

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

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

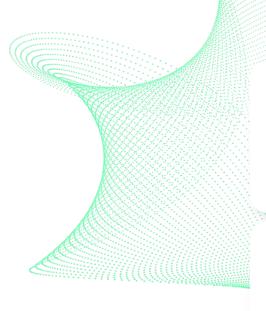
CONNECT LOCALLY, CONVERT GLOBALLY

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 loyality.



77%

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

13.9%

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

