

New generation = New Trends



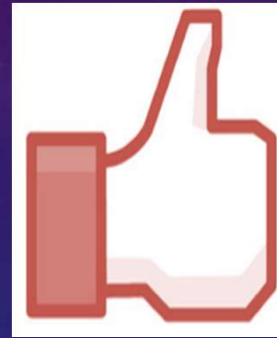
**35-44
Women**

are emerging as the
new power users with
maximum time spent
per week



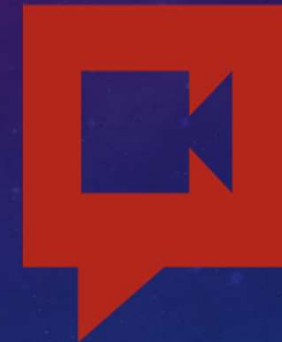
60%

Of the Indian web
users visit online
retail frequently



**Social
Media**

Continues to
dominate screen time
for Indian web users



42%

growth

In growth of video
viewership in India

The web is evolving at an extraordinary pace



Choose the right digital partner

INTRODUCING

IntellectX Ads

DIGITAL ADVERTISING

ABOUT US

Our Story

Intellect Ads was founded by a group of marketing executives who had been involved on all sides of the fence, as agency, merchant, performance marketer, affiliate manager and technology provider. We were exposed both to the successes of campaigns as well as their shortcomings. The knowledge of what advertisers and publishers require, has enabled us to develop Intellect Ads.

www.intellectads.com

Our Aim

As a digital media and technology company, our mission is to enable marketers to reach their target audience through our suite of digital marketing solutions that incorporate unparalleled expertise, advanced processes and high quality supply sources including – Search, Display, Email, Social and Mobile. We provide comprehensive solutions for planning and implementing profitable digital advertising campaigns.

Original Thinkers

Our approach is simple, Original and Organic thinking- we always try to create something new than repeating what's already been done before.

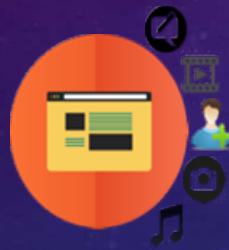
At Intellect ads, we help clients create unique brand identity which makes them stand out from the crowd. We design & develop creative, websites as well as customised platforms for brands to connect & engage with their consumers.



Carefully customizing your digital campaign so
you target maximum effectiveness



TG definition



**Brand
Ecosystem**



**Advertising
Formats**



**Impressions
or PPC**



**Premium or
adnetwork
buy**

We assist you in establishing clear goals



Brand Awareness



Acquire Customers



Email Awareness



Research/Data collection

With specifically defined consumer responses



Clicks



Views



Emails



Installs



Register



Likes



Shares



Videos



Surveys

Our products & services

DISPLAY



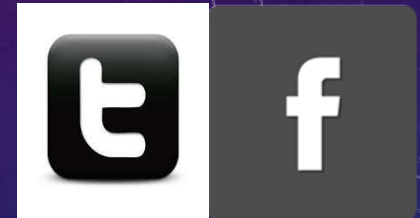
CLICKS • RICH MEDIA • VIDEOS

MOBILE



APPS • BRANDING • VIDEO

SOCIAL MEDIA



CLICKS • LIKES • TRENDING

PERFORMANCE



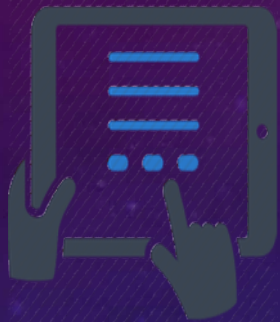
300+ Handpicked
and closely managed
publishers

CPL • CPR • CPV, CPUV, CPCV, EDM

INFLUENCER

Word of Mouth through social media platforms
such as Twitter, Facebook, Youtube, Vine and
Instagram etc

Our



DISPLAY
Products

RICH MEDIA ADS

- ✓ Potential of Delivering Engagements & Interactions
- ✓ Our Key Clients - Apollo Munich, CPI and more...

COST PER CLICK

- ✓ Potential of Delivering 1 MN Clicks/month
- ✓ Our Key Clients - HP, 99 Acres, Dell, AMHI and more...

PREMIUM CPM

- ✓ Potential of Delivering quality impression from premium publishers
- ✓ Our Key Clients - Hyundai, AMHI and more...

REPRESENTATIVE MARKETING

www.MySmartPrice.com
www.AntiScoopWhoop.com

www.PerfectPriceIndia.com
www.CarSizzler.com.com

Our



MOBILE
Products

RICH MEDIA ADS

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- ✓ Our Key Clients - Apollo Munich, CPI and more...

CPC & CPM

- ✓ Potential of Delivering 1 MN Clicks/month
- ✓ Our Key Clients - HP, 99 Acres, Dell, and more...

VIDEO PROMOTION/PRE-ROLL

- ✓ Potential of Delivering complete view of Videos on premium publishers
- ✓ Our Key Clients - Hyundai, AMHI and more...

CPI & CPR

- ✓ Potential of Delivering incent & Non incent traffic for Android & iOS
- ✓ Our Key Clients - Cleartrip, OLX etc

Our



PERFORMANCE
Products

VISITS

- ✓ Potential of Delivering 8 Lac visits a month
- ✓ Our Key Clients - Quikr, HP, Cardekho, PNB and more...

VIDEO PROMOTION/PRE-ROLL

- ✓ Potential of Delivering 5 lac complete Views/month
- ✓ Our Key Clients - Reliance, Tata Safari and more...

COST PER ACQUISITION

- ✓ Products – CPL, CPR, CPI
- ✓ Potential of Delivering 2 lac leads, 1 lac registrations & 5 lac installs/downloads in a month
- ✓ Our Key Clients - Airtel, Axis Bank, AMEX and more...

EDM

- ✓ Potential of Delivering 10 Mn mailers/day
- ✓ Our Key Clients - Policy Bazaar, India Today, Policy X, Quick Bima, IDIL and more...

PORTFOLIO



And many more...



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