

RADIUMONE™ Mobile Marketing Solutions

Follow the mobile consumer journey with RadiumOne

As smartphone and tablet usage grows rapidly around the world, marketers must find the best ways to reach prospects and customers on their mobile devices. It starts with a deeper view of consumer behavior -- looking at what people do on mobile websites and apps to get a better idea of what they like, where they are in their journey, and how to communicate with them. With deeper consumer insights, you can build and execute a thoughtful marketing strategy to find new customers or keep existing ones. Yet it's a very challenging job when you have to juggle different tools, data sets, and media options for each platform.

RadiumOne makes it easy to identify the most important consumer signals, figure out how they'll drive measurable marketing outcomes, and use them for an impactful mobile campaign.

The RadiumOne approach to data-driven mobile marketing:



Identify

Identify the consumer signals that matter by pairing our audience data with your user data.



Predict

Predict the campaign tactics that will drive the biggest impact at the lowest cost.



Activate

Activate those data and predictions by delivering targeted messages to consumers who matter, and making it accountable and measurable to brands.

Why RadiumOne for mobile?

Deep insights into audience and customer behavior

RadiumOne helps you better understand the consumer's mobile journey. We offer state-of-the-art Mobile Analytics, contextual deep-linking, Sharing Analytics, and cross-device tracking to present a fuller picture of your prospects and customers. This allows you to use fresh insights to create and fine-tune a plan for media investment. We incorporate these inputs in real-time marketing to match your target customer profile and put your message in front of the right audience -- wherever it may be.

RadiumOne Mobile Analytics allows you to define your target audiences in depth, with further refinements possible through data integrations with RadiumOne's mobile attribution partners.

Engaging media options

RadiumOne provides several options for engaging prospects and customers on mobile web and app inventory, including IAB-standard banners, in-stream and in-banner video, native, interstitial and rich media ads for smartphone and tablet placements. You can leverage additional functionality, including tap-to-play, tap-to-expand and tap-to-map creatives to drive deeper brand interactions.



Native Ad



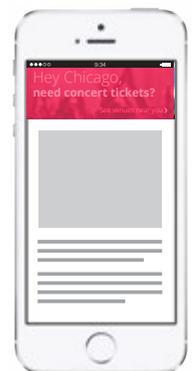
Rich Media



Video



Interstitial



Banner



Integrations with leading ad unit vendors

RadiumOne partners with the leaders in mobile ad serving. Our integrations with Celtra, Sizmek, Innovid and others help you create simple and captivating banner ads and dynamic rich media ads -- even 15 and 30-second video spots that combine sight, sound and motion for more effective branding and awareness.



Brand-safe, viewable inventory with the strongest signals

RadiumOne is integrated with over 85 advertising exchanges worldwide, representing millions of websites and apps and hundreds of millions of engaged consumers every month. Prior to on-boarding, we carefully vet each exchange for publisher quality and ad viewability, and we engage in constant monitoring for additional real-time data to help us match your target customer profile and beat your campaign KPIs.



Campaign conversion tracking

We can track mobile web and in-app campaign conversions using our state-of-the-art analytics tools and our partnerships with all major ad serving and attribution platforms.



Tailor campaign goals on the fly

RadiumOne can tailor campaigns to meet your objectives and KPIs based on traffic to your owned, earned, and purchased media. Once live, we can adapt those campaigns in real-time based on performance and the in-app or on-site behaviors they drive. Our analytics solutions allow us to go deeper into your user's behavior to draw out insights others might miss.

Partnerships

In-app Attribution:	Customer Data Platforms:	Ad Formats:	Audience & Media Measurement:
  		  	 

To learn more about RadiumOne's mobile advertising solutions, contact us at:

sales@radiumone.com

RADIUMONE™

San Francisco, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York City, Sunnyvale, Copenhagen, London, Milan, Oslo, Paris, Singapore, Sydney, Toronto