

PROGRAMMATIC HISPANIC MOBILE EXPERTS



+250 MM

Monthly
impressions

+30 MM

Uniques

PREMIUM ★ HISPANIC
PUBLISHERS



45.9% **54.1%**

HISPANIC MALE

HISPANIC FEMALE

60%

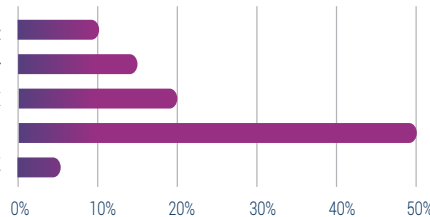
SPA

HISPANIC CONTENT
BY LANGUAGE

40%

ENG

65+ Traditionalist
55-64 Baby Boomer
45-54 Hispanic Gen X
18-44 Hispanic Millennial
13-17 Hispanic Gen Z



HOW DOES ADSTMVIL IDENTIFY HISPANICS?

CUSTOMIZED HISPANIC AUDIENCES

Adsmovil proprietary data of **30MM US Hispanic User** + over **500** data points



US USERS
READING
HISPANIC
CONTENT
SITES



FREQUENCY
VISITING
HISPANIC
CONTENT



TIME SPENT
CONSUMING
HISPANIC
CONTENT



3.1
MM U

AUTO INTENDERS

1.8
MM U

MOMS

2.8
MM U

MOVIE GOERS

4.7
MM U

HOLIDAY
SHOPPERS

1.2
MM U

FITNESS
ENTHUSIASTS

1.9
MM U

COOKING
ENTHUSIASTS

HOW CAN ADSTMVIL AUDIENCES BE DELIVERED?

MOBILE AD FORMATS

WAYS TO BUYING PROGRAMMATIC



★ SEGMENTED DEAL

ADSTMVIL SUPPLY
+ ADSTMVIL DATA

PREFERRED AND
GUARANTEED DEALS



DATA DECOUPLED

ADSTMVIL DATA +
ANY TRAFFIC

AGENCY DSP AND/OR
DMP



Digital Audios

Streaming
Online Radio
Podcast



Banners

Adhesion
Standard
Expandables
Rich Media



Video

Instream
Outstream
Instant Play
DEC

Ad Sizes
320x50
300x50
300x250
320x480
FullScreen

★ Guaranteed Deal

★ Preferred Deal

★ Private Auction



PARTNERS:

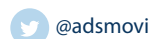


For Programmatic Deals and Connection
Information please contact:

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Adsmovil

MOBILE ADVERTISING SOLUTIONS