

Mobile Advertising Redefined



We Chase Excellence and Results are a byproduct



A young and transnational AdTech company providing innovative online advertising solutions across the entire digital ecosystem



About Us

01

Data driven
algorithms for
Ad servicing



02

Global reach
across genres



03

Innovative
Ad strategies
for higher
conversions



04

100%
Transparency
with Fraud
protection



Evidenced by numerous case studies and best practices



Our Solutions



Performance Marketing

Drive mobile engagement to acquire high-quality users, cost-effectively and at scale with our performance marketing solutions



Brand Marketing

Use of smart tactics to deliver higher brand visibility across digital mediums to right audience at the right time thus building your brand equity



Performance Marketing Strategy & Approach



Explore

(Targeting)

1

Find the audience most in target with your app by analyzing app users historical and real-time behaviors through our predictive technology.

Enroll

(User Acquisition)

2

Drive installs through exclusive placements and certify them by our anti-fraud system, turning each download into a loyal client.

Engage

(Post acquisition optimization)

3

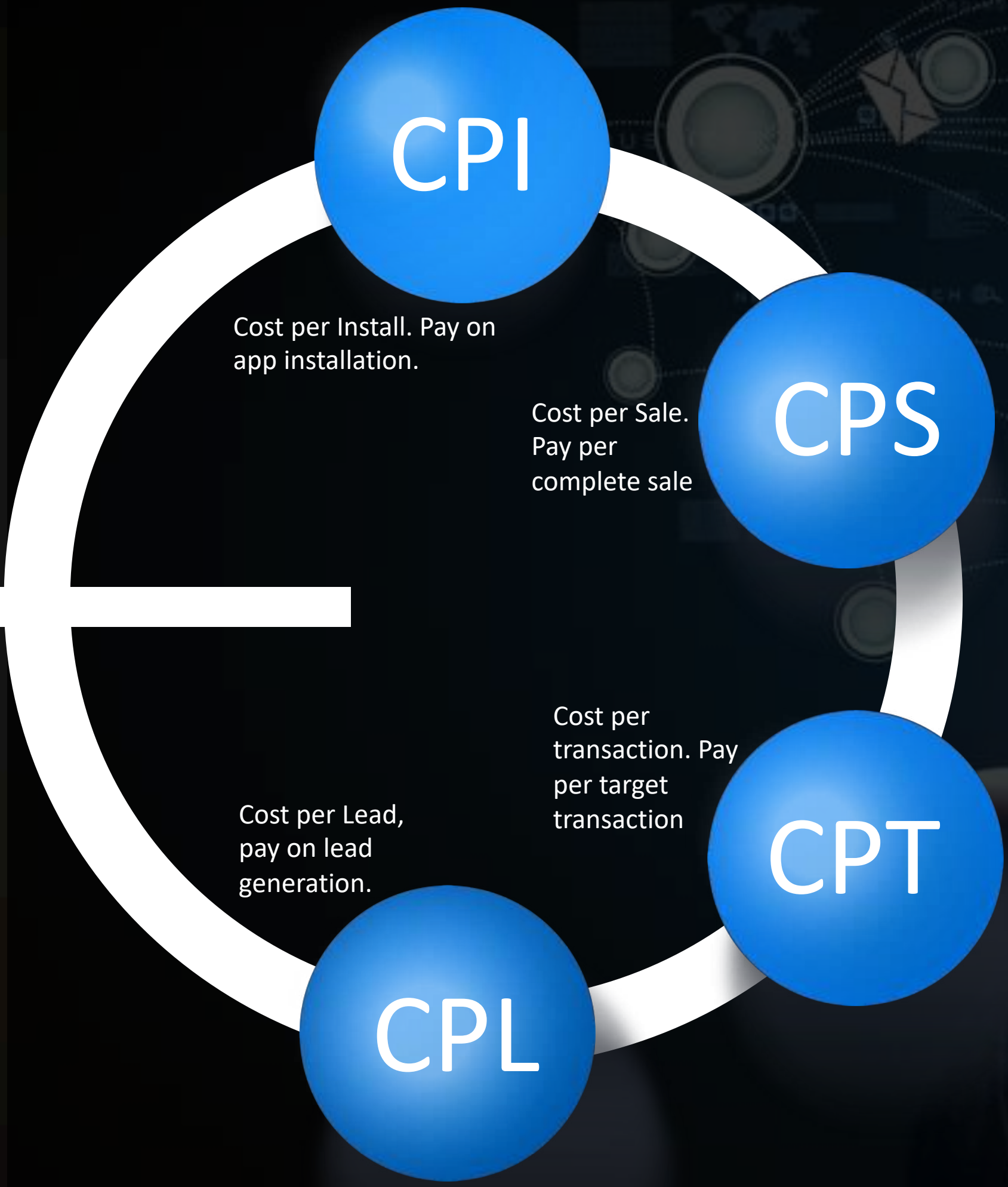
Optimize post install activities and expand client's active user base with smart campaigns to increase the LTV of users.

3E Approach to App Lifecycle Management



Performance Marketing
our operating

Models & Methods



Targeting Capabilities

 AD POSITION	 IN-APP VS WEB
 STORE CATEGORY	 DEVICE MANUFACTURER
 OS VERSION	 CITY
 CARRIER	 TIME OF THE DAY



Performance Marketing

Category wise capability



Gaming



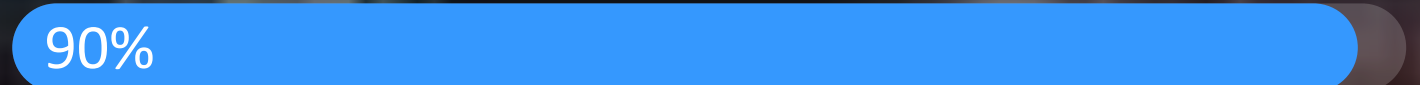
E-Commerce



OTT



Banking & Financial services



Food



Travel



Utility



Lifestyle



Productivity



Others





Performance Marketing Placements



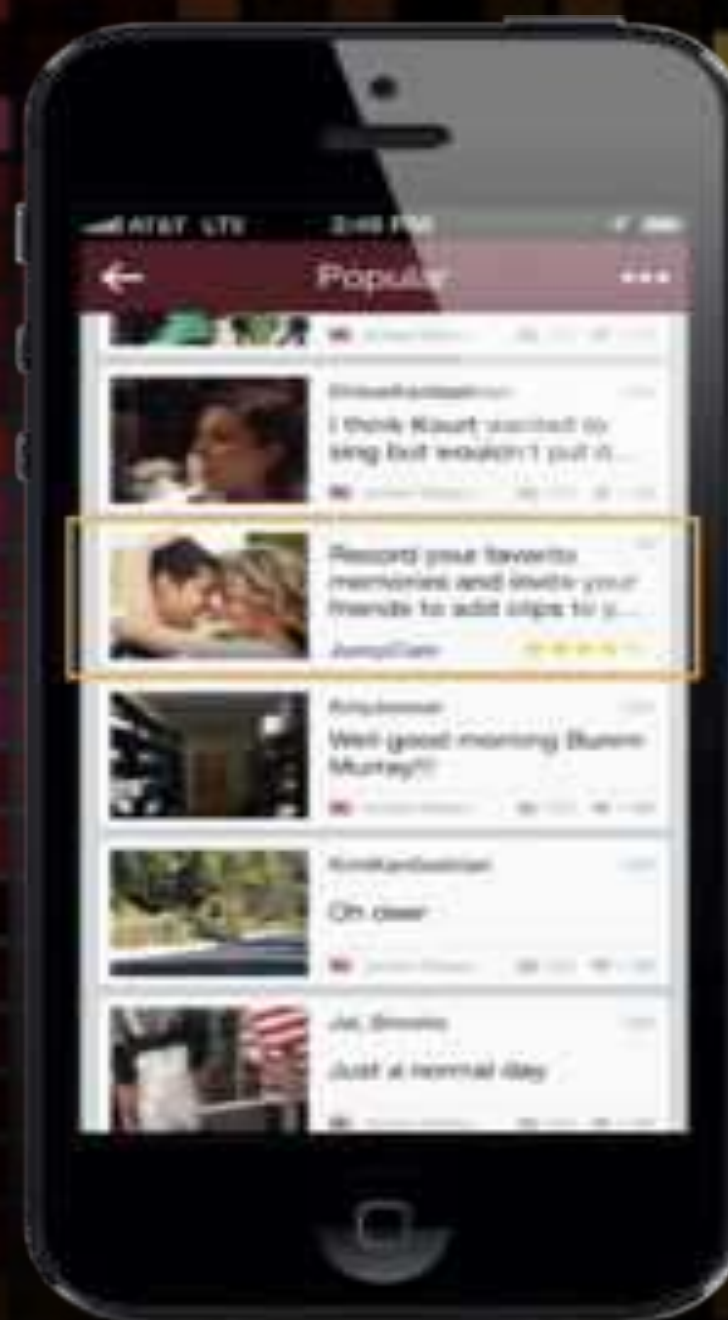
Video Banner



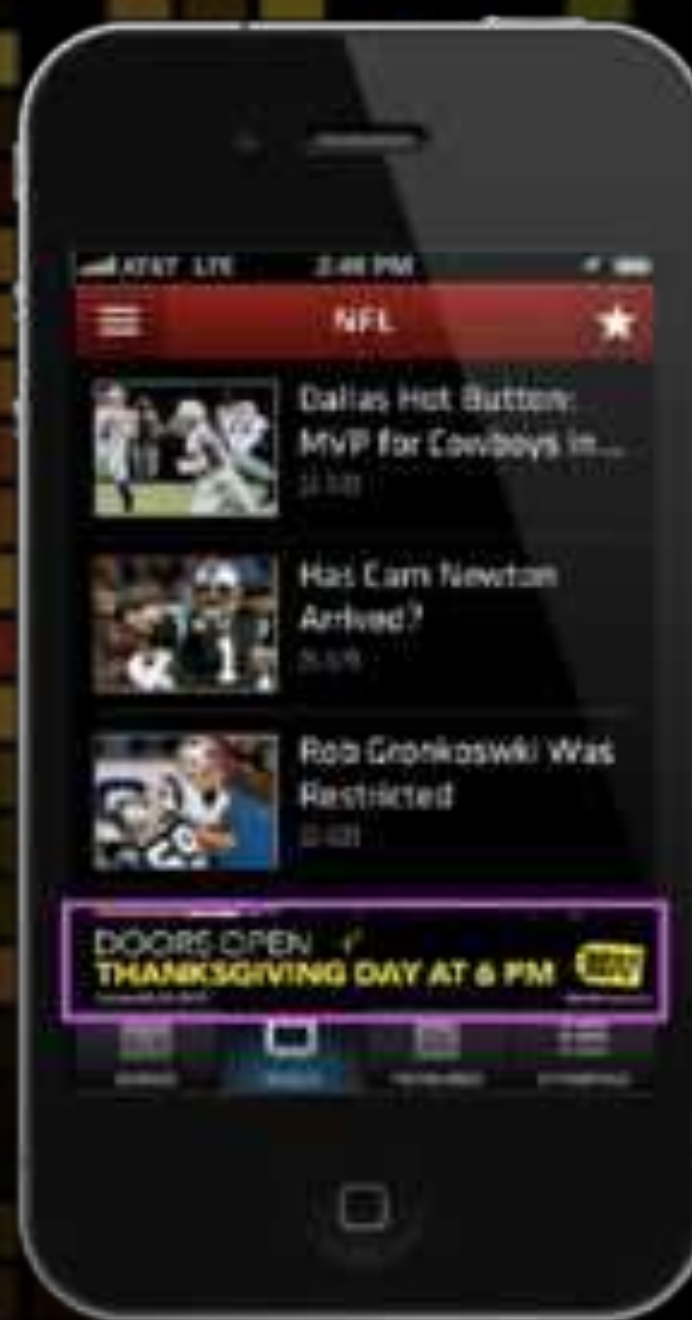
Full Page
Banner



Interstitial Ads



Native Ads



Banner Ads



Brand Marketing
Strategy & Approach



3C Approach

to TARGET desired audience

Catch

1

Creative placements at right spots to grab attention of target audience

Connect


2

Connect and analyze user matrices and real-time behaviours through our predictive technology.

Convert

3

Create brand awareness, engagement and purchase intent



VOTED BEST BODY SHOP BY CUSTOMERS

A1 AUTO REPAIR

ethos (character)

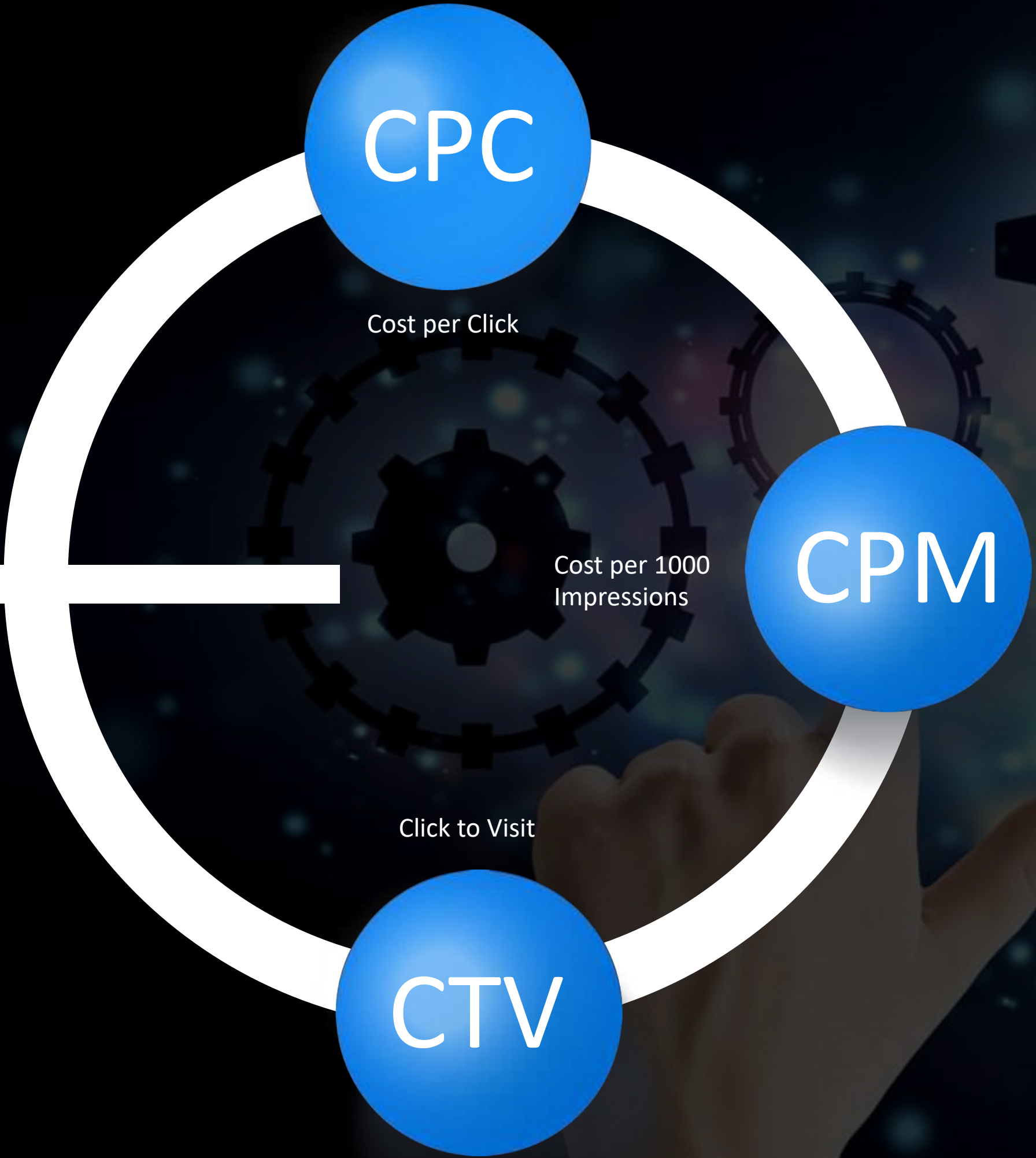
logos (reason)

pathos (emotion)









Brand Marketing
our operating

Models & Methods



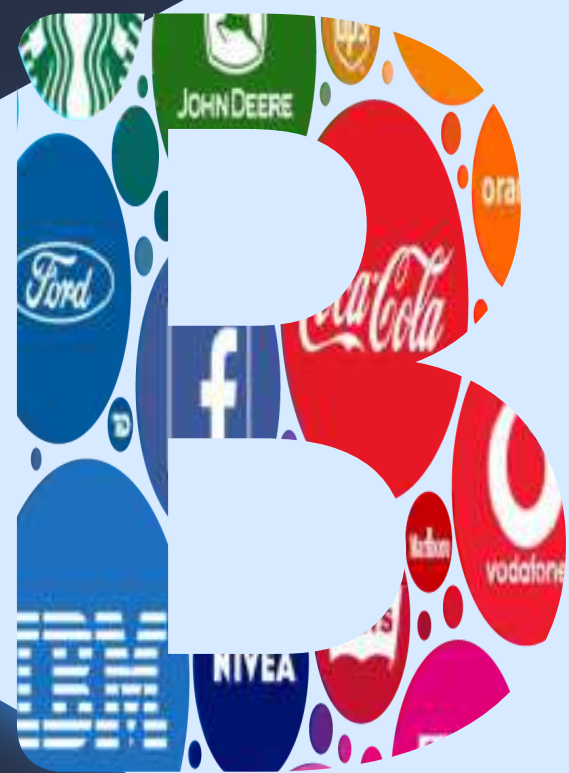
Targeting Capabilities

 FREQUENCY	 DEVICE TYPE
 BROWSER	 TIME OF THE DAY
 OS VERSION	 CITY



Brand Marketing

Category wise capability



Real Estate

95%

Automobile

90%

Automation

85%

White Goods

90%

Clothing

80%

Tourism

75%

Hospitality

95%

Medical

90%

Education

85%

Others

90%



Brand Marketing
Creative
Placements



High Impact Capabilities

Expandables



In-Banner Video



Tandem Ads



Half Page Ads



Full Engagement Video



Interstitials



Pre-Expanded



Site Skins





Brand Marketing
Creative
Placements



Jacket Banner + Expandable – 940x60 to 940x300

Moneycontrol in.com IBNLive Firstpost burrr! Askme Tech2 All Network 18

Like 1.1m Follow SIGN IN Google Custom Search

IBNLive Updated 1321 hrs IST, Jan 17, 2013

Home Politics India South Movies South Cinema Cricket Football F1 Tennis Tech World Photos Video Live TV CJ More

Latest News Wires Blogs Chat Talk Blaze Apps Tweets Crime Against Women Indo-Pak LoC skirmishes Maha Kumbh

india property.com Festival Alert SAVE UPTO ₹ 10 Lakhs* Sign-up Now!!! Expand

BREAKING No change in diesel, LPG prices

Chat@2pm: Urvashi Dholakia, winner, Bigg Boss, Season 6

Cap on subsidised LPG cylinders hiked from 6 to 9 from April 2013

CNN-IBN

The government had sought permission from the Election Commission for the decision to hike the cap on subsidised LPG.

- EC approves hike in LPG cylinders cap: sources
- Demand by Oppn parties was for 12 cylinders: Left
- No change in diesel, LP prices
- Decision taken at Cabinet meet

Kolkata: Seven-year-old genius is an author of two books

The Class 4 student, Pratik, has taken science by storm with his book 'Who Roamed the Earth'.

IABF ban: Does anyone care about the boxers?

The IABF has been banned, both by AIBA and the Indian sports ministry, due to process. Most of all, the boxers will suffer.

Union Cabinet recommends...

Moneycontrol in.com IBNLive Firstpost burrr! Askme Tech2 All Network 18

Like 1.1m Follow SIGN IN Google Custom Search

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Latest News Wires Blogs Chat Talk Blaze Apps Tweets Crime Against Women Indo-Pak LoC skirmishes Maha Kumbh

india property.com Presents Festival Alert

SAVE UPTO ₹ 10 Lakhs*

X close

BREAKING No change in diesel, LPG prices

Chat@2pm: Urvashi Dholakia, winner, Bigg Boss, Season 6 Text Home | Video Home

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Kolkata: Seven-year-old science genius is an author of two books

Principal Retirement Advisors

The right advice. At the right time.

SMS 'ADVICE'



Brand Marketing

Creative Placements



Homepage Expando- 300x600 expands to 1000x300

The screenshot displays the CNN-IBN homepage. At the top, there's a navigation bar with links like 'Home', 'Politics', 'India', 'South', 'Movies', 'South Cinema', 'Cricket', 'Football', 'F1', 'Tennis', 'Tech', 'Auto', 'Photos', 'Video', 'Live TV', 'CJ', and 'More'. Below this is a large banner for Philips, featuring a soccer player in a yellow jersey. The banner is split into two sections: 'Philips tv screen' on the left and 'Ordinary tv screen' on the right, with a 'Drag to view crystal clear image' instruction. Below the banner, there are several news articles. The main article is titled 'Mumbai live: Raj Thackeray arrives at Azad Maidan' with a sub-headline 'Thousands of MNS supporters are present at the rally venue to protest against the Azad Maidan violence and vandalism.' To the right of this article is a smaller article titled 'BJP-ruled states had opposed coal block auction'. At the bottom, there's a headline 'Sangma moves SC against President Pranab'. A red dashed line highlights the Philips advertisement area, indicating its expansion from 300x600 to 1000x300 pixels.



Brand Marketing
Creative
Placements



Preload Interstitial – 800x400

SIGN INGoogle Custom Search18

IBN Live

Updated 0955 hrs IST, Mar 22, 2012

Click to Expand Button ▶

99acres.com®

India's Biggest Property Bazaar

CNN
IBN

Skip to IBNLIVE ×

NEW THINKING.
NEW POSSIBILITIES.

MEET THE SEDAN THAT'S RECEIVED A
STANDING OVATION IN FIFTY COUNTRIES.

Go for a test drive

THE ALL NEW

SONATA

ADMIRER GLOBALLY

Agent Vinod: E

Won't
NRI k
uncle

CHN-IBN

The hearing on
custody case so
cancelled

No consens

'Family chan

Parents deny rift, India to back off

Husband accuses wife of marital violence

Both kids in foster care since May 2011

Waiting for static.ibnlive.in.com...

How to Tedytrappa

Karnataka Chief Minister Sadananda Gowda
reached Delhi late on Wednesday night to meet the
BJP top brass.



Brand Marketing
Creative
Placements



Home Page Road Block (All units on home page)

IBNLive

CNN

You have gone full screen. [Exit full screen \(F11\)](#)

Like 1.1m

Follow

SIGN IN

Home

Politics

NE Elections

India

South

Movies

South Cinema

Cricketnext

Football

Tech

Photos

Video

Live TV

CJ

More

Latest News

Wires

Blogs

Chat

Talk

Blaze

Apps

Tweets

Crime Against Women

Oscars 2013

Kumbh Stampede

1 Billion Rising

CLOSE X

The power to do more.

The Dell™ Latitude™ 10

Built for business.

Know More

Powered by Intel® Atom™ processor.

intel atom inside™

CLOSE X

BREAKING

There is rot in defence establishment, no transparency: Raja

Building up to the big Champions League clash: Real Madrid vs Man United

Text Home | Video Home

Tainted chopper deal

Live: Govt will act as per law, not to please Opposition, says Khurshid

CNN-IBN

CPI leader D Raja attacked the government over the chopper deal saying there was some rot in the Defence Ministry.

My cousins know nothing about the deal: SP Tyagi

Chopper deal with Italian firm in corruption net

Deal was worth Rs 3,546 cr for 12 VVIP choppers

AgustaWestland signed deal with IAF in 2010

CHOPPER DEAL UNDER SCANNER

AgustaWestland

IBNLive

CNN

Tainted chopper deal

Ex-IAF chief, his family in the dock over 'corrupt' Italian chopper deal

Retd Air Chief Marshal SP Tyagi was allegedly instrumental in facilitating the deal and was paid a 'certain amount of money.'

Mumbai car accident

Mumbai: Car runs over several people; 5 dead, 2 injured

CLOSE X

The power to do more.

Think a tablet can't keep data secure?

Know More

Powered by Intel® Atom™ processor.

intel atom inside™

CLOSE X

2013 Net Revenue By Business

Financial Advisory

62%

38%

Asset Management

2013 Net Revenue By Geography

United States

51%

41%

8%

Europe

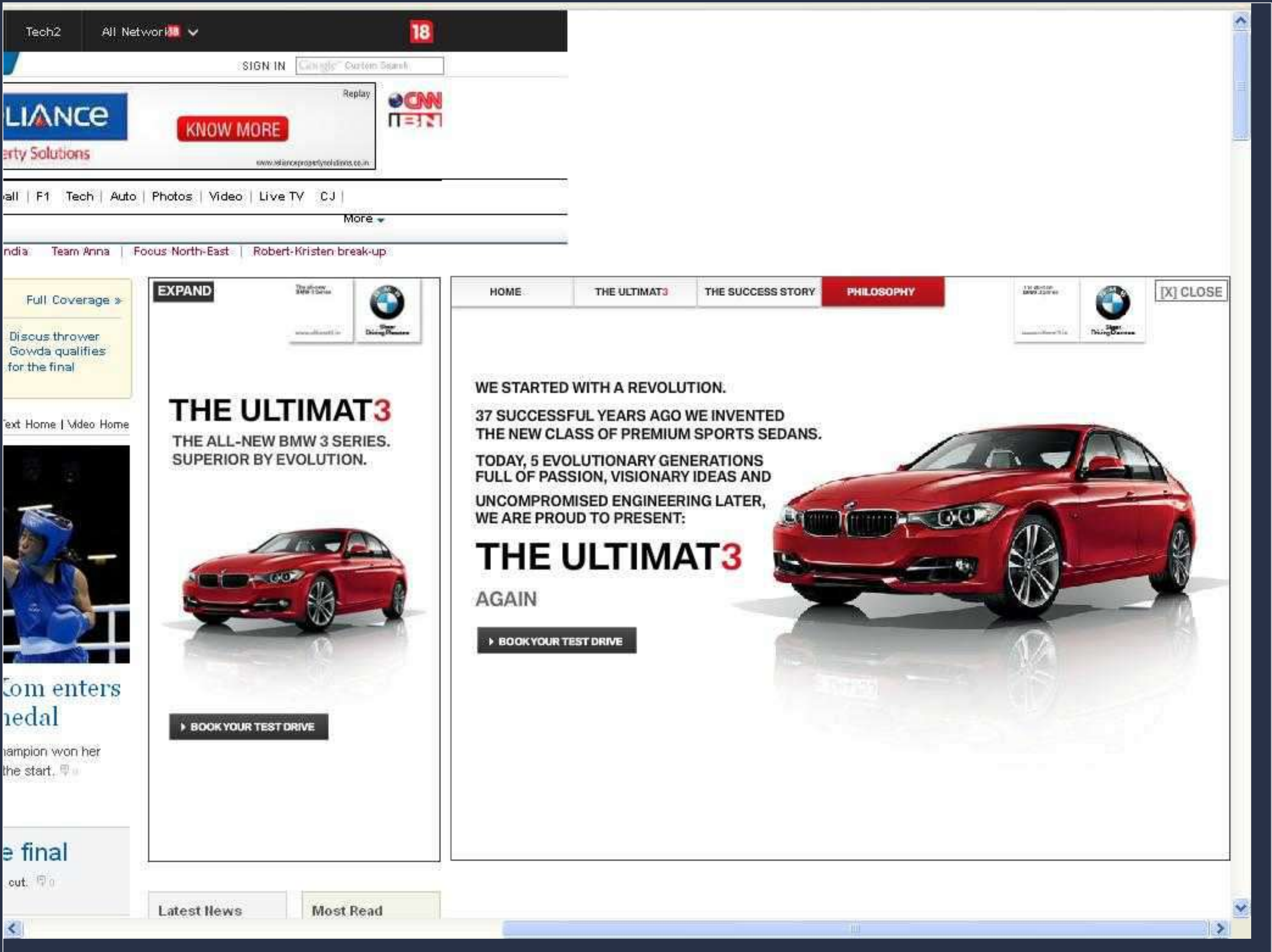
Rest of World



Brand Marketing
Creative
Placements



Home Page - Site Kick 300x600 to 500x600





Brand Marketing Creative Placements



300x600 banner →

300x250 banner →

ROS Banners

Updated: 1321 hrs IST, Jan 17, 2013

Home | Politics | India | South | Movies | South Cinema | Cricket | Football | F1 | Tennis | Tech | World | Photos | Video | Live TV | CJ | More

Latest News | Wires | Blogs | Chat | Talk | Blaze | Apps | Newsletters | Tweets | Cannes 2012 | Satyamev Jayate | Focus North-East

India property.com The best place to buy NEW property

Festival Alert

SAVE UPTO ₹ 10 Lakhs*

Sign-up Now!!!

Expand

* Conditions apply

BREAKING No change in

Chat@2pm: Urvashi Dholakia, v

Cap on subsidised LPG cylinders from 6 to 9 from April 2013

CNN-IBN

The government had sought permission from Election Commission for the decision to cap on subsidised LPG.

EC approves hike in LPG cylinders

Demand by Oppn parties was for 10%

No change in diesel, LP prices

IBN Live

While tomorrow's op-ed is still being printed, people have already formed opinions.

Take a stand now.

Network 18

CNN

IBN

Home | Politics | India | South | Movies | South Cinema | Cricket | Football | F1 | Tennis | Tech | Photos | Video | Live TV | CJ | More

Latest News | Wires | Blogs | Chat | Talk | Blaze | Apps | Newsletters | Tweets | Cannes 2012 | Satyamev Jayate | Focus North-East

New: The North-East Blog

Cricket: India Vs England

IBN Live

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MapmyIndia

Home | Politics | India | Movies | Cricket | Football | Tennis | F1 | Sports | Tech | Business | World | Health | Books | Photos | Video | Live TV | CJ

Latest News | Time-Crunch TV | Video Streams | Blogs | Documents | Chat | Talk | Apps | Newsletters | Blaze | Festivals!

All The News

All

India

Politics

Business

Movies

Tech

World

Trends

Sports

Cricket

Browse by Author

All

Story

'Avatar' most pirated movie ever

James Cameron's 3-D blockbuster 'Avatar' is the most pirated movie in Hollywood history.

07:18 PM, Oct 13, 2011

Story

Will Eid magic work for Salman's 'Ek Tha Tiger'?

The flick starring Salman and Katrina will now be released during Eid next year instead June 1, 2012.

07:04 PM, Oct 13, 2011

Photos

Hollywood Friday: Sci-fi, 3D adventure and love

Hollywood this week looks perfectly balanced between - sex and love, science fiction action and old world adventure.

07:03 PM, Oct 13, 2011

Story

2G: SC slams Govt for ignoring PM letter to Raja

The Prime Minister, in his letter, directed Raja to auction spectrum in a transparent manner.

06:58 PM, Oct 13, 2011

Story

Get 10%* off on all purchases on eBay with your Maestro or MasterCard Debit Card.

MasterCard Exclusive

Shop now

*Terms & Conditions Apply

THIS OCTOBER, THE OUTLANDER COMES WITH A SUBSIDY OF ₹1 LAKH* ON FUEL

BOOK A TEST DRIVE

OUTLANDER

What turns you on?

*Conditions apply

Bargain getaways

A product

← 940x60 banner

our **Numbers**
speak

Partners



100+

Advertisers & Agencies

Alliance with big names both on Demand and Supply side

Campaigns
Traffic
Conversions



1000

Campaigns & Offers

Serving demand across genres

10Bn

Impressions

Premium presence and quality conversions

1Mn

Conversions

Quality customer acquisitions & interactions

Reach



100+

Countries Served

Breaking geographic barriers



Our Reach

thank you

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 prabhash@ad-volt.com

 www.ad-volt.com



ADVOLT

Mobile Advertising Redefined