Elevate Your Digital Advertising Campaigns

Aki Technologies, powered by Inmar Intelligence®, uses proprietary data, moment targeting, and creative personalization to activate more data-informed campaigns, reach verified audiences, and scale across all digital media channels.

MomentsAI

Leverage proprietary data sets and machine learning to determine when and how to win attention and influence receptive audiences toward affinity, consideration, and purchase.

Data signals include:

- Location
- Weather conditions
- Device type
- App genre

A component of Aki's MomentsAI technology identifies patterns and predicts advertising receptivity

Personalization

Deliver relevant messages to consumers without the heavy lifting. Dynamically personalize up to hundreds of thousands of creatives from a few assets.

Variables include:

- Geo-location
- Weather and conditions
- Daypart
- Audience messaging
- Product feature messaging
- Call-to-action

Creative services:

- Motion graphics
- Rich media
- Display production
- Talent procurement for social

Measurement

Prove advertising impact by partnering with your preferred third-party vendor in combination with Aki's proprietary methodology for transparent campaign reporting and attribution.

SALES LIFT
Sales lift and incremental sales

VISIT LIFT
Visit lift at one or multiple store locations

INMAR ATTRIBUTION
Reports on user-level sales data from exposed consumers

DELIVERY REPORTS
Highly visual post-campaign reporting with moments-level insights and recommendations

Data

Reach your audience according to their buying habits with a deterministic data set.

INMAR TRANSACTION DATA NETWORK

Personalize at scale with 80% U.S. household penetration

Target retail partners with confidence using transaction log data and basket insights

Measure with accuracy using SKU-level measurement attribution availability

Match Your Media to the Moment

8am	10am	12pm	6pm	10pm
Morning Read	Work Break	Lunch Break	Running Errands	Prime Time TV
MOBILE	DESKTOP	SOCIAL	DOOH	CONNECTED TV

Contact us today to learn more.

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