VLAD EDELMAN

Founder of the world's first virtual ad agency.
targetable.com

#ENTREPRENEUR

Looking for someone known for improving the customer experience? Look no further, Vlad Edelman is your man. Vlad has been in the restaurant industry for over ten years and has helped the likes of Ansible, Soapbox Mobile, and ESPN's mobile business increase their CX. In 2014, he founded the game-changing product, HEROFI, that focused exclusively on creating better customer engagement tools for restaurants. Through all of his wins (and loses), Vlad continues to look for ways to improve customer experiences with countless brands. Over the last five years, he has built a company that focuses on equaling out the advertisement playing field. Through using modern rules-engines, real-time data visualization and automated content targeting, Vlad's company, Targetable, delivers an incredibly powerful, affordable, and platform-agnostic advertising engine that allows all retail companies to play like consumer giants. So what does Targetable actually do? Imagine you're a restauranteur. Wouldn't it be cool if you could offer up a beer special when your local NFL or MSL team scores in real-time? That is the power of Targetable. Vlad's app takes real-time news and updates and translates them into winning ad campaigns. But let's say you're not in the restaurant business, maybe you own a retail shop. There's bound to be a day that is notoriously slow because every company has one. Targetable will design the right message at the right time to drive the right audience to increase your business. Targetable is reshaping online advertising, and Vlad Edelman would be honored to tell you why.

LETS TALK ABOUT

• The first virtual ad agency for retail.
• Technology allowing local digital marketing at scale.
• Understanding small business owners pain-points.

FOUNDER

TARGETABLE

FOR PODCAST PLACEMENT

Katie White
(303) 885-8874
katie@kitcaster.com

AUDIENCE

SaaS

MARKETING

BUSINESS

kitcaster
p o d c a s t   a g e n c y