

# BORN IN RETAIL, COMMITTED TO BRAND PERFORMANCE

**Specializing in digital consumer path to purchase data for over 17 years.** Adlucent is retail's direct demand platform for all brands – from enterprise to boutique operators across all verticals. Combining intent with proprietary data, Adlucent integrates its clients into their consumers day-to-day, connecting with them at their most receptive moments. By leveraging the power of programmatic ad buying technology across a wide range of media channels, we execute next generation campaigns at scale, with local expertise, in real-time. With our multi-channel branding and performance solutions, we give our clients an unfair advantage over their competition.



**Fully-Integrated Solutions**



**Transparency**



**Connectivity to Retail**



**Proprietary Data Platform**

## Solutions: Search & Programmatic Work Better Together

**Capture users before, during, and after they search.** By tapping into new audiences, programmatic can increase both branded and non-branded searches, grow PPC traffic, and drive more conversions. Many brands have seen direct conversions double, surpassing all conventional account optimizations.

### Identify

Our MomentAware™ DMP finds your target audience based on **location, intent, and shopping behaviors.**

- ▶ 300+B mobile signals
- ▶ 150MM unique device IDs
- ▶ 100MM households mapped

**Proprietary data points:**

- ▶ Past purchase & retail affinity
- ▶ Emotional triggers
- ▶ Behavioral nuances
- ▶ Location

### Engage

MomentAware™ combines shopper and location data with behavioral insights and context to engage your target audience **at their most receptive moments.**

**Mobile-first approach across channels:**

- ▶ Cross Device
- ▶ Social
- ▶ Native
- ▶ Influencers

### Measure

Measure ROAS on online actions and validated target audiences. With access to our proprietary location graph and POS sales platforms, we accurately **attribute results to the right ad campaign**

- ▶ Store visitation
- ▶ SKU level data
- ▶ Environmental impacts
- ▶ Buyer profile insights