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
EMUOD’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

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 sought to drive awareness and installs of their newly launched mobile app.

**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 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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