

# the omnichannel edge – how connecting omnichannel campaigns delivers better performance for brands



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**MEASURE**

# theTradeDesk<sup>®</sup> Intelligence

The alchemy  of  
 omnichannel



# Moving from a multi-channel approach to an omnichannel audience-first strategy



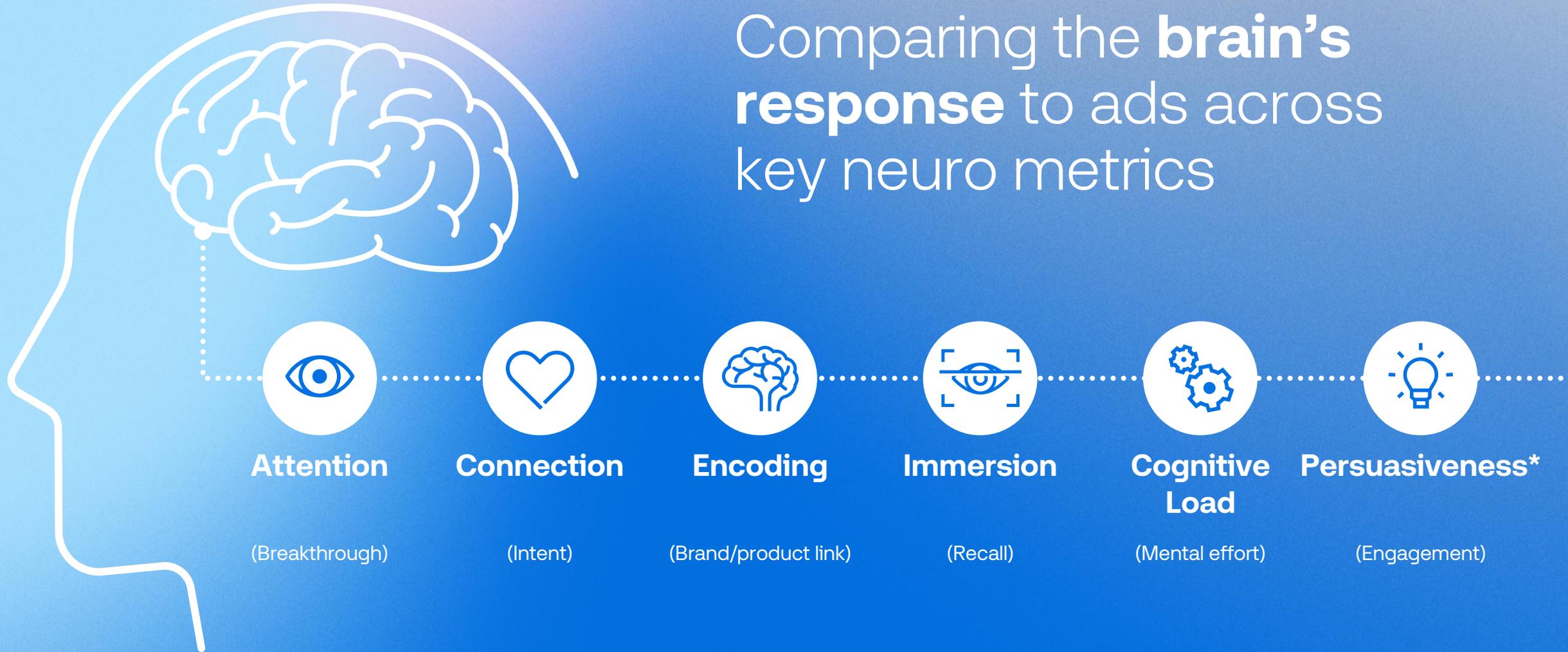
Can audience-first omnichannel strategies boost brand performance, improve audience experience and reduce wastage?



 **theTradeDesk<sup>®</sup>**



# Comparing the **brain's response** to ads across key neuro metrics



MEASURE

INDICATOR



Connection

Intent

1.5x

**MORE**  
CONNECTED



Attention

Breakthrough

1.4x

**MORE**  
ATTENTION PAID



Encoding

Brand association

1.7x

**MORE** ENCODED  
TO MEMORY



Meet 

**Maria Gudino**

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 theTradeDesk®



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# Audio

Engages audiences  
– from **motivation**  
**to relaxation**



## Audio

consistently drives:



**HIGH**

**Connection  
Encoding**

## Omnichannel audio

drives:



**1.5x**

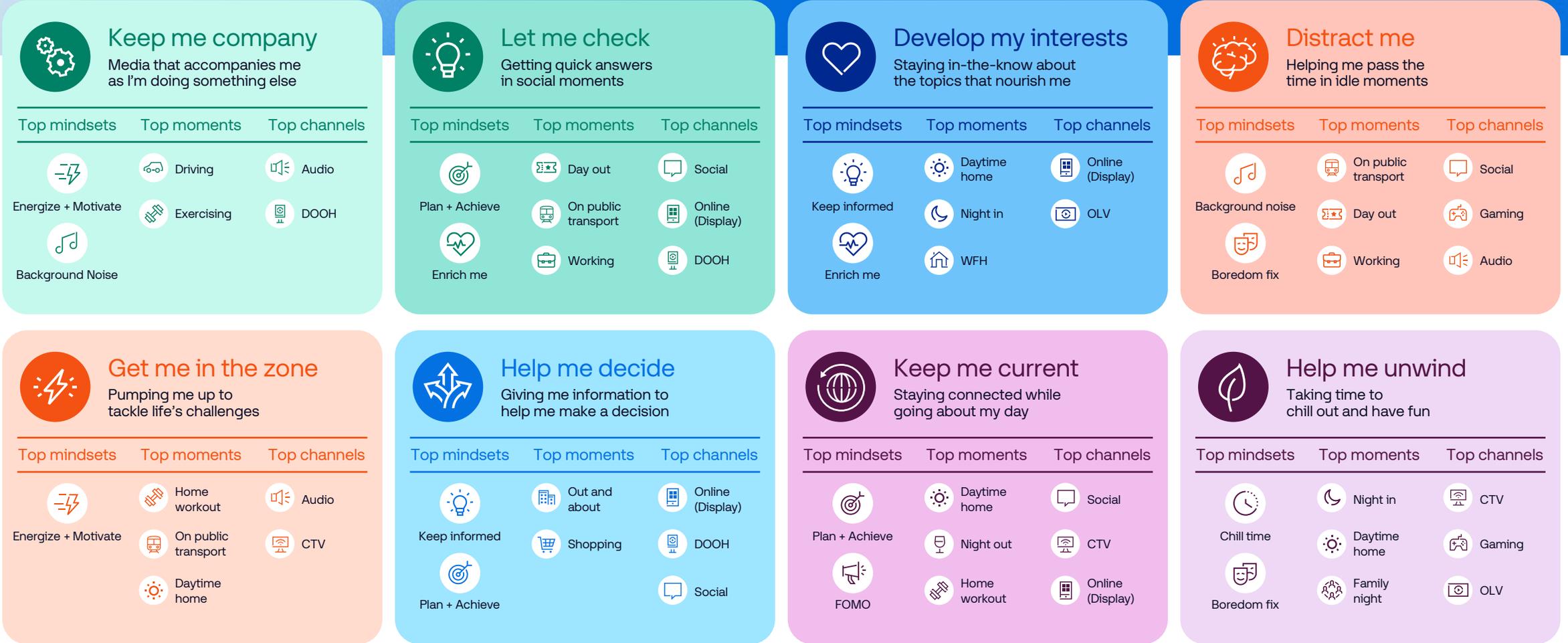
**Greater  
Attention**



**2.1x**

**Greater  
Immersion**

# Different media play different roles



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Thank  
**you** 



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