

Leading platform for measuring the impact of TV & Radio advertising

Admo.tv is a SaaS platform that allows you to



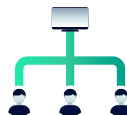
Detect

in real time the airtime
of your TV and Radio spots



Measure

the impact of those airings
(online, branding, offline)



Attribute

the conversions generated
by your TV spots



Analyse

the engaged audience
due to your TV spots
(socio-demo, geos...)

+ 450
clients

+ 2 000
campaigns
analysed

2
technological
patents

EMEA
coverage



Analyse the impact of your TV spots

PERFORMANCE ONLINE

Visits & conversions per GRP, day
parts, channels... & socio-demographic
analysis of the TV engaged audience.

IMPACT BRANDING

Measure the indirect TV
impact on your business
KPIs and your brand recall.

PERFORMANCE VOD

Cross-track and analyse the
online impact of TV & VOD
investments.

Analyse your digital impact

Search Boost

Increase your TV acquisition
by boosting your bids during
your TV ad airing

TV retargeting

Retarget your TV engaged
audience from your TV
campaign.

DMP / CRM extract

Enriching your TV engaged
audience with social
demographic profiling.