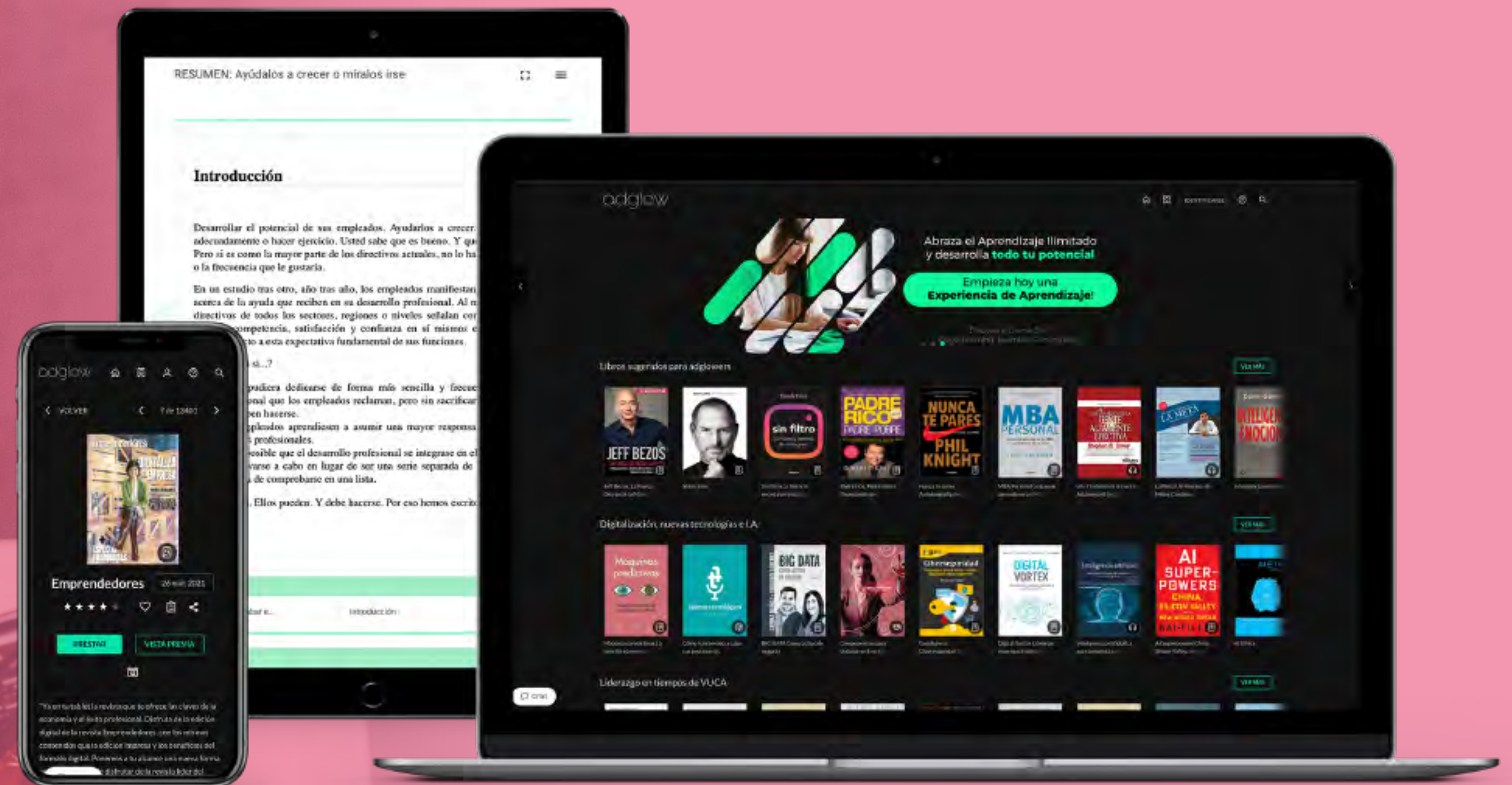


# CLIENT SPOTLIGHT

ODILO's Unlimited Learning Ecosystem boosts the advertising industry

adglow







# adglow

“We were looking for a platform full of content, accessible from every device and prepared to dynamize its use and help us measure the results. ODILO is the solution. We have built a new learning and upskilling global program for all departments in our company that ensures the continuous learning and individual growth of all our teams, helping them to meet their goals and find the best version of themselves”.

*Javier Galilea,  
Communications Director at Adglow*

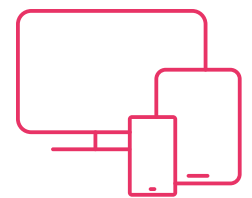


# GROWTH AND ISSUES

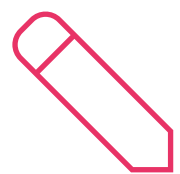
Adglow's advertising team works with a wide variety of advertisers and agencies to upscale and enhance their Digital & Paid Social Media campaigns.

In this constantly evolving industry, with a growing business, it is essential to offer continuous training to the whole team, so that they are fully prepared to face each new challenge the future might bring.

In that context, Adglow was looking for:



A unique ecosystem in which everyone could access training content at anytime



Personalized learning paths to train employees on specific business tools



Access to unlimited content at any time, in different languages and formats, to provide every employee with the best possible experience



The ability to develop new proprietary content and learning experiences on the platform so everyone at the company can receive the same onboarding and training.

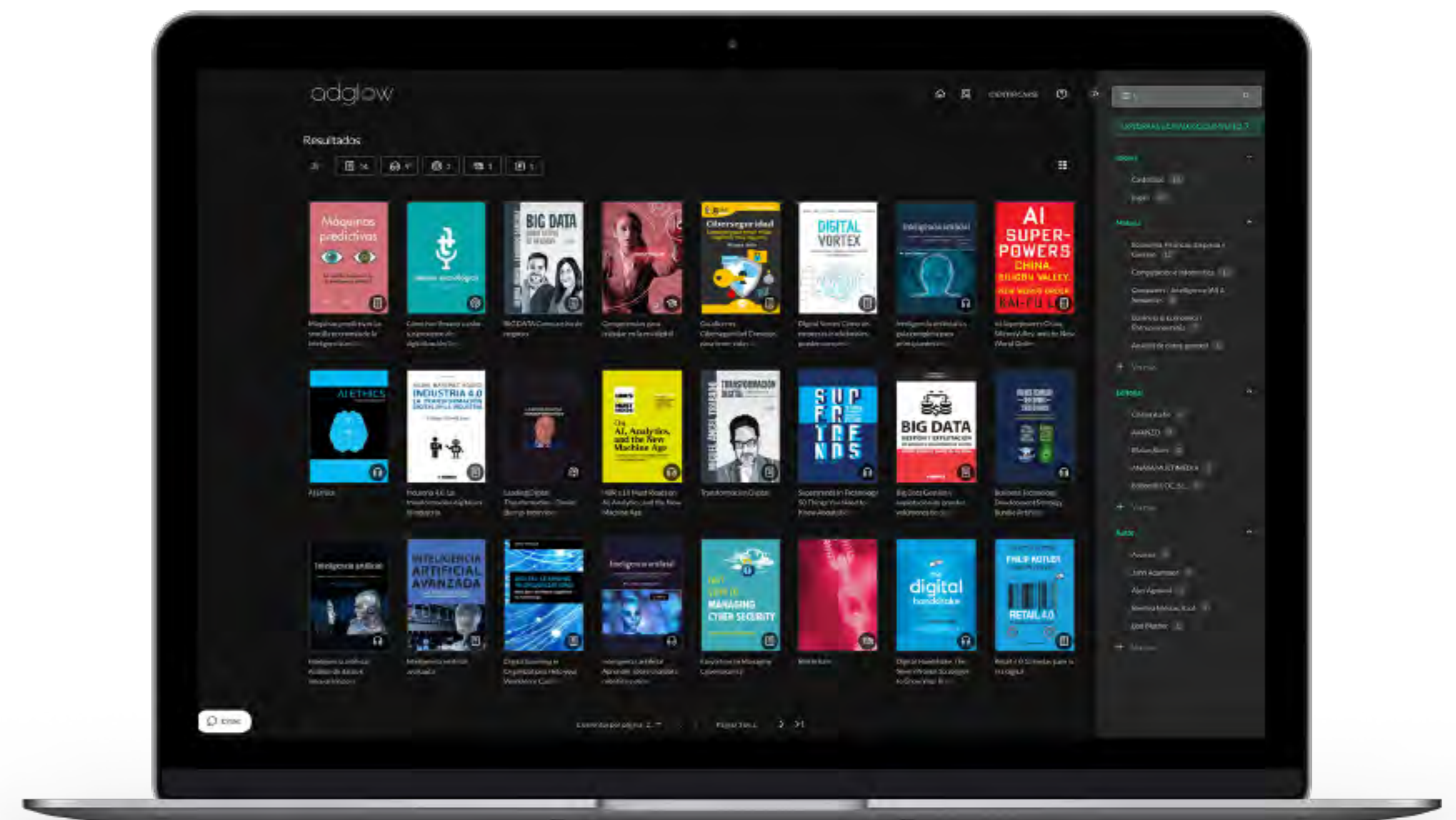




# READING ADGLOW, THE PERFECT UNLIMITED LEARNING ECOSYSTEM FOR A GROWING AD COMPANY

In order to train every person on their team easily and with no content limits no matter where they are, AdGlow, with ODILO's support, has developed its own **Unlimited Learning Ecosystem**, Reading Adglow. All #adglowers can use it to gain access to personalized learning experiences depending on their job position.

Up to **100 people** on Adglow's team now have **unlimited access** to the platform with the best and **most inspiring business titles** and **advertising-related courses**. In addition to the best quality content available, they can access learning paths to improve digital skills such as use of Adobe InCopy, Access, Acrobat DC. or sales skills such as closing deals, managing digital projects, or holding efficient meetings.

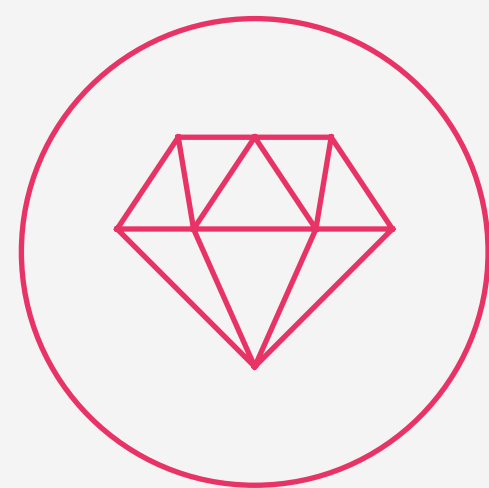




DEVELOPING LEARNING EXPERIENCES:  
PERSONALIZING TRAINING BY PROFILE



8 Learning Experiences completely personalized and defined for each team in the company



Unlimited content including specially highlighted advertising and digital marketing titles



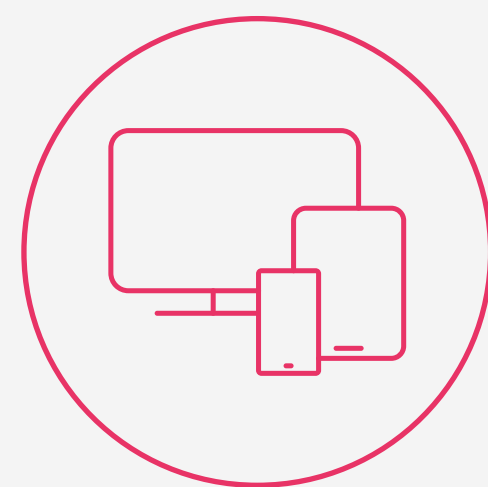
Content specifically chosen by Adglow to meet their goals



Professional Services support to create the best training strategies and help the company to optimize use of the ecosystem



Access for 100 employees from anywhere and on any device



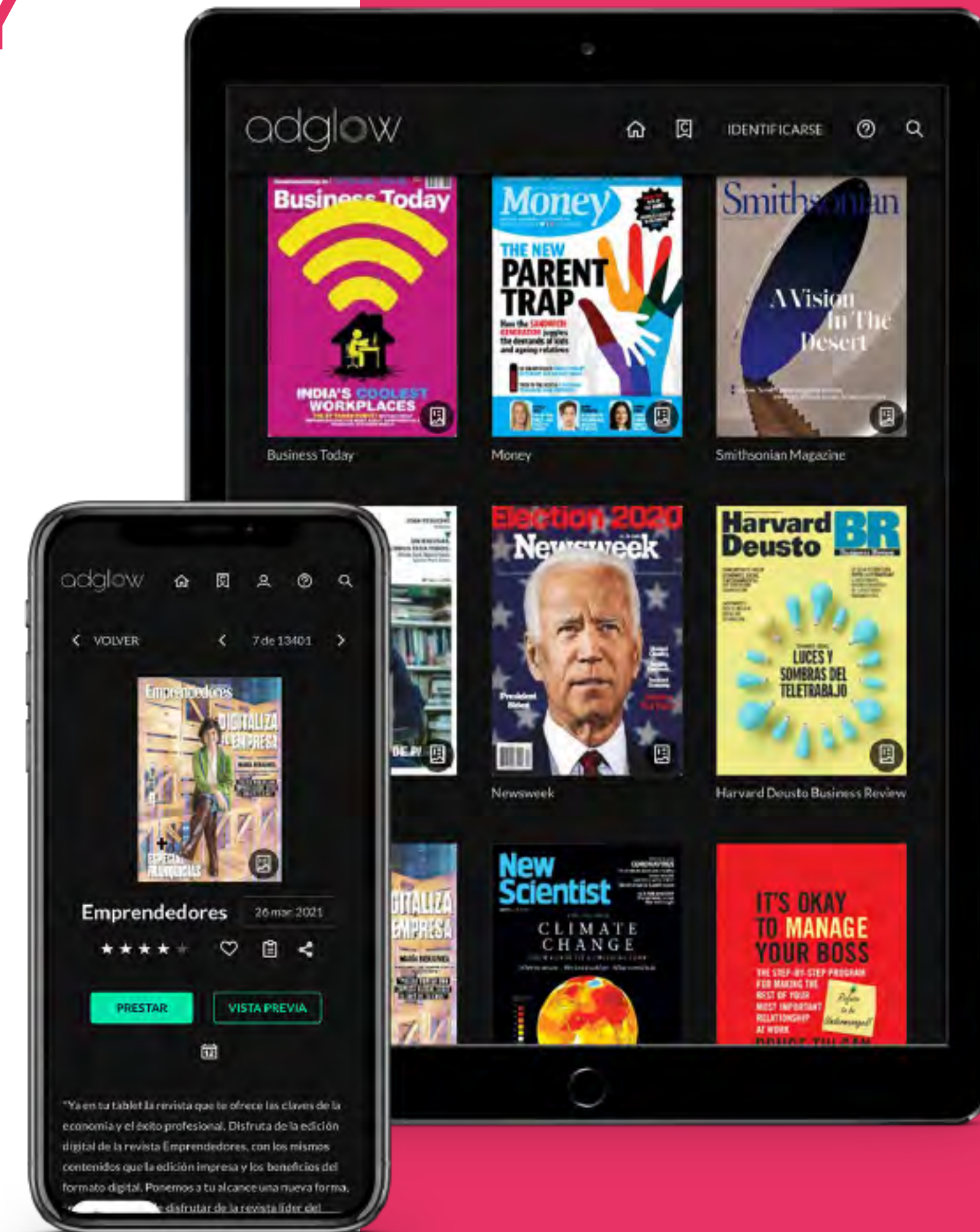
A digital platform that can continue to grow and evolve so that external and internal company members and affiliates can have access



# TRAINING AND PROFESSIONAL DEVELOPMENT AT THE CORE OF STRATEGY

With the development of their own **Unlimited Learning Ecosystem**, Adglow is putting **employee learning and training** at the core of its strategy to grow as a company and to provide the best service to its clients.

The agency's **benefits, results, and quality** depend on the **motivation and happiness** of their team members, which is why they have decided to make it easy for every employee to be trained in a personalized, flexible way that at the same time allows them to enjoy inspirational content.





“In our environment, which changes almost every quarter, we have been promoting internal training for a long time although we were always limited by the ways we could access different content from different providers and by the impossibility of measuring training efficacy. Now, **thanks to ODILO**, we have been able to standardize training and offer it to all adglowers at the same time. Also, the **Unlimited Learning Ecosystem** allows us to **personalize experiences** for each employee, no matter where they are.

**The solution is perfect for us”**



***Javier Galilea,***  
*Communications Director*  
*at Adglow*



# About Odilo

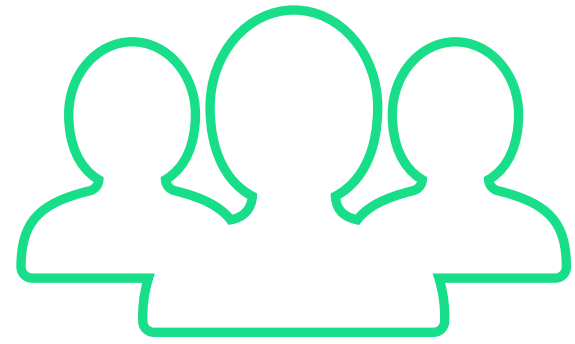
**ODILO** is the leading SaaS EdTech company in the creation of Unlimited Learning Ecosystems. ODILO integrates the newest technology (Artificial Intelligence, Machine Learning...) with multiformat content from the best providers in the world and intelligent learning services to help every organization deepen and promote a personalized, unlimited learning culture.

With ODILO, schools, governments, organizations, companies, and many more can create their own **Unlimited Learning Ecosystems** and enjoy **learning experiences, education, and reading** to prepare students for the future.



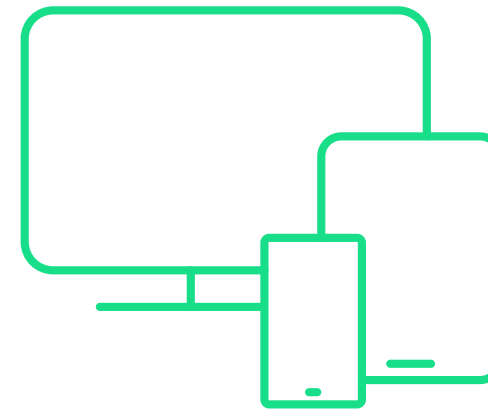


# ODILO by the numbers



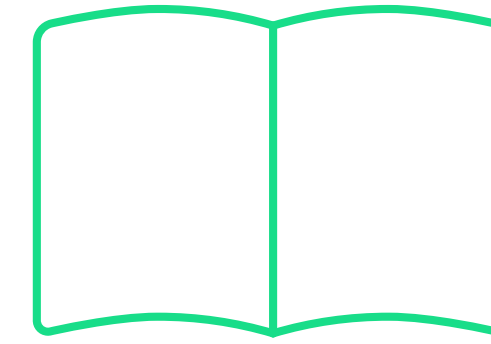
**+149,000,000**

Users on ODILO  
platforms



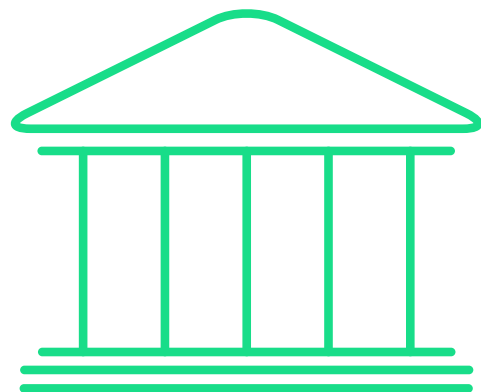
**+3,000,000**

Available digital titles



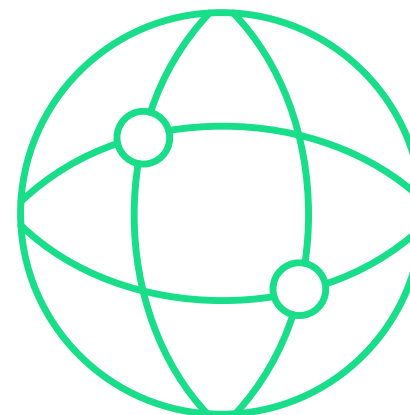
**+5,900**

Content providers



**+7,940**

Organizations learning  
with ODILO



**+50**

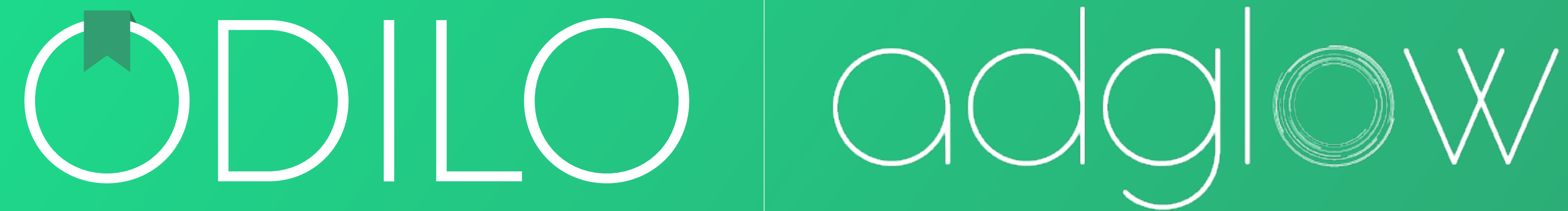
Countries



**+40**

Available languages





**FIND OUT MORE ABOUT HOW TO DEVELOP YOUR OWN LEARNING ECOSYSTEM AND  
EMPOWER YOUR EMPLOYEES WITH UNIQUE LEARNING EXPERIENCES AND THE BEST  
CONTENT IN THE WORLD**

✉ [marketing@odilo.us](mailto:marketing@odilo.us)

🌐 [www.odilo.us](http://www.odilo.us)

