Adsmovil Launches 'Adsmovil Personas' Audience Data Platform for the U.S. Hispanic Market With More Than 25 Million Profiles

*Hispanic mobile media company offers decoupled and deterministic data on Hispanic profiles*

MIAMI (PRWEB) January 24, 2019 -- Adsmovil, the leading mobile advertising company targeting U.S. Hispanics with a direct relationship with 1,200+ Latin American, Spain and US Hispanic publishers, announces the launch of its audience data platform, ‘Adsmovil Personas,’ which will allow brands and agencies to target U.S. Hispanic audiences via decoupled data from their preferred DSPs at scale.

The platform allows brands to customize U.S. Hispanic audiences by leveraging enriched profiles with more than 500+ data points from partners that provide transactional, location, and behavioral data (including Kantar, Shopcom, AmeriLink among others). These newly created audiences can be distributed to preferred DSPs in a matter of minutes.

“One of the biggest drawbacks that we see in the market is the technique used to identify U.S. Hispanic audiences since in most cases the approach is probabilistic based on merely census data and language browser settings. Our approach is fully deterministic based on the publishers the user is visiting, the frequency, and the time spent,” says Alberto Pardo "Banano,” CEO of Adsmovil.

Adsmovil audiences are refreshed and cleaned every thirty days to ensure the profiles are up to date. Each of these users are linked to a common unique identifier allowing brands to impact them not only through mobile campaigns, but also on desktop and digital TV (DTV).

“We’ve had numerous requests from trade desks if we can decouple our data from media and there are many competitors in our space that can only offer probabilistic data via media campaigns. Our data product launch is the first of its kind in the U.S. Hispanic space and we’re very excited to offer true, enriched profiles at scale to our brand and agency partners,” says Andrew Polsky, CRO for Adsmovil.

Brands and agencies can purchase Adsmovil Personas customized Hispanic audiences as decoupled data to be consumed on their preferred DSPs over any traffic source.

ABOUT ADSMOVIL:
Adsmovil is the leading and pioneer U.S. Hispanic mobile media company, with offices in key Hispanic markets and a presence in major Hispanic cities across the country. The company’s focus on the U.S. Hispanic market enables its clients to reach more than 47.7% of the total Mobile USH audience. Always adapting new technologies, Adsmovil has been a leader in Hispanic Mobile Advertising since 2012. For more info visit www.adsmovil.com
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