ADMOV
Transport Marketing Solutions

www.admov.tech

AdMov is a Smart Programmatic Advertising Platform.

Helping businesses deliver personalized content and targeted advertising to the right people at the right place, context and time.

Facial Detection

Target the right customers for your ads. AdMov tablets can determine the age and gender of riders that best suits your brand.

Geo-fencing

Run ads on where your customers are. Proxity marketing allows you to target zones, cities and places of your right audience.

Market Research

Know the pulse of your audience. Learn what customers think to guide your future campaigns

Realtime Analytics

Analyze the distribution of ads in real-time, Learn the feedbacks of riders and adjust your campaigns to adapt to their response.

Lead Generation

Convert riders into customers. Capture sales leads via QR codes, coupons and email lead gen.
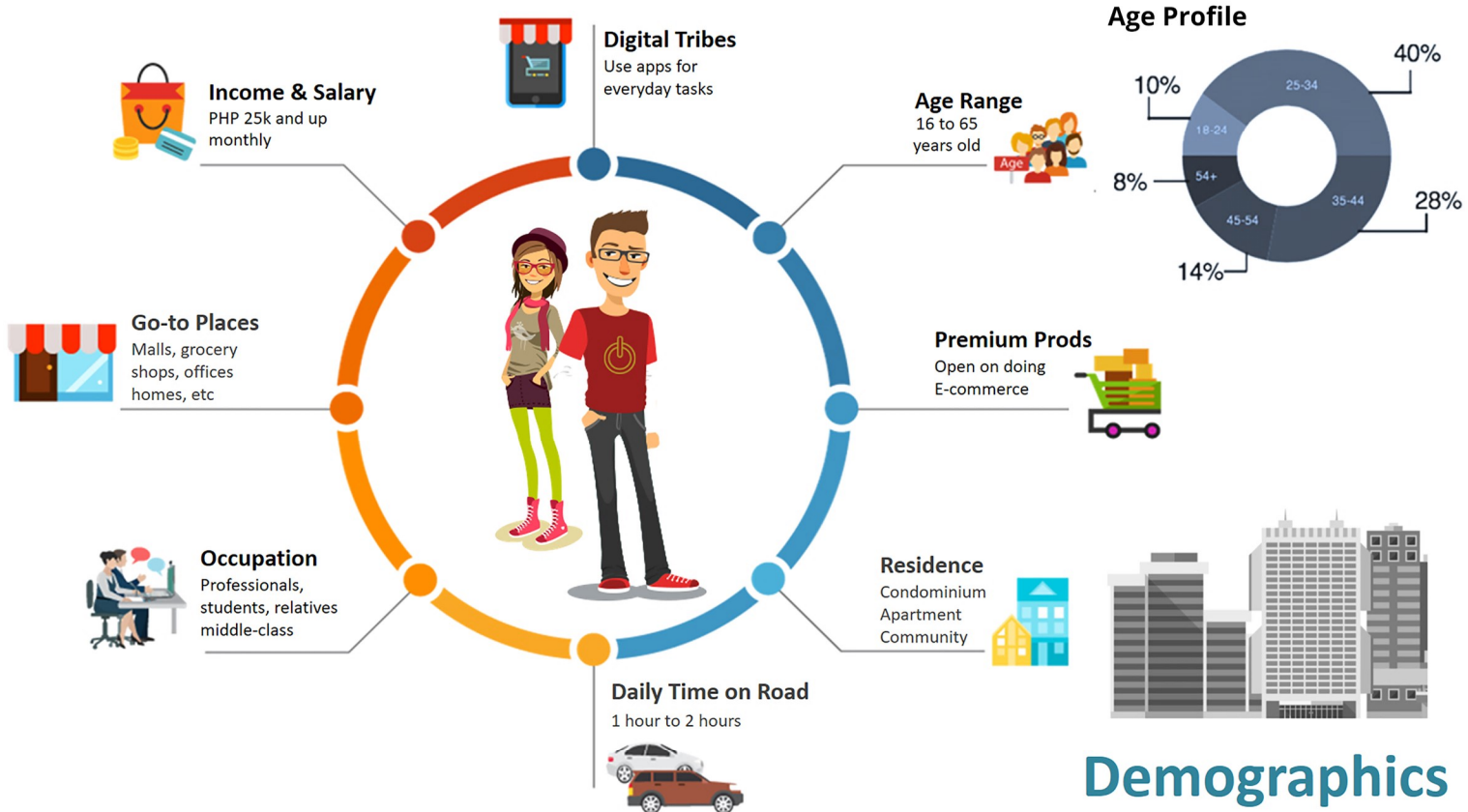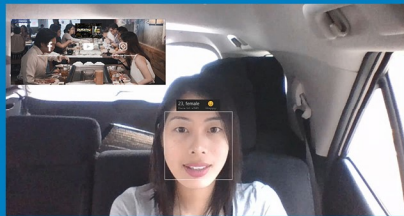
Campaign Report

Measure the progress of your in-transit campaigns. Know how the value of your ads spent and your ROI

Why TNVS Riders?

TNVS riders represent the middle class Filipinos. This segment has higher capacity to pay compared to mass consumers. A class which offers many benefits for brands to tap

Income & Salary
PHP 25k and up monthly

Digital Tribes
Use apps for everyday tasks

Age Range
16 to 65 years old

Age Profile
- 10%
- 40% (25-34)
- 8% (54+)
- 28% (35-44)
- 14% (45-54)
- 18-24

Go-to Places
Malls, grocery shops, offices homes, etc

Premium Prods
Open on doing E-commerce

Occupation
Professionals, students, relatives middle-class

Residence
Condominium Apartment Community

Daily Time on Road
1 hour to 2 hours

Demographics

Leverage 26,000 rideshare vehicles in Metro Manila

Facial Detection Live In Action

AdMov running facial detection for Osakatsu. Resto ads are displayed to millenials who are fond of new resto experiences.
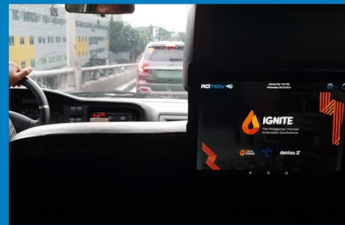
Proximity Marketing in CBDs

AdMov running location-based marketing for the Ignite Event. Ads are aired everytime cars are within Makati, BGC and Pasig.

Companies and Brands

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