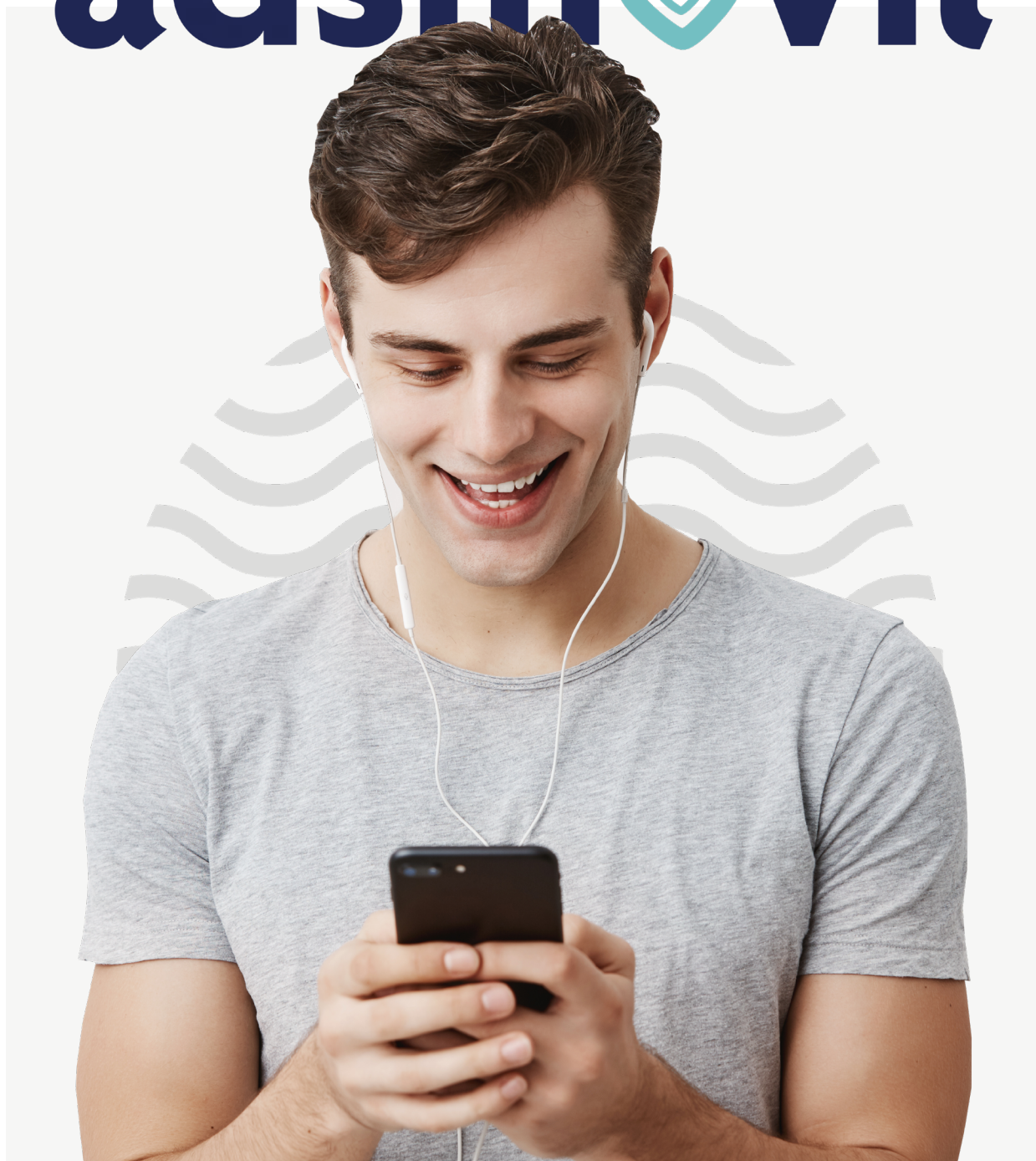


ABOUT adsmovil



Adsmovil was created to identify and reach the Hispanic market, while driving brand resonance across generations, cultures, and digital screens.

ABOUT ADSMOVIL

Adsmovil was first established in Colombia in April 2010 and expanded to the U.S. in September 2012. The organization shares the same cultural experiences as the Hispanic cohort, having family roots in Latin America, which earns them the ability to successfully establish meaningful and authentic consumer connections.

With in-depth knowledge of the Hispanic market, Adsmovil is dedicated to reaching and engaging Hispanic audiences across languages, acculturation levels and backgrounds via creative, multidimensional distribution channels.

Throughout its first decade, Adsmovil has pioneered the art and science of Hispanic mobile advertising, forming direct relationships with more than 2,500 digital premium publishers, and reaching almost half (48%) of the total Hispanic digital population.

INNOVATION

The Adsmovil team continues to embrace and leverage the latest in cutting-edge technologies, ranging from creative dynamic optimization to geolocation data - all in service of reaching high-value customers with extensive targeting strategies.

Since its inception, the company has led the industry with unprecedented offerings including location targeting (past/present), search enhancement, programmatic, Adsmovil PERSONAS, digital audio, social influencers, and CTV.



NUESTRA.TV is Adsmovil's latest product offering. This free, bilingual video streaming (AVOD) platform was created for multi-generational Hispanic households and delivers premium content designed to entertain, inform, and inspire across multiple cultures, generations, and languages.

»Nuestra.TV

SERVICES

As pioneers in Hispanic digital advertising, Adsmovil provides omnichannel solutions that authentically engage and connect brands with targeted Hispanic audiences at every digital touchpoint throughout the consumer journey, putting brands inside the minds and hearts of Hispanic consumers both linguistically and culturally.

Its audience data platform, Adsmovil Personas, goes beyond Census data to target specific Hispanic audiences via a decoupled proprietary data layer and is supported by more than 20 Million Adsmovil Hispanic profiles. From first generation Spanish dominant speakers to third generation “Spanglish” speakers and beyond, brands can customize their ideal Hispanic consumer using key demographic factors.

Adsmovil also has a direct relationship with 2,500 digital premium publishers from the U.S., LATAM and Spain which facilitate unique and personalized brand opportunities across multidimensional distribution channels.

As storytellers, Adsmovil tailors brand campaigns to the Hispanic lens using its full-service content studio that combines ideation with a cutting-edge digital advertising approach.



MINORITY-OWNED BUSINESS



As a certified minority-owned business since 2021, Adsmovil helps organizations strengthen their brand recognition, community outreach, company culture, and minority marketing efforts.

SOCIAL & COMMUNITY IMPACT

Along with serving the Hispanic market, Adsmovil is committed to driving positive social change across the globe. The organization is especially committed to contributing to efforts combatting the climate crisis and its disproportionate impacts on disenfranchised communities.



Adsmovil has joined the Saving the Amazon Foundation, pledging to minimize its carbon footprint and maximize energy efficiency.

With this initiative, Adsmovil unites with other private and public organizations around the world in seeking carbon neutrality and minimizing harmful greenhouse gas emissions.

Adsmovil has headquarters in Miami, FL with additional offices in Los Angeles, New York and Chicago.

U.S. Headquarters:

2222 Ponce de Leon Blvd., Miami, FL 33134

www.adsmovil.com

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