

ADSREVERB

Media Deck

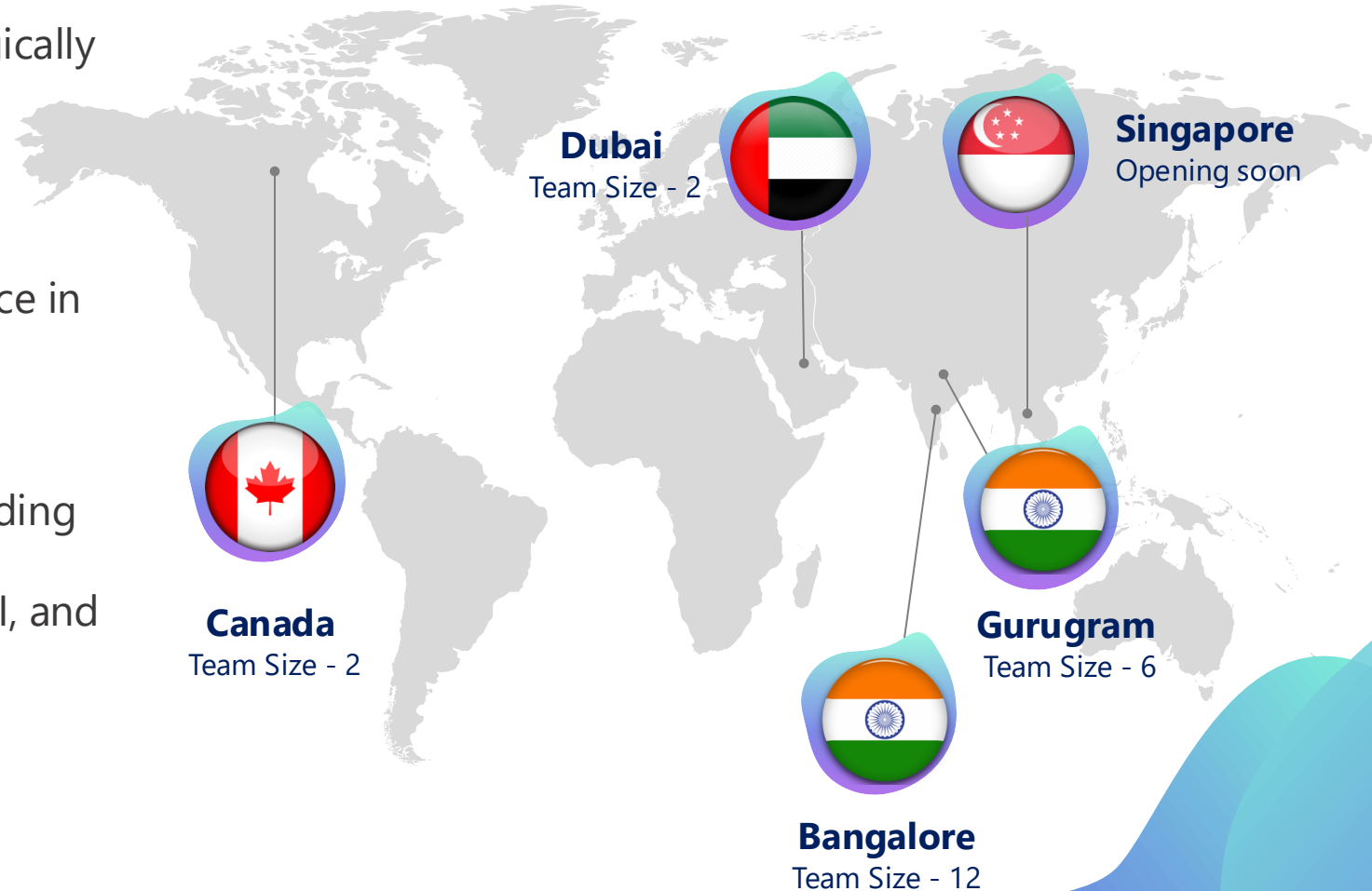
Who We Are?



We are a cutting-edge Ad-tech platform strategically enabling brands, agencies, and publishers with advanced Martech solutions. Headquartered in Bangalore, with a team of **20+** people, our entrepreneurial journey began in 2023. Our leadership brings **14 years** of industry experience in driving performance marketing for top brands globally.

Backed by this deep expertise, we focus on building enduring partnerships and crafting bespoke strategies that drive rapid growth, maximize ROI, and deliver exceptional results.

Our Global Footprint



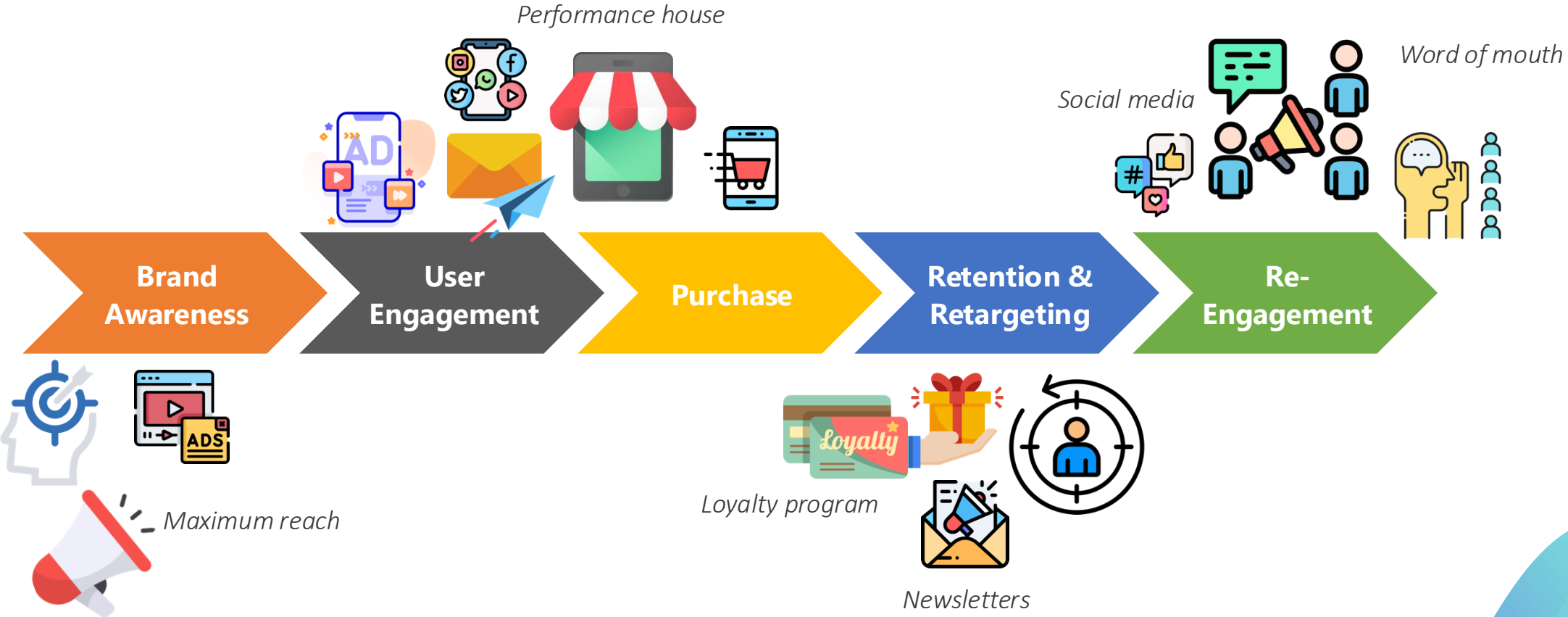
Our Most Valued Collaborations



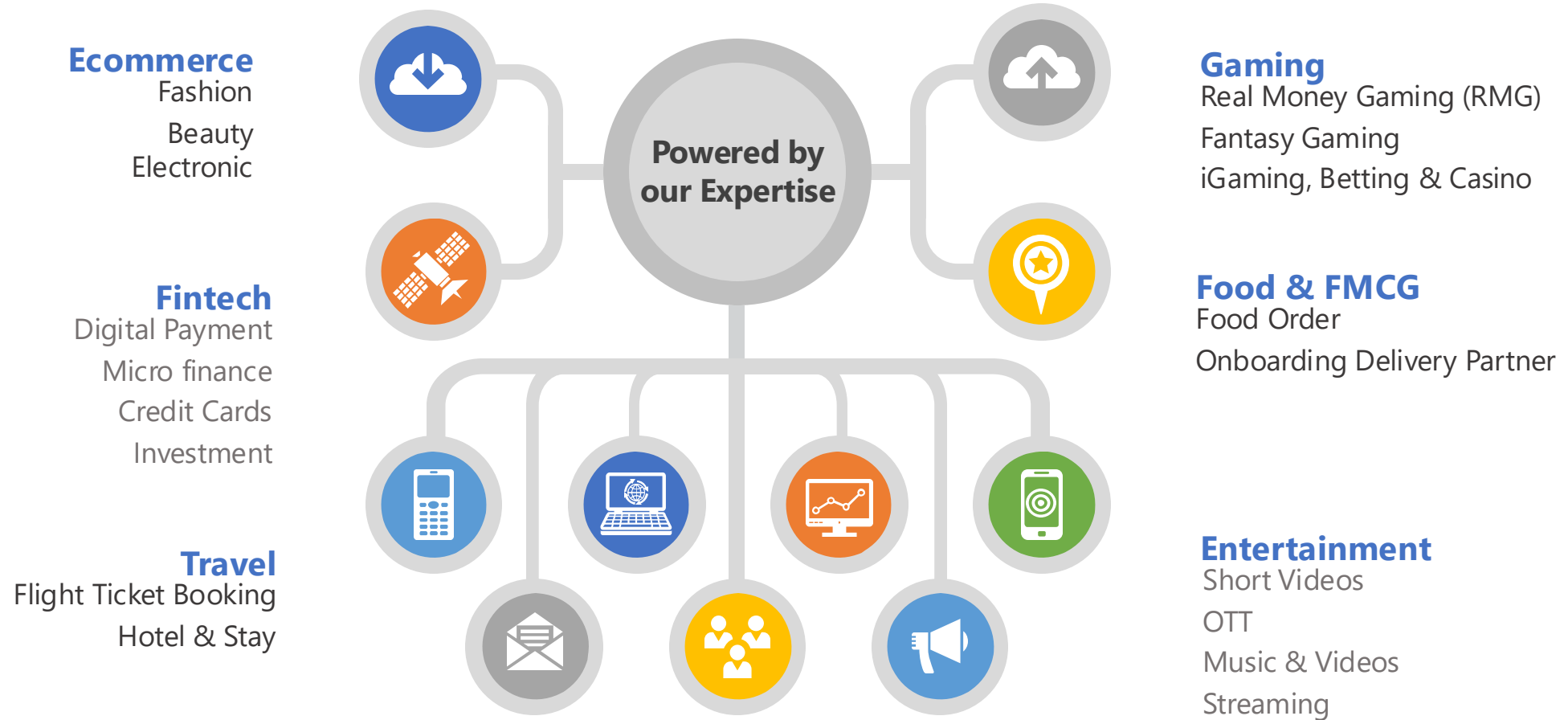
stable money

and counting...

Empowering Every Step of User Engagement



Top Performing Verticals



Strategic Supply Channels

Programmatic Media Buying & CTV

- Access to over 20+ premium media buying platforms
- Real time optimizations to maximize ROI
- Data-driven strategies tailored to reach the most relevant audience
- New user acquisition as well as Retargeting
- LinkedIn & Twitter Ads

Direct Apps & OEM

- Access to 50+ direct apps
- Extensive reach across diverse app categories
- High quality fraud free user acquisition
- OTVs Supply
- HTML 5 Gaming Inventory
- Hyper localized content in native languages

Social Media & Influencers

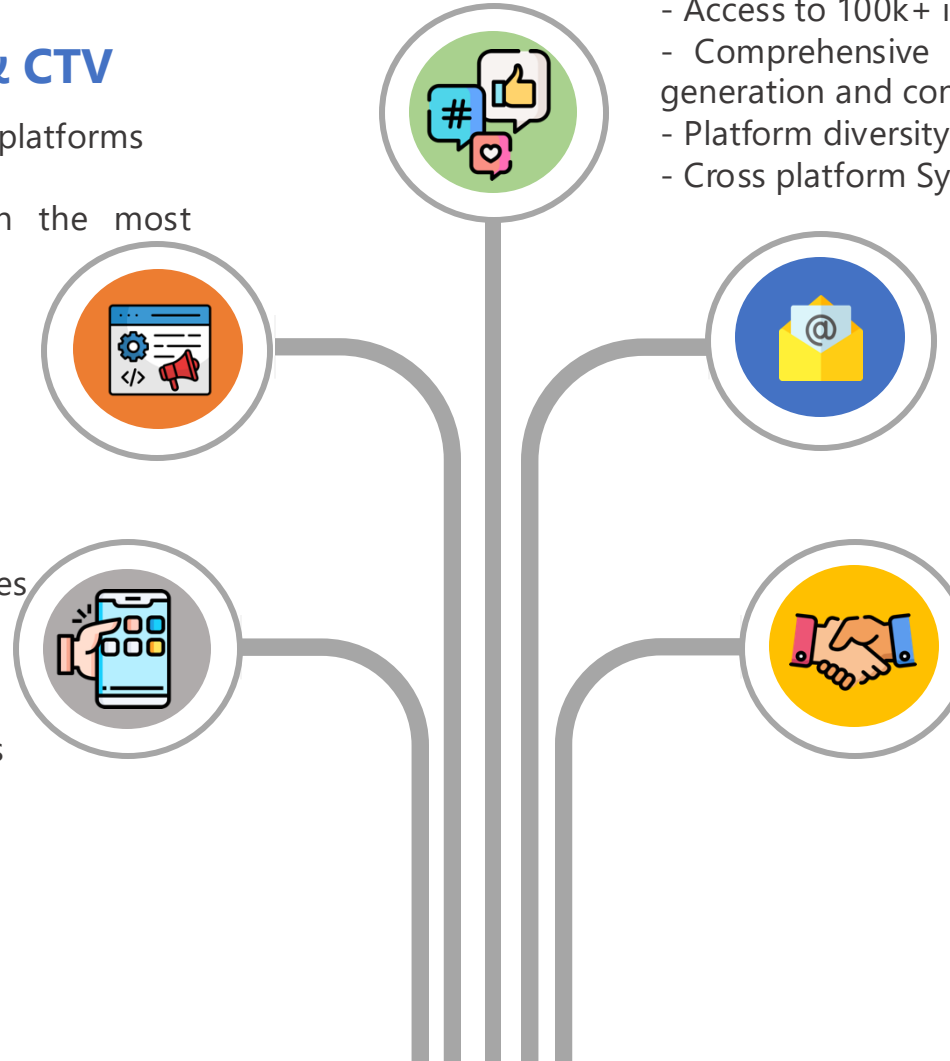
- Access to 100k+ influencers (Micro, Macro & Celebrities)
- Comprehensive solutions for brand Awareness , Lead generation and conversions
- Platform diversity: Instagram, Youtube, Twitter and more
- Cross platform Synergy for greater brand visibility

Email & RCS

- Omnichannel engagement with users through traditional email marketing and RCS Technology
- Access to over 5 million+ verified & segmented email IDs
- Maximum inbox placements

Offline Partnerships

- Access to diversified networks
- Performance based work model
- Access to 200+ Telegram channels
- Walled gardens
- 100+ Deals & Coupon sites
- 50+ Chatbots to drive scale



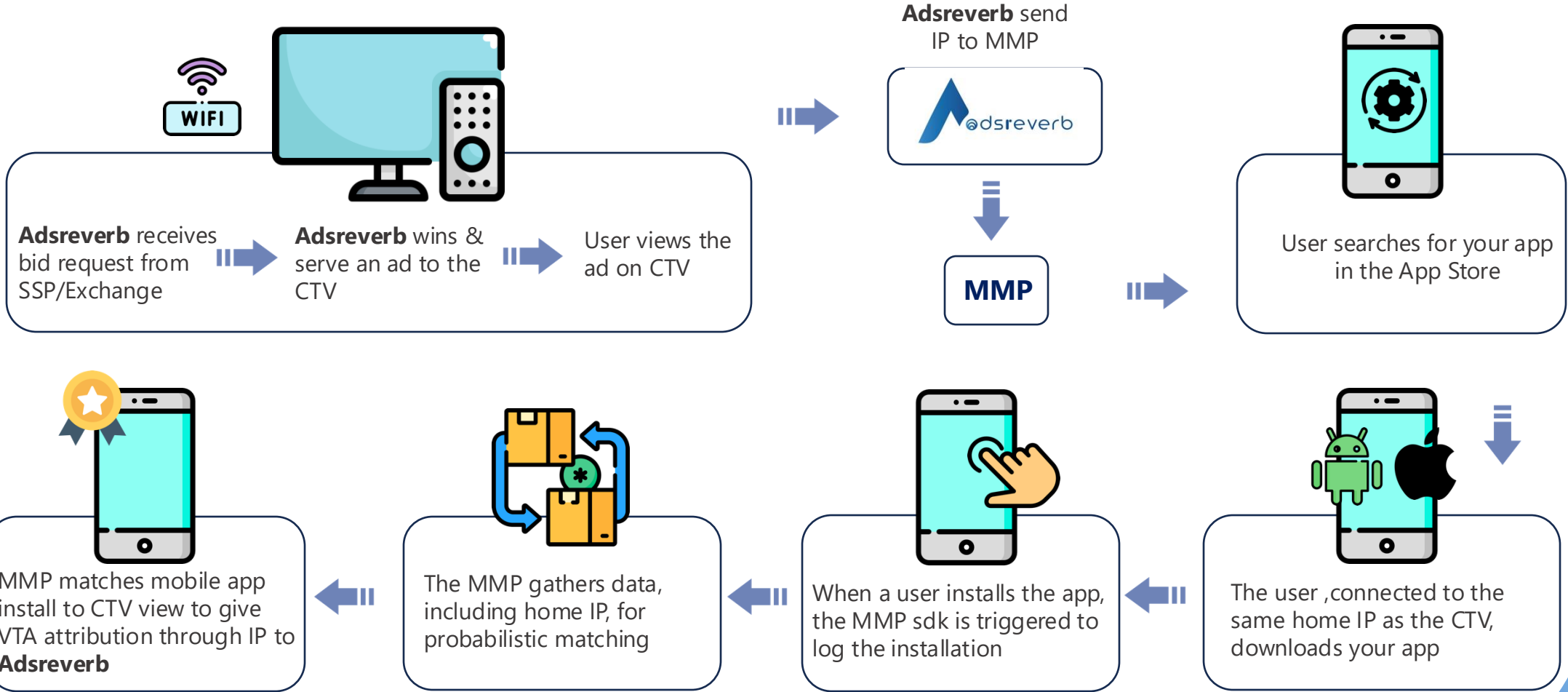
Automating Precision in Ad-Delivery



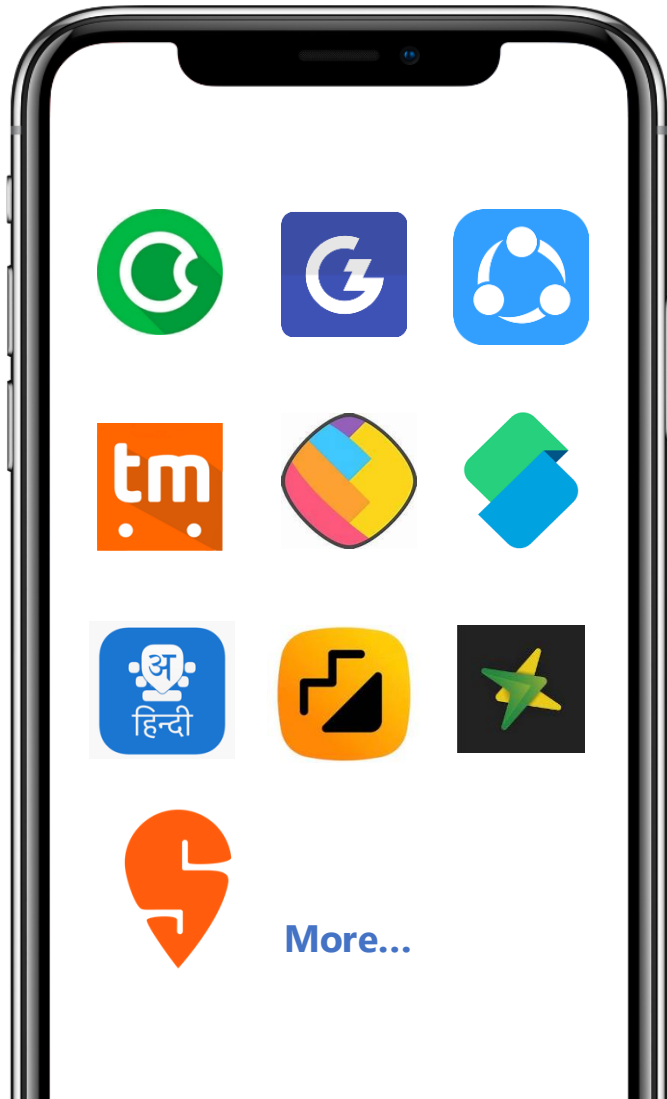
Our programmatic media buying leverages **20+** premium platforms, ensuring real-time optimizations that drive higher ROI. Through advanced data-driven strategies and **dynamic CPM**, we precisely target the most relevant audience segments, delivering effective solutions for both new user acquisition and retargeting, tailored to maximize campaign efficiency



Driving Engagement Through CTV



In-App Advertising Excellence



Ad Transparency

Get clearer insights into ad performance and have more control & transparency in understanding how your ads are being delivered, viewed, and interacted with

Vernacular Support

Promoting in local languages ensures that the message resonates with a broader audience, making the campaign more relatable and driving higher engagement across diverse demographics

Fraud-Free Environment

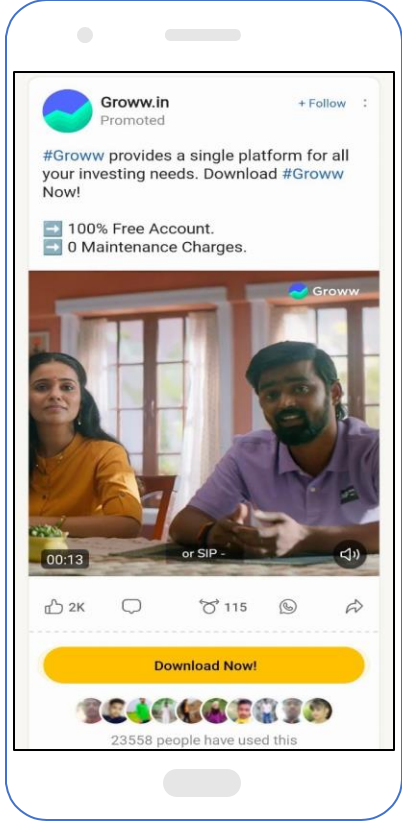
Experience a controlled environment with minimal exposure to fraud, ensuring that your advertising budget is spent effectively on genuine user interactions

Higher Engagement

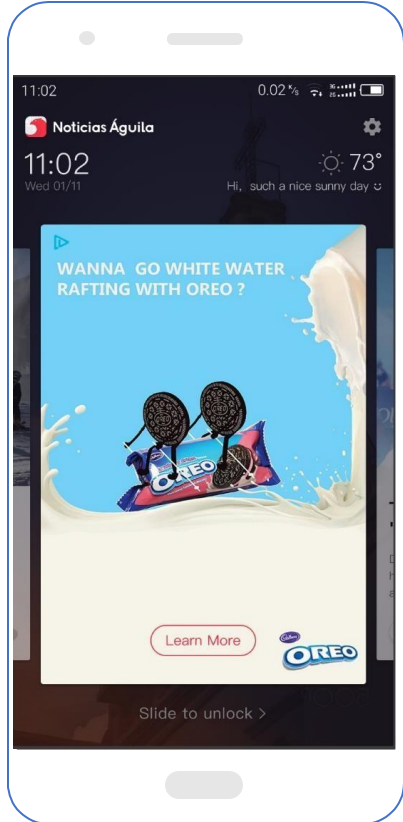
Drive users back to the app with personalized and timely push notifications, offering exclusive deals or reminders based on their previous activity

Key Ads Placements: In-App

In-feed Ads



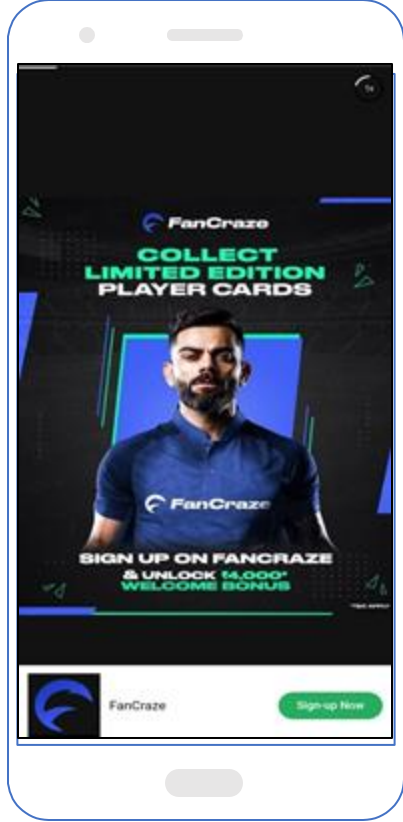
Lock Screen



Splash Screen



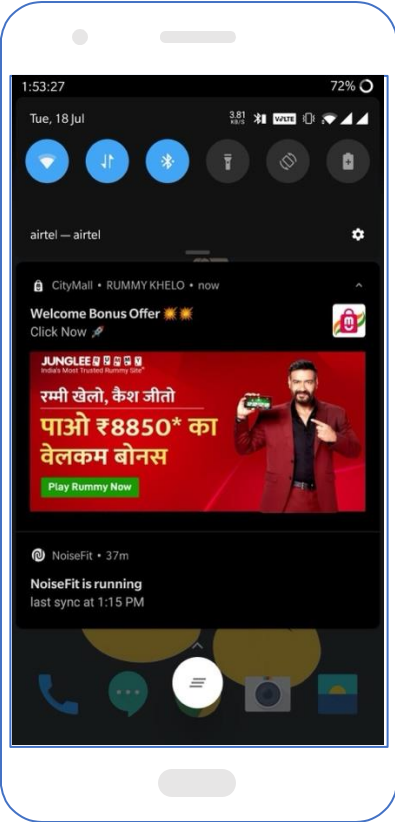
Interstitial



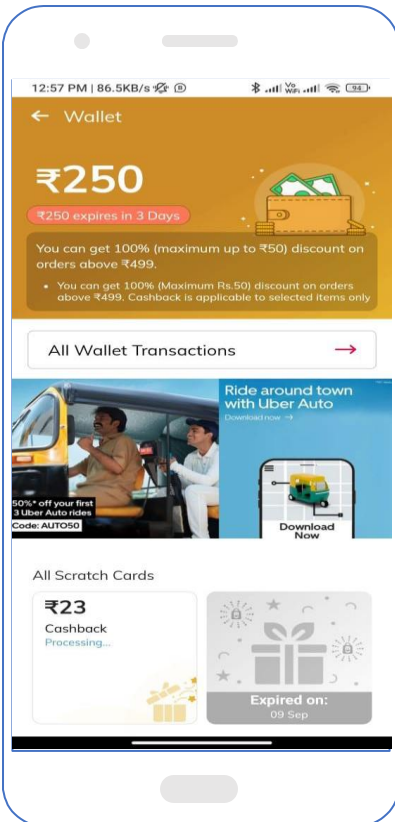
Key Ads Placements: In-App



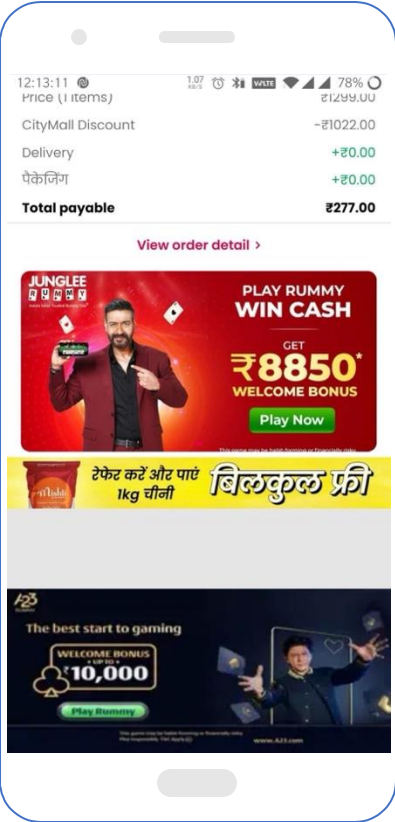
Push Notification



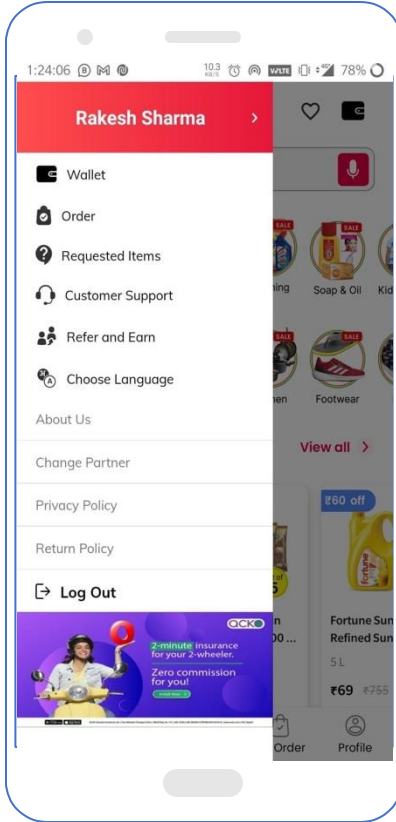
Display -App Wallet



Banner - Billing Page



Banner – Profile Page



OEM Partnerships



Market	Avg. MAU	Avg. MAU	Avg. MAU	Avg. MAU
India	85 Million	68 Million	65 Million	55 Million
SEA	68 Million	52 Million	53 Million	46 Million
ME	30 Million	24 Million	21 Million	30 Million
Tier 1	75 Million	10 Million	5 Million	80 Million

Maximize the potential of OEM with our expertise. Through our deep understanding and strong partnerships with OEM providers, we're able to effectively leverage OEM placements and ad units, ensuring optimal campaign performance and visibility.

Amplifying Reach with Influencers

Complete Brand Solution

Creative Strategy, Branded content, Influencer & Celebrity led concepts



Amplifying Reach

Access to **100k+** influencers and creators from both YouTube and Instagram



Top Categories



Ecommerce, Fashion, Health, Automobiles, Education, Travel & Real Estate

Higher ROI



Achieve 30% higher ROI compared to other channels through strategic influencer selection and targeted promotions



The Influencer Landscape



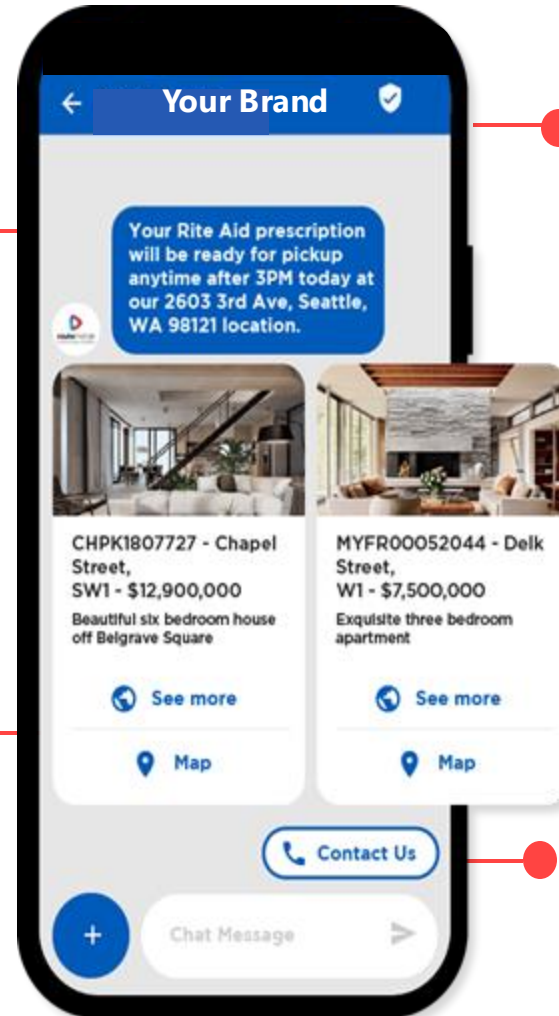
Type of Influencers	Followers	Expected Engagement	Average Views	Expected GMV	Promotion Type
Nano	1k to 10k	0.4% to 0.6%	2k to 10k	-	Reels & Stories
Micro	10k to 50k	0.7% to 1.6%	10k to 25k	1x	Reels & Stories
Macro	50k to 1M	1.5% to 2.5%	50k to 500k	2x	Reels & Stories
Celebrity	1M+	~2%	500k+	5x	Reels & Stories



Multichannel Engagement: RCS & Email

Native
Users don't need to download like other apps

Engagement
Attractive success rates!
RCS results show 14x higher engagement rates

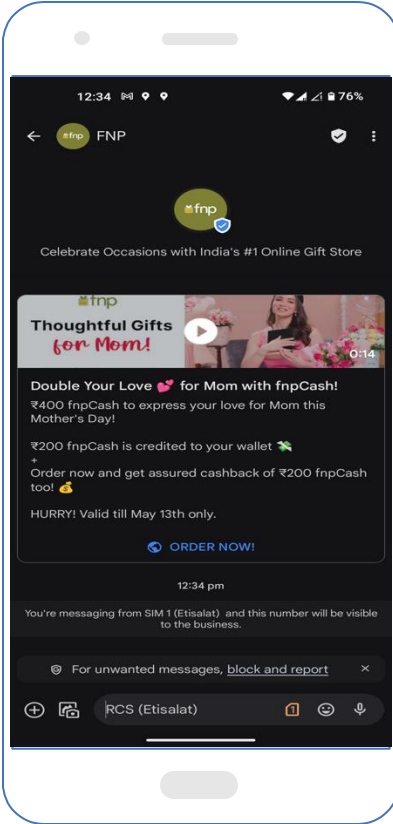
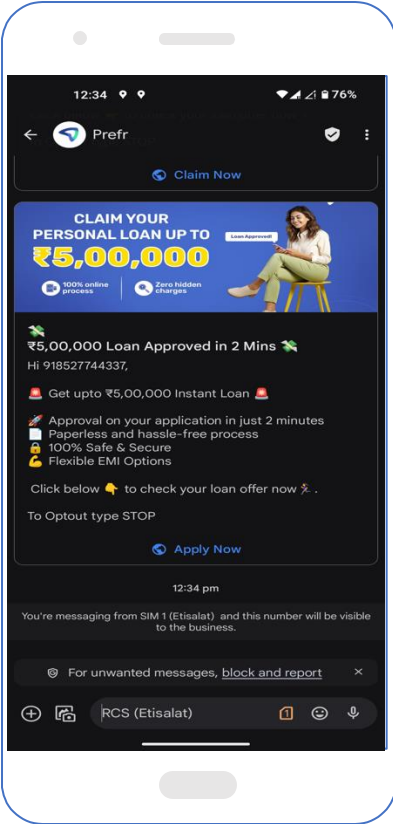
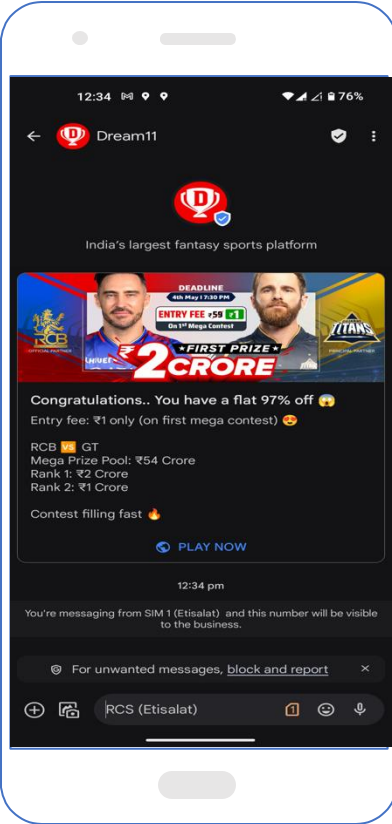
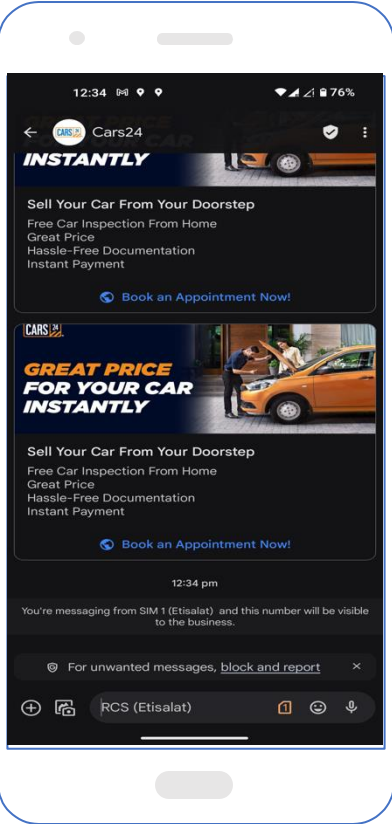


Secure
Verified sender protects your brand & enables consumer trust

Innovative
Stand out from the crowd with the advanced & rich messaging technology

Relevant
Efficient & effective communication for the omni channel consumers

Rich Communication Service: Screenshots



Leveraging Offline Partnerships for Success

01 |

Telegram Channel

- Access to 200+ channels & 100k+ Subscribers
- Chatbots to deliver content & engage with the users
- Cost effective & direct communication with your target audience

02 |

Coupon & Deals

- Access to 100+ Coupon & Deals websites
- Encourages customer loyalty & repeat purchases
- Perfect channel to excess inventory
- Trackable result

03 |

Affiliates/Network Inventory

- Access to 100+ top affiliate networks
- In-House Platform to monitor & control traffic
- Engagement with top PIDs based on past performance
- No-incentive traffic

04 |

Offer Walls

- Access to 100+ top offer walls
- Data collections and user insights
- Boost install count on Play Store in a short time frame



Thank You

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India | Dubai | Canada