

Making Marketing Shoppable.



Adimo In Numbers

Est. **2012**

Now active in **>62 markets**

In use across **6 continents**

600+ global retailer integrations
Reaching **5Bn** shoppers worldwide
Live in **41 different languages**

Integrated with the world's largest retailers



We are retained by global clients

DIAGEO



Adimo technology can be used anywhere you create demand

Measure from first touch to purchase lead in the intuitive Adimo dashboard



Website



Recipes



Display



Search



Email



Social



Our platform **connects content to commerce**
and **makes marketing shoppable.**

We offer four simple paths to purchase:



Buy It Now



Add To Basket



Recipes



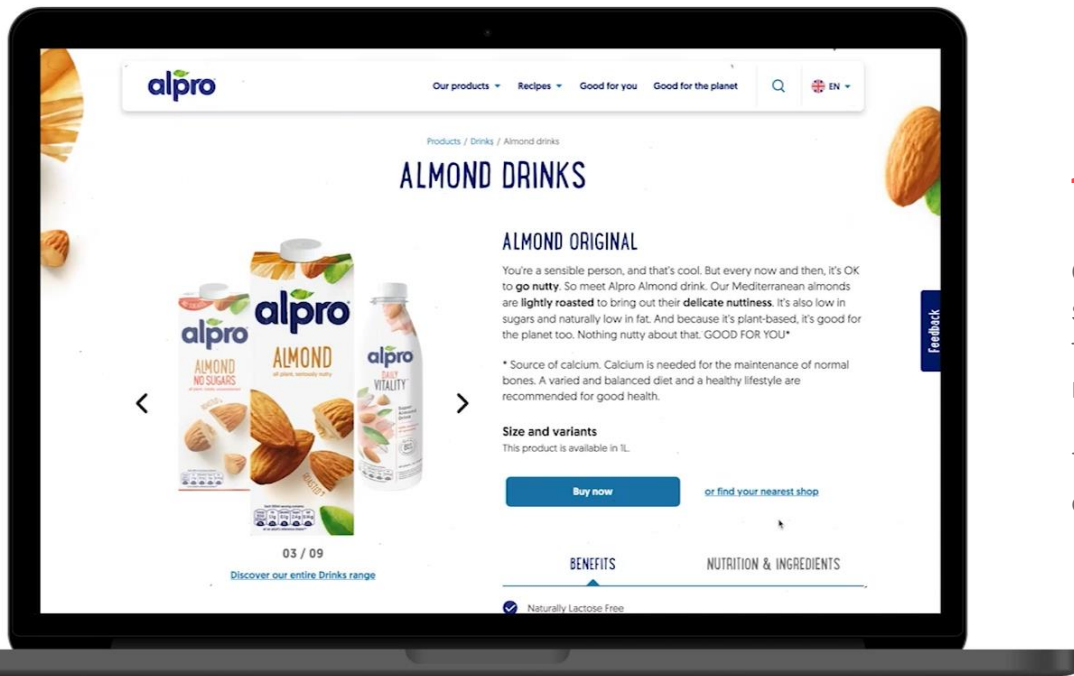
Where To Buy

Our shoppable solutions.

Buy It Now

A shortened path to purchase from any marketing, that allows shoppers to buy through their preferred retailer.





Add to Basket

Collect vital **1st party data** whilst giving shoppers the opportunity to add products to their preferred retailer basket, from marketing.

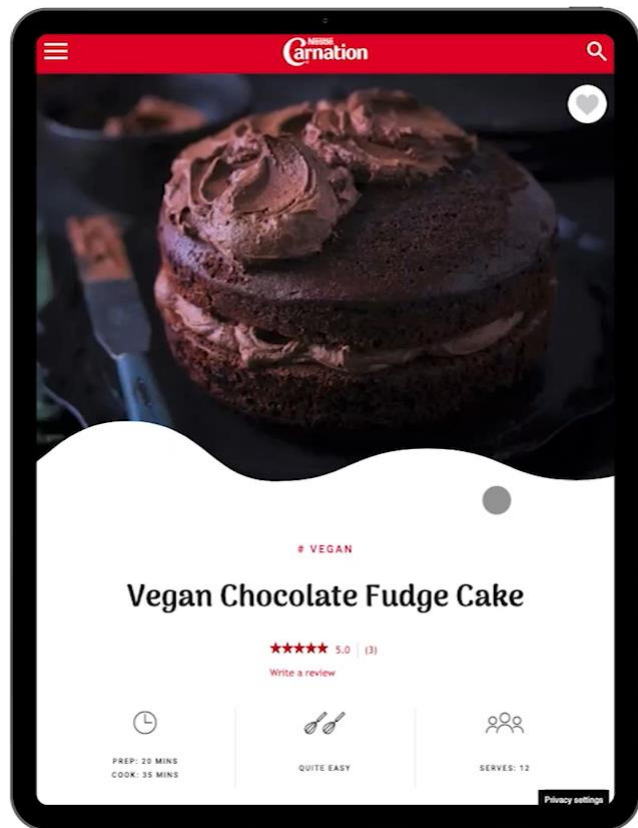
The items will live in the basket until bought or removed.



Recipes

Turn a bank of recipes into revenue driving content en masse, whilst making the search for meal inspiration and planning simple.

*Multi-product Add to Basket**





Where To Buy

The Where To Buy journey connects shoppers with their nearest local stores to click and collect or purchase offline.

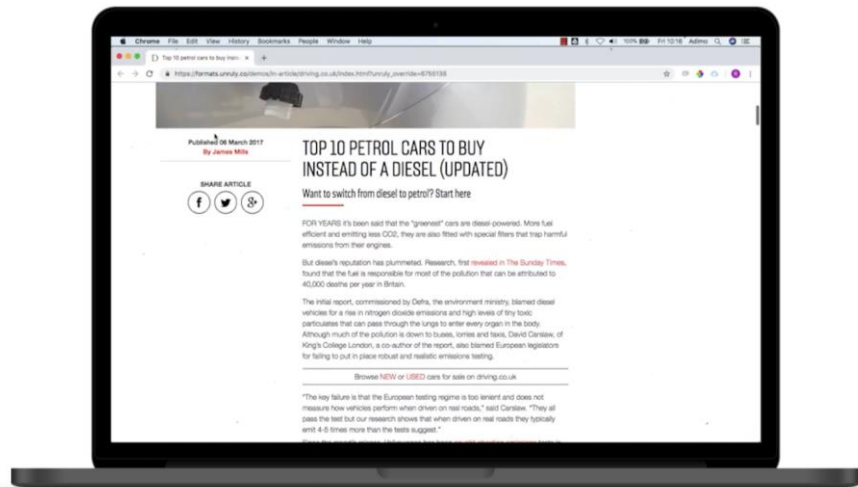
Where To Buy is the ideal solution for NPD's with limited availability.



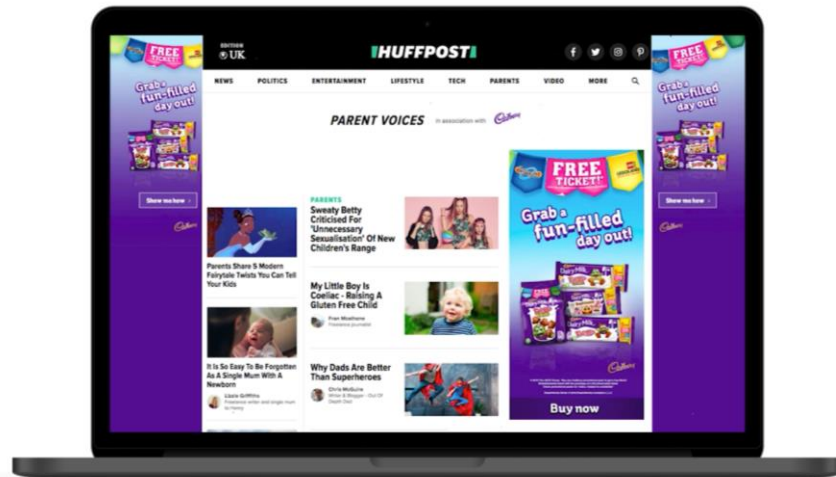
**Shoppable opportunities across all
media environments.**

Adimo technology makes display and video ads natively shoppable

All we need are your standard HTML or VAST tags



For **Video (VOD)** we only require your standard VAST tags to get your campaigns up and running.

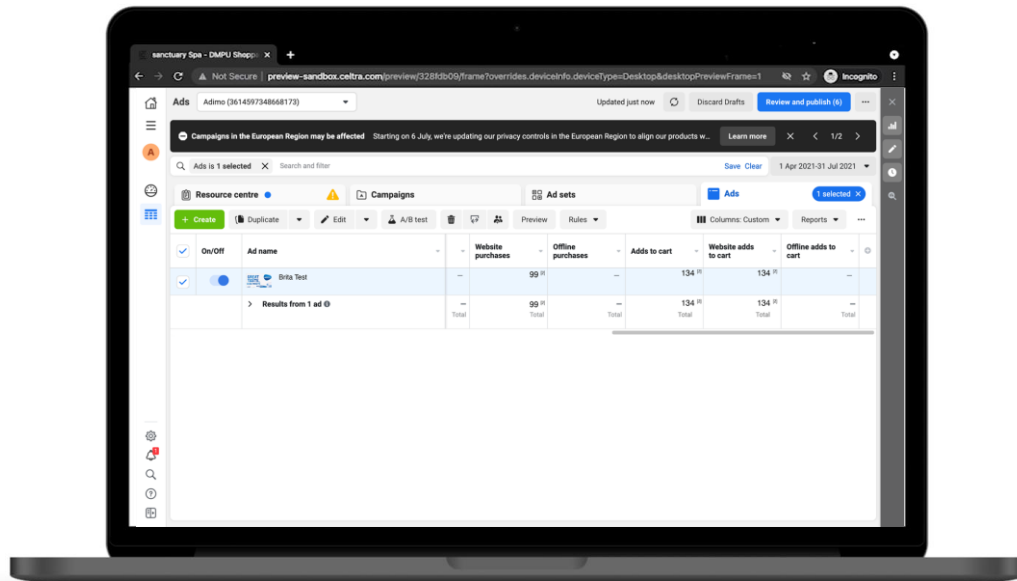


For **Display** we only require your standard HTML tags to get your campaigns up and running.

We have a global data integration with Facebook & Instagram



Facebook Ad Creative

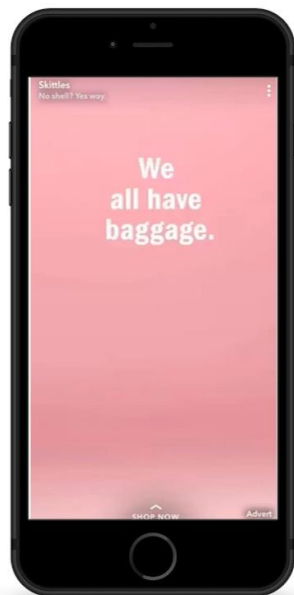


Facebook Dashboard

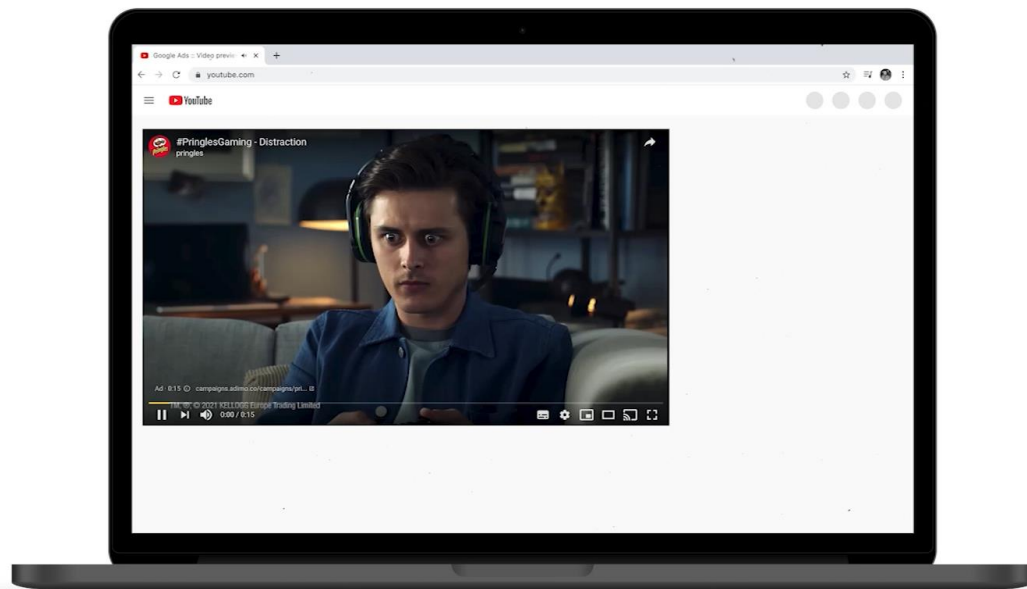
Marketing and content integration across any Social Media platforms



Tik Tok



Snapchat



YouTube

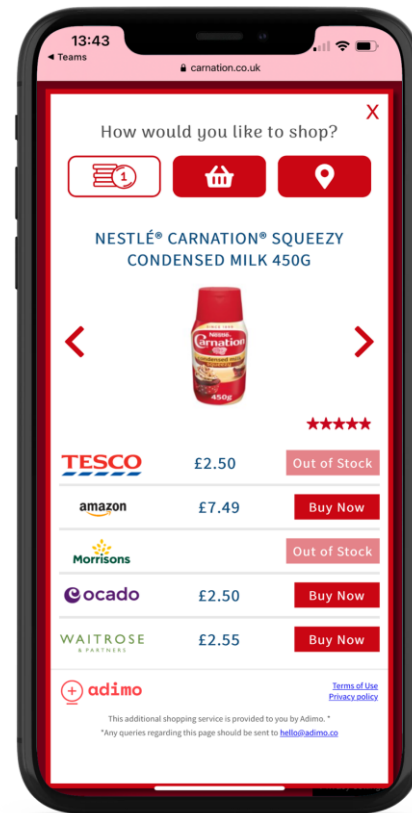
Managing out of stock

Our technology:

Regularly checks retailer sites for SKU availability and latest pricing or offers

Automatically updates the front end of your integrations with the most up to date product information

Update products in your integration to show as 'out of stock' OR make them available again



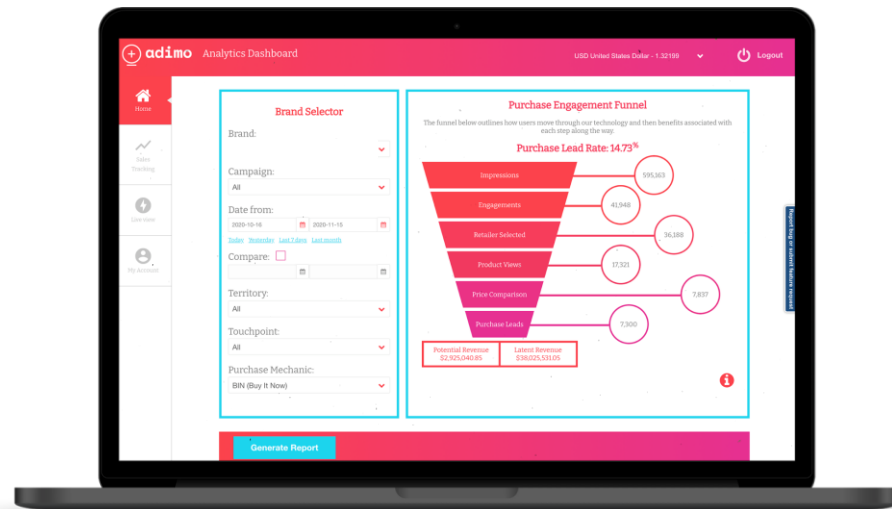
Insights & Reporting With Adimo.

The Adimo Analytics Dashboard

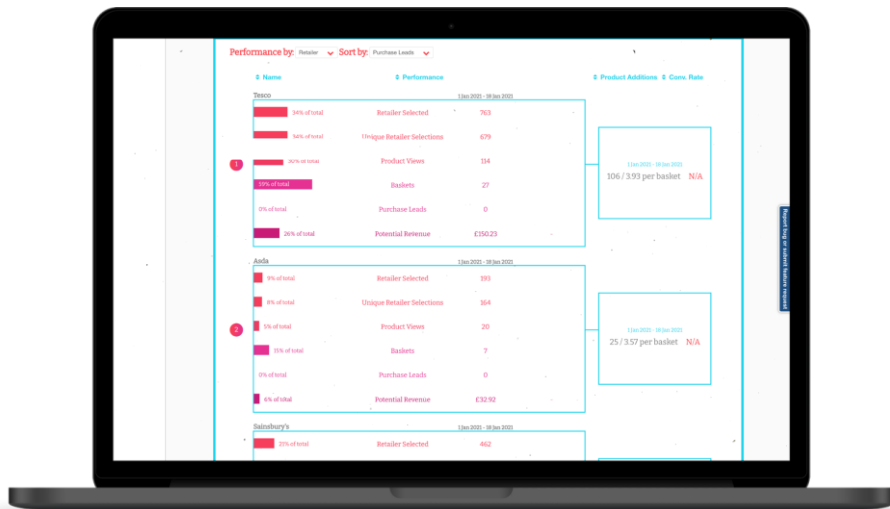
Full funnel metrics in one seamless dashboard

The Adimo Analytics Dashboard collects all your cross-channel campaign data in one place, allowing you to measure performance in real-time across every stage of the shopper journey.

Our sales tracking feature can be enabled* to further enhance your campaign insights with retailer level transaction data.



Retailer level insights



Strengthen retailer relationships

Adimo campaign data can be split by retailer to help you identify the most popular partners amongst your audience.

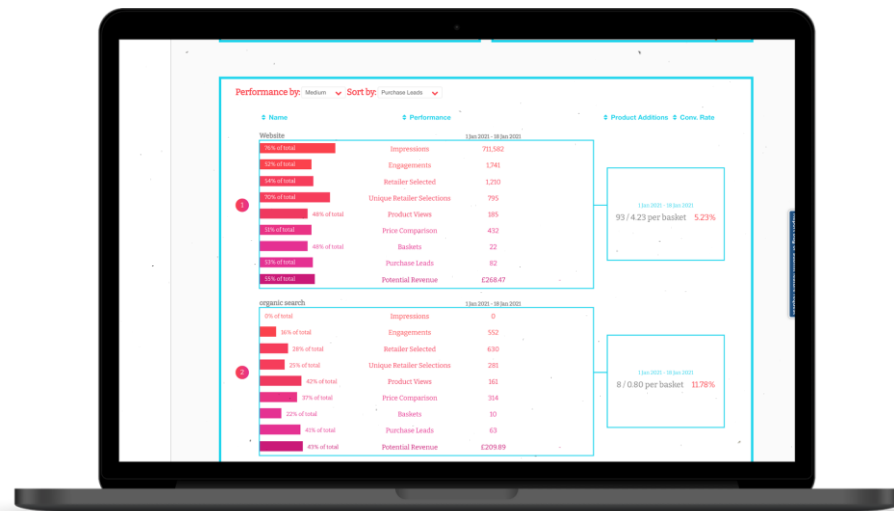
Clients use our granular retailer level insights to build and strengthen relationships with retail partners.

Source level insights

Identify the channels driving purchase intent

Our comprehensive dashboard allows you to gather granular source level insights about your campaign performance.

Identify the highest performing traffic sources, optimise campaign spend, and maximise ROAS with real-time data.



Pixel any data point in the Adimo journey with 3rd party pixels.

Std. digital metrics

Impressions

Clicks/ views/ visits

Retailer selection

Data layers with Adimo
that traditional media cannot
measure.

Products viewed

Price Comparison

Basket Addition

Transaction Data

Thank You