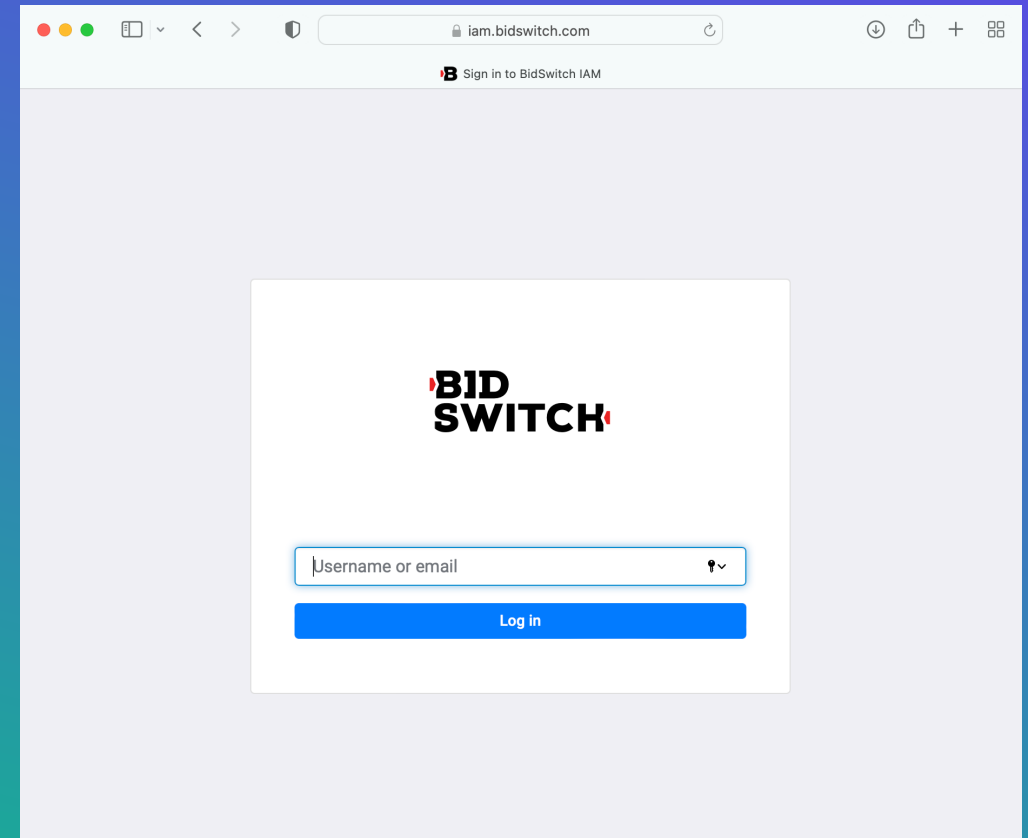


Search for “**Emodo**”



Request Connection, enabling:

- Programmatic TV
- In-App, Mobile Web, Desktop
- Video, Native, Display, Audio





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