

# Let your brand become a hyperlocal hero

Investing in localized digital campaigns allows clients to efficiently reach targeted audiences, personalize messaging, gain a competitive edge, and foster customer loyalty through tailored and data-driven marketing strategies. Still challenge remains the same: How to make sure right message reaches the right audience and how to set up, run and optimize campaigns in most time efficient way?

## CLIENT CHALLENGES

Personalization	Precision	Impact
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Effectively connecting with geographically specific audiences while maintaining consistency and scalability across multiple locations and placements.

## CONNECT LOCALLY, CONVERT GLOBALLY

What esome offers you:

- **Market expertise** to consult you on your individual needs regarding localized advertising strategy
- We are able to show **customized ads** to the users based on **their location** on both TV and digital placements
- **Support and consulting in all campaign stages** – from planning the right placements, setting up all the numerous, dynamic and complicated parts of the campaign, to generating unique learnings out of campaign reports

What makes us unique is our expertise in localized advertising paired with cutting-edge, proprietary technology empowering us to:

- Set up and optimize **complex local campaigns** in **efficient way**
- **Generate important learnings** and ultimately help improve **consumer loyalty**.

77%

forecasted number of retail sales in brick-and-mortar shops for 2025, despite significant uprise of e-commerce.

13.9%

CAGR growth in digital Drive-To-Store advertising spend in Europe from 2021 to 2025.



Let's talk.

Together with you, we dive into a strategy development facing your individual challenge.