
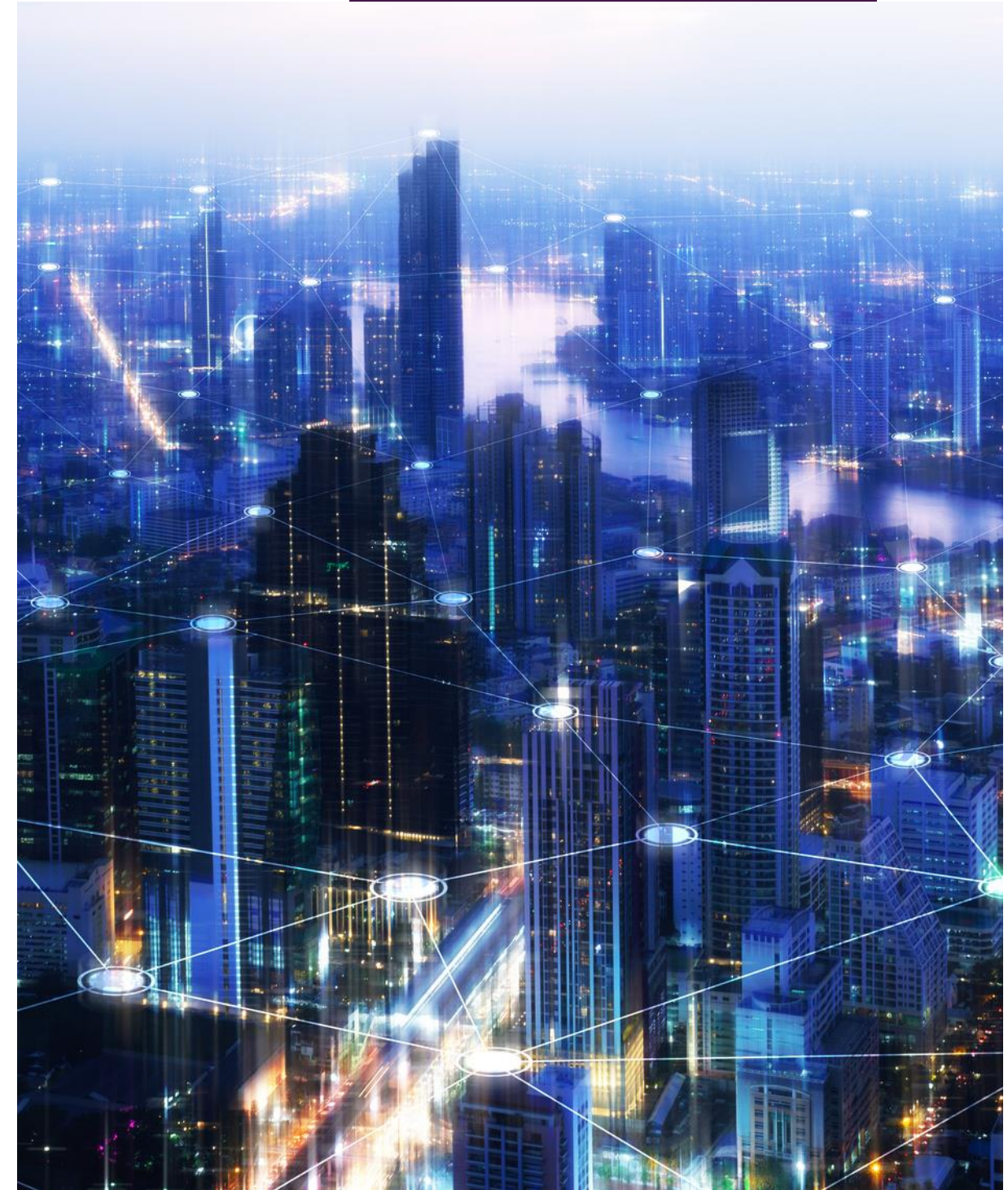




VERTOZ

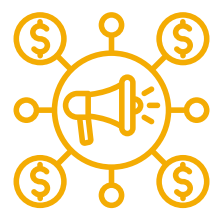


Where your Brands Reign
Supreme Online



Vertoz (NSE: VERTOZ) an AI-powered MadTech & CloudTech platform, provides a full spectrum of digital advertising, marketing, & monetization solutions. We cater to businesses, digital marketers, advertising agencies, digital publishers, cloud providers, & technology companies.

Our platforms encompass:



Omnichannel Advertising

Seamless integration across multiple channels to maximize reach and engagement.



Ad Exchange

A robust marketplace connecting advertisers & publishers for efficient ad placements.



Monetization & Representation

Innovative strategies to optimize revenue and represent digital media properties.



Digital Media Properties

Premium properties ensuring high visibility and impactful ad placements.



Performance Advertising

Data-driven campaigns focused on delivering measurable results and high ROI.



Domain Name Services

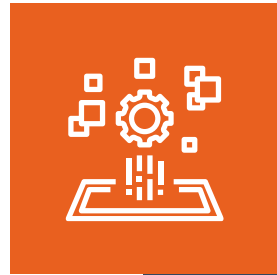
Comprehensive solutions for domain registration and management.



Cloud Infrastructure & Services

Reliable and scalable cloud infrastructure to support digital operations.

With Vertoz, you get a complete, integrated advertising and technology partner dedicated to driving your digital success.



Vertoz is a Technology Platform Enterprise



For over 15 years, Vertoz (NSEI: VERTOZ) has been at the forefront of the digital revolution, providing cutting-edge technology platforms tailored for Digital Marketing, Advertising, & Monetization.

Our innovative solutions are designed to empower organizations, enabling them to excel in the dynamic digital landscape of today.

Numbers Tell Our Story



300+

Team Size

5+

Global Offices

12B+

Market Cap

500+

Partners

50K+

Customers

1M+

Daily Bids
Processed (QPS)

2M+

Domains

350M+

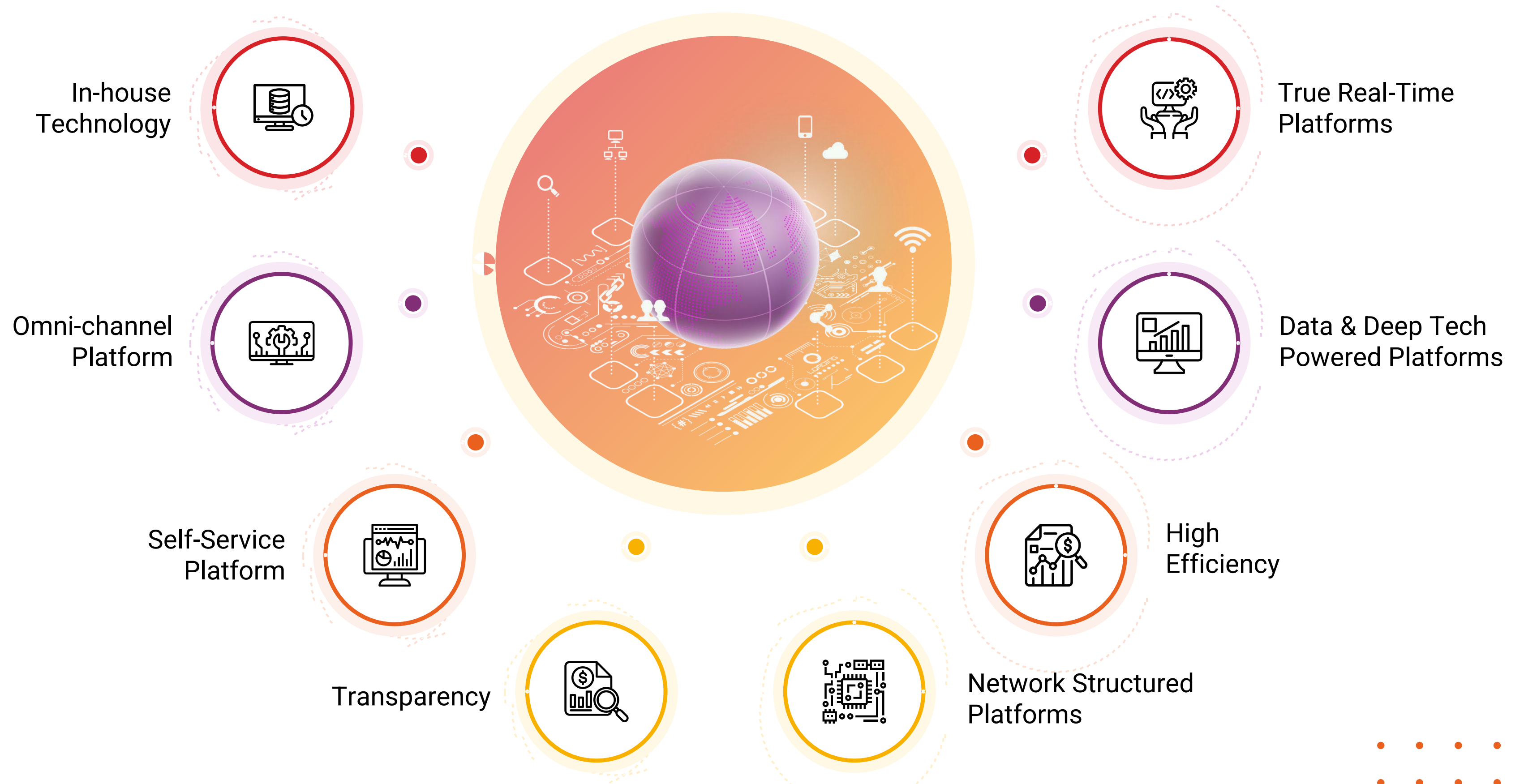
Audience Reach



Why Vertoz?



Growth Driven by Technology



Industries We Serve



E-commerce



Education



Banking & Finance



Automobile



Healthcare & Pharma



Retail



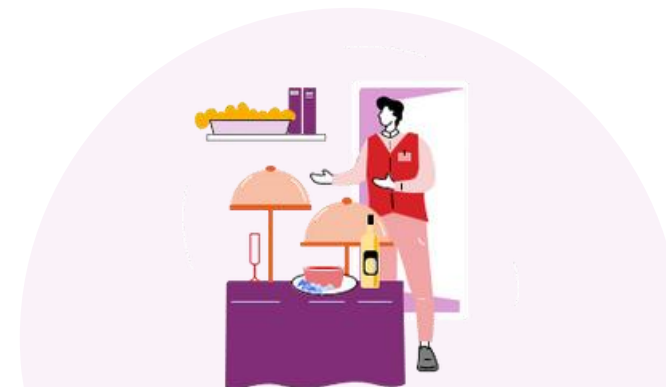
Real Estate



Technology



AdTech & MarTech



Hospitality



FMCG / CPG



BFSI brands we have Partnered with





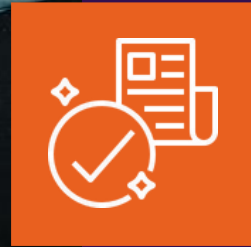
Partner Brands





We understand Facts

- **9.37 CR** Taxpayers in India in 2023
- **6.57%** Indians have the disposable income to regularly Invest in Stock Market
- **14%** of all Nifty 500 shares are held by **DII**s
- **21%** of all Nifty 500 shares are held by **FII**s
- Fed is likely to **reduce interest rates** in Q2 2024
- Market sentiment is expected to be **bullish** during this period





We understand Audience - 1/2



Demography

Gender: Both Male and Female
Age Group: 28-55 (Main target).



Investment Behavior

Enthusiastic investors, bargain hunters, & frequent online purchasers who prefer digital payment.



Regional Preferences

Focussing on metropolitan areas, Tier 1, & explore opportunities in Tier 2, Tier 3 cities.



Risk Attitude & Decision Style

Individuals with an average to high risk tolerance, who make thoughtful and intentional decisions.



We understand Audience - 2/2



00 **Those with Nothing to Invest**
(50% of Adult Population | Rich & Poor both)

01 **Borrowers**
(CC debt > Net Income | High lifestyle, less Assets)

02 **Savers**
(Net Income > CC Dept | Works Hard for Money, Low Lifestyle, High Assets)

03 **Smart Investors**
(Satisfied with a Retirement Plan, Cynic, Gamblers)

04 **Long-term Investors**
(SIPs)

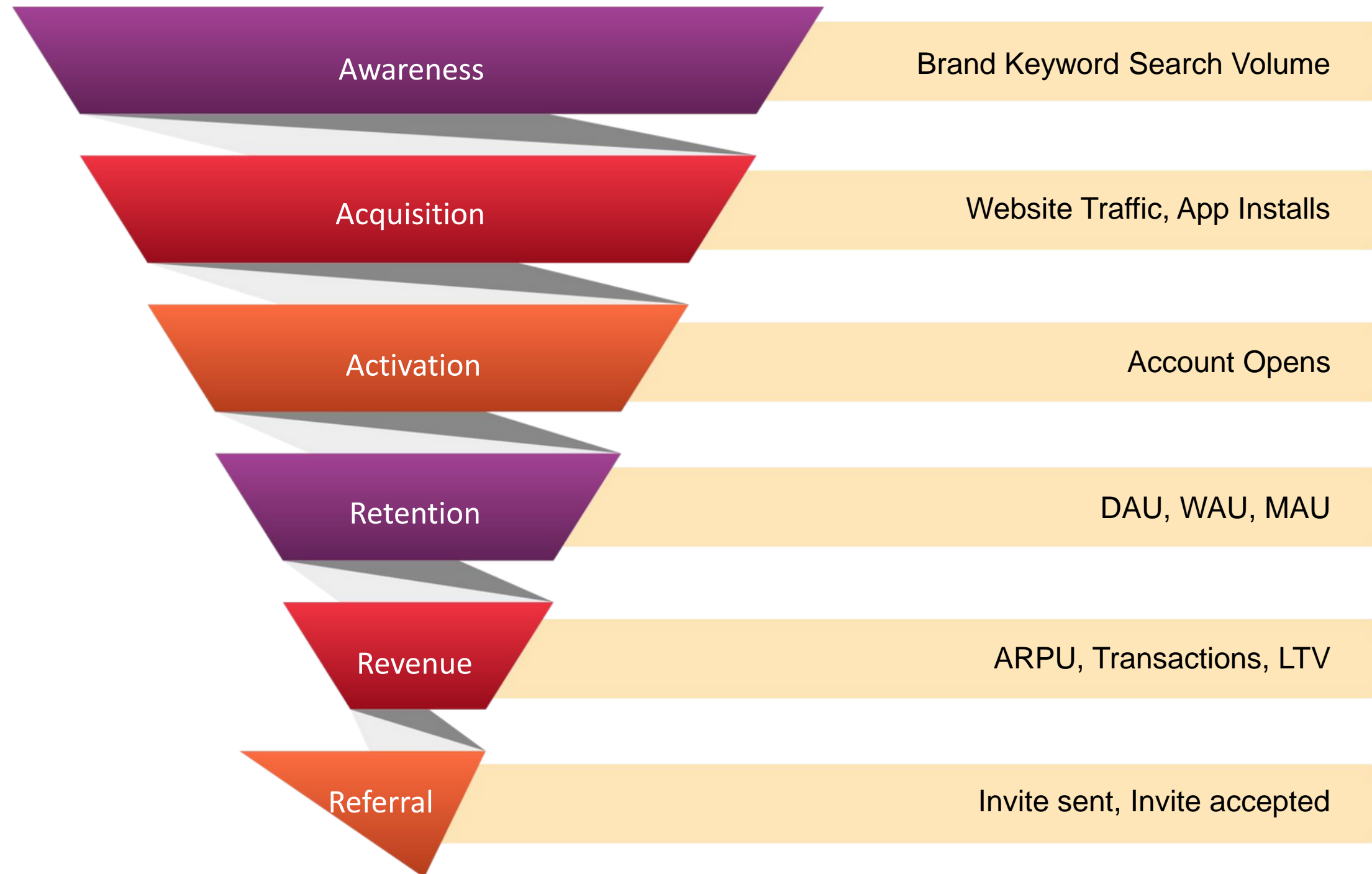
05 **Sophisticated Investors**
(Fund Managers)

06 **Capitalists**
(Utilizes resources for business ownership and wealth creation.)





We understand each and every step





Ethnicity

Connects directly with consumer behavior based on ethnicity.



Geo Targeting

Pinpoints consumers by state, DMA, city, or postal code for localized campaigns.

Our Targeting Capabilities



Contextual Category

Targets consumers interested in life insurance, investments, family security, and term plans.



Audience Buckets

Segments audiences into finance, health, news, and leisure sectors, including online communities and travel enthusiasts.



Sites & Apps

Engages audiences on popular



Case Studies



Case Study -



Association of
Mutual Funds in India



Campaign Objective:

Primary Goal: Enhance brand awareness through increased reach, ensuring our message is seen by a broader audience especially.

Key Performance Indicator:

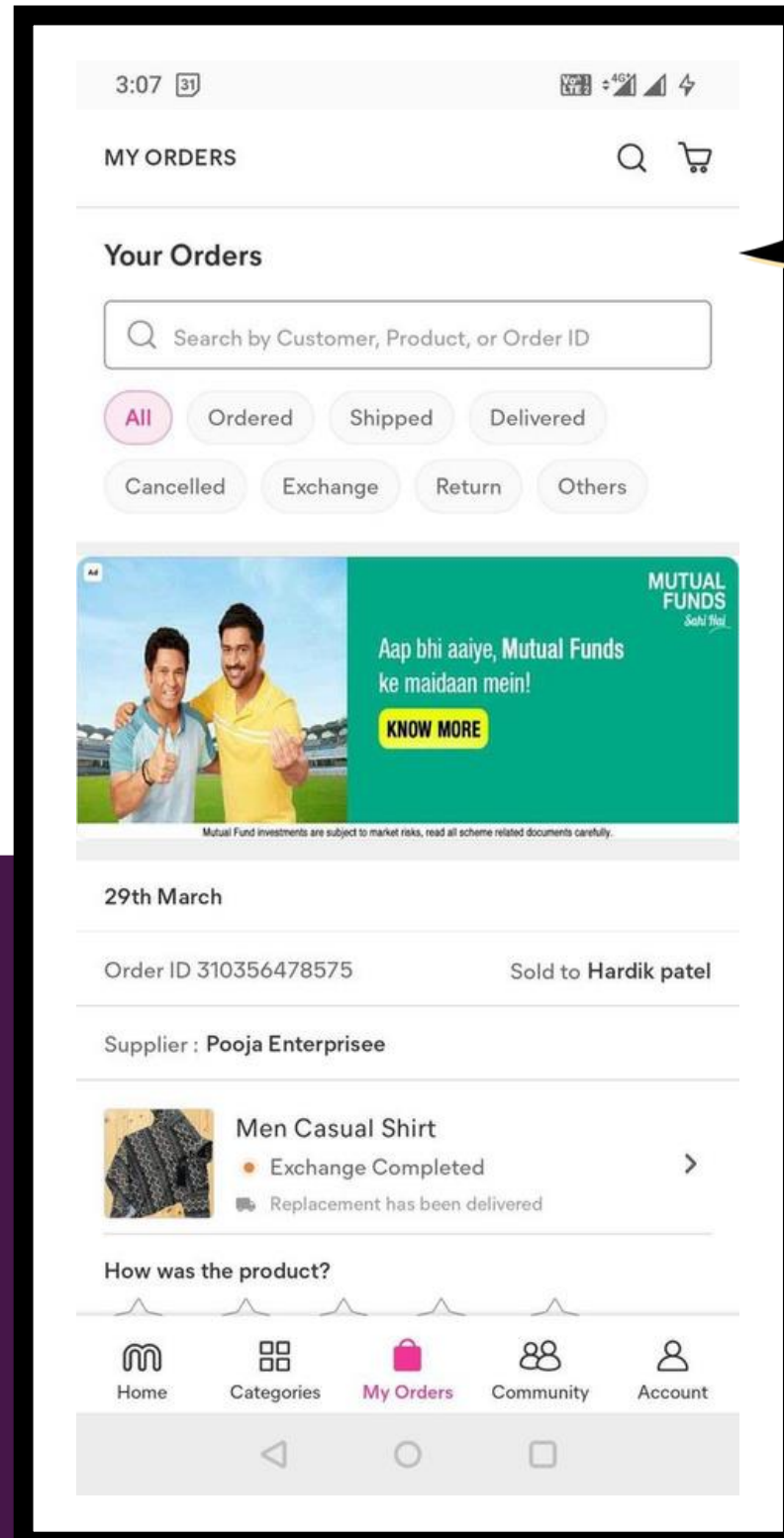
Reach: Aim for the maximum number of impressions to amplify brand visibility targeting diversified linguistic demographics.



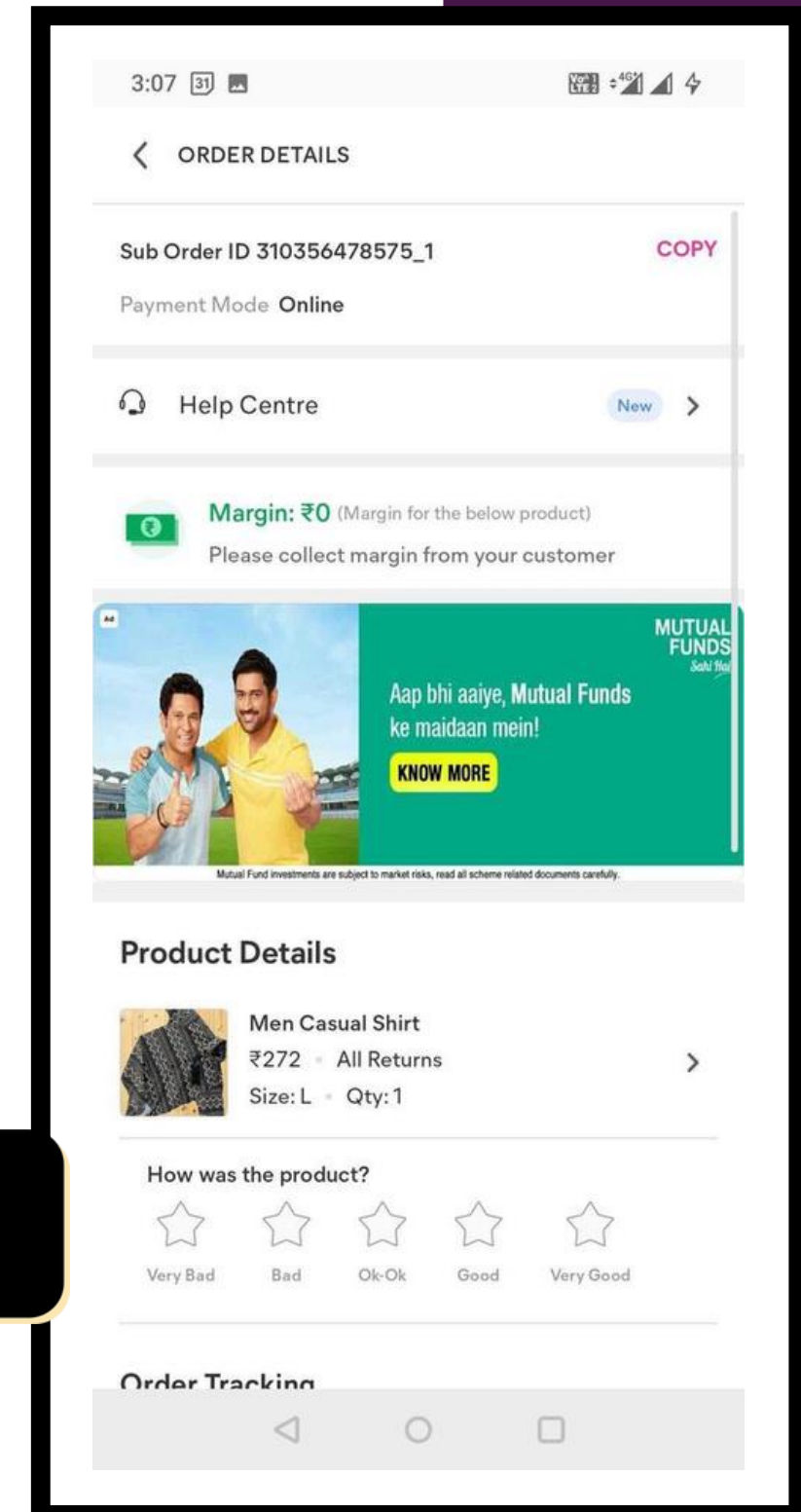
Case Study -



Association of Mutual Funds in India



My Orders



Order Details Page

DISPLAY Ads



The screenshot shows the Gujarati OneIndia website interface. At the top, the browser address bar displays <https://gujarati.oneindia.com>. The page header includes the date 'Thu, Apr 04, 2024', the time 'Updated 12:54 PM IST', and the current weather 'અમદાવાદ 30°C'. The OneIndia logo and navigation menu are visible.

A red rectangular box highlights a display advertisement for mutual funds. The ad features a green background with a man's image and the text: 'માસિક આવક ઉભી કરવા માંગો છો? ફિક્સ્ડ ઇન્કમ મ્યુચ્યુઅલ ફંડ્સમાં રોકાણ કરો.' Below this, it says 'વધુ જાણો' and 'FIXED INCOME MUTUAL FUNDS'. A small disclaimer at the bottom of the ad reads: 'મ્યુચ્યુઅલ ફંડ્સમાં રોકાણ વ્યવસ્થા જોખમી છે, સીમ સંમીલિત વ્યાજ દરવાજાનો કમ્પાઉન્ડ વાવો.'

Below the ad, the 'TRENDING' section lists 'Trust of Nation Survey', 'વાર્ષિક રાશિફળ', and 'IPL'. The main content area is divided into 'સમાચાર' (News) and 'આજનું રાશિફળ FUEL RATE' (Today's Forecast and Fuel Rates). The news section includes a headline about a cyclone in Morbi and a weather update for Gujarat. The weather section shows a forecast of 30°C and 'Partly cloudy'.

On the right side, there is a vertical advertisement for 'BANANA ISLAND RESORT DOHA' and a 'Licious' advertisement offering '50% CASHBACK + FREE DELIVERY on Fresh Seafood'.

The Windows taskbar at the bottom shows the system tray with the date '04-04-2024', time '12:54', and various application icons.





Association of Mutual Funds in India

Campaign Outcomes



We could reach over **30 million** audience targeting states like West Bengal, Gujrat, Kerala.

Click-Through Rate: Achieved a CTR of more than 0.5%.



Achieved 30 Million impressions.



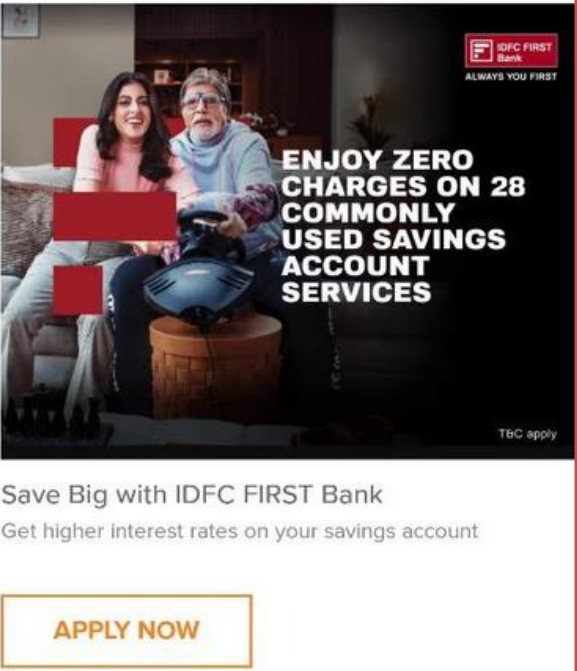
Other Brands We Have Partnered With



6:23 PM

Order #167483399380
04:39 P.M. | 1 item, ₹276


Invest with IDFC First Bank
Get rewarded for your spending



Save Big with IDFC FIRST Bank
Get higher interest rates on your savings account

APPLY NOW

Times Prime Mighty Membership
Avail 20+ Subscriptions & Offers on 40+ Brands



Flat ₹500 Off | Code: SWG500
Redeem 1 Year Disney+ Hotstar & SonyLIV

SUBSCRIBE NOW

Ride requested, finalising driver details
Drop-off by 6:04pm



Ab FD-wala interest Savings Account mein! **ActivMoney** upto 7% p.a.
Ad Visit kotak.com

Kotak ActivMoney
Ab FD-wala interest Savings Account mein!

Ramesh Ghar Building [Add or change](#)

Trip requested
Finding drivers nearby

Trip details
Meet at St. Josephs Indian High School, Entry / Exit -- Vittal Mallya Road



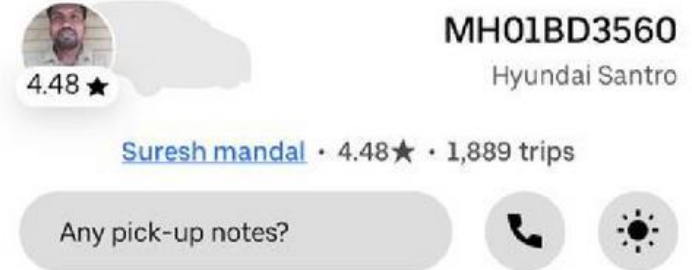
Ad For more details on risk factors, terms and conditions, please read policy document carefully before concluding a sale. IRDAI Regn No.: 512



LIC Jeevan Utsav
Reason for Celebration with Lifetime Returns


5:54

Meet at the pickup point **4 min**


PIN for this trip 4 0 4 4


Suresh mandal · 4.48★ · 1,889 trips
MH01BD3560
Hyundai Santro

Any pick-up notes?  



Kotak ActivMoney
Open Now → Ad

Reserve 

Ramesh Ghar Building [Add or change](#)
6:04pm drop-off



Our Comprehensive Services



Programmatic Advertising

We utilize advanced algorithms and real-time bidding to optimize ad placement, enhancing efficiency, and online presence. Culminating in higher ROI for the Agency.



DV360



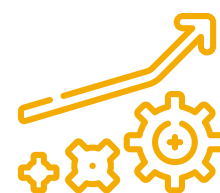
Ingenious Plex



Superior Placements



Premium Inventory



Dynamic Creative Optimisation

<https://www.vertoz.com/programmatic-advertising/>

Search Advertising



Our customized approach utilizes targeted search engine ads, keyword optimization, and customizable campaigns to effectively reach potential customers, driving relevant traffic and increasing conversions.



Google



Bing

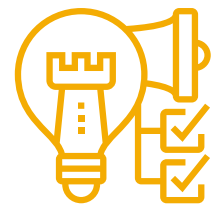
<https://www.vertoz.com/search-advertising/>



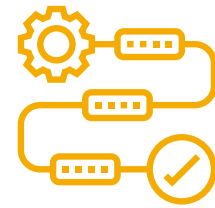


OOH/DOOH Advertising (Currently in India only)

OUR EXPERTISE



Strategic Media Planning



Streamlined Execution



Creative Solutions

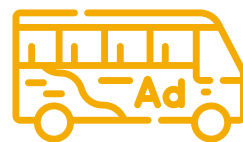


Detailed Reporting

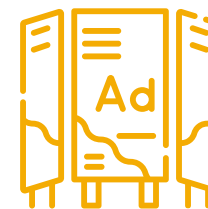
OUR SERVICES



Traditional OOH



Transit Media



Ambient Media



DOOH



Activations & Events

www.vertoz.com/dooH-advertising





Native Advertising

Our native advertising services integrate your brand's message into popular platforms, enhancing visibility, fostering meaningful interactions, and driving brand affinity and conversion.



Taboola



Outbrain



GAM



Custom Native
App formats -
Facebook

Video Advertising

Our Video Advertising services provide precise, targeted ad placements across top platforms, offering a range of formats and advanced analytics for exceptional campaign performance and audience engagement.



YouTube



Vimeo



Publishers



Apps



CTV / OTT

<https://www.vertoz.com/youtube-advertising/>





Social Advertising

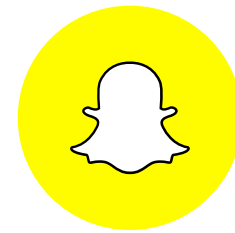
Our strategies optimize social platforms, enhancing visibility, building connections, and transforming brand presence for higher customer engagement.



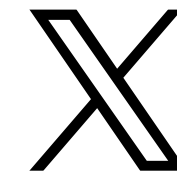
Meta - FB & IG



LinkedIn



Snapchat



Twitter - X



Reddit



Quora



Social Strategy



ORM



Social Command Centre



Community Management





Retail Media Advertising

Amplify Your Reach: Transform Retail Media Opportunities.

OUR OFFERINGS



Amazon



Walmart



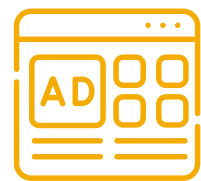
Ebay



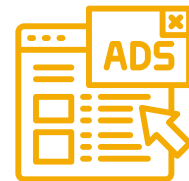
Instacart



Flipkart



On-Site
Advertising



Off-Site
Advertising



Data Driven
Campaigns





Affiliate / Performance Marketing

Performance Marketing with technology-driven solutions for advertising needs, offering services like Performance Campaigns, App Installs, Pay Per Calls, & more.

Data driven approach that delivers exceptional performance



5000+
Active Offers



2000+
Affiliates



30+
Inhouse
Media Buyers

BUYING OPTIONS

- Mobile User Acquisition - CPA
- Lead Generation - CPL
- Sale - CPS
- Visits - CPV
- Inbound Calls - PPC

KEY VERTICALS

- Travel
- E - Commerce
- D2C
- Insurance
- Credit Card
- Home Services
- Gaming





Ad-Exchanges

A digital marketplace that enables advertisers and publishers to buy and sell advertising space through real-time auctions.



Open RTB
Technology



XML
Technology



Google AdX
Platform



OwnAdX
Platform

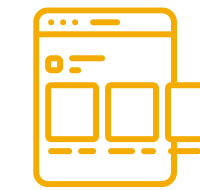
OUR AD FORMATS



Video Ads



Display Ads



Contextual Ads



Native Ads



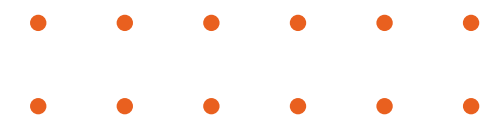
CTV Ads



Pop & Push
Programmatic
Ads



Search Ads





Our Ad Formats



Our Ad Formats



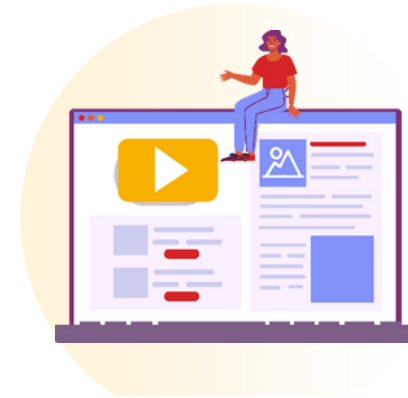
Display
Ads



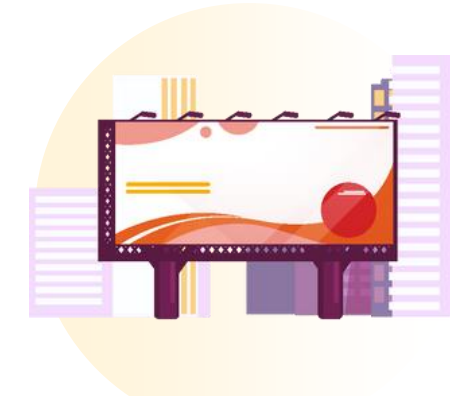
Video
Ads



Audio
Ads



CTV / OTT
Ads



DOOH
Ads



High SOV
Ads



Text
Messages



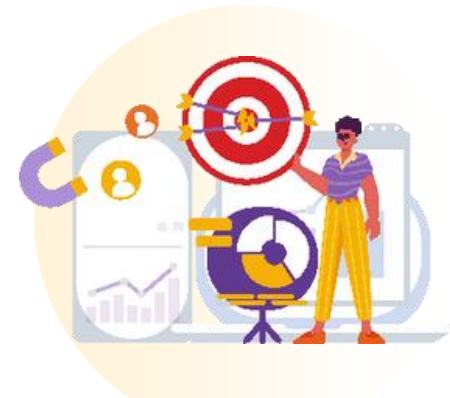
Newsletters



Content
Sponsorships



Social
Outreach



Brand Engagement
Solutions



Microsites



High Share of Voice Ads: Ad Formats



Desktop View



Mobile View



High Share of Voice Ads: Full Page Interstitials



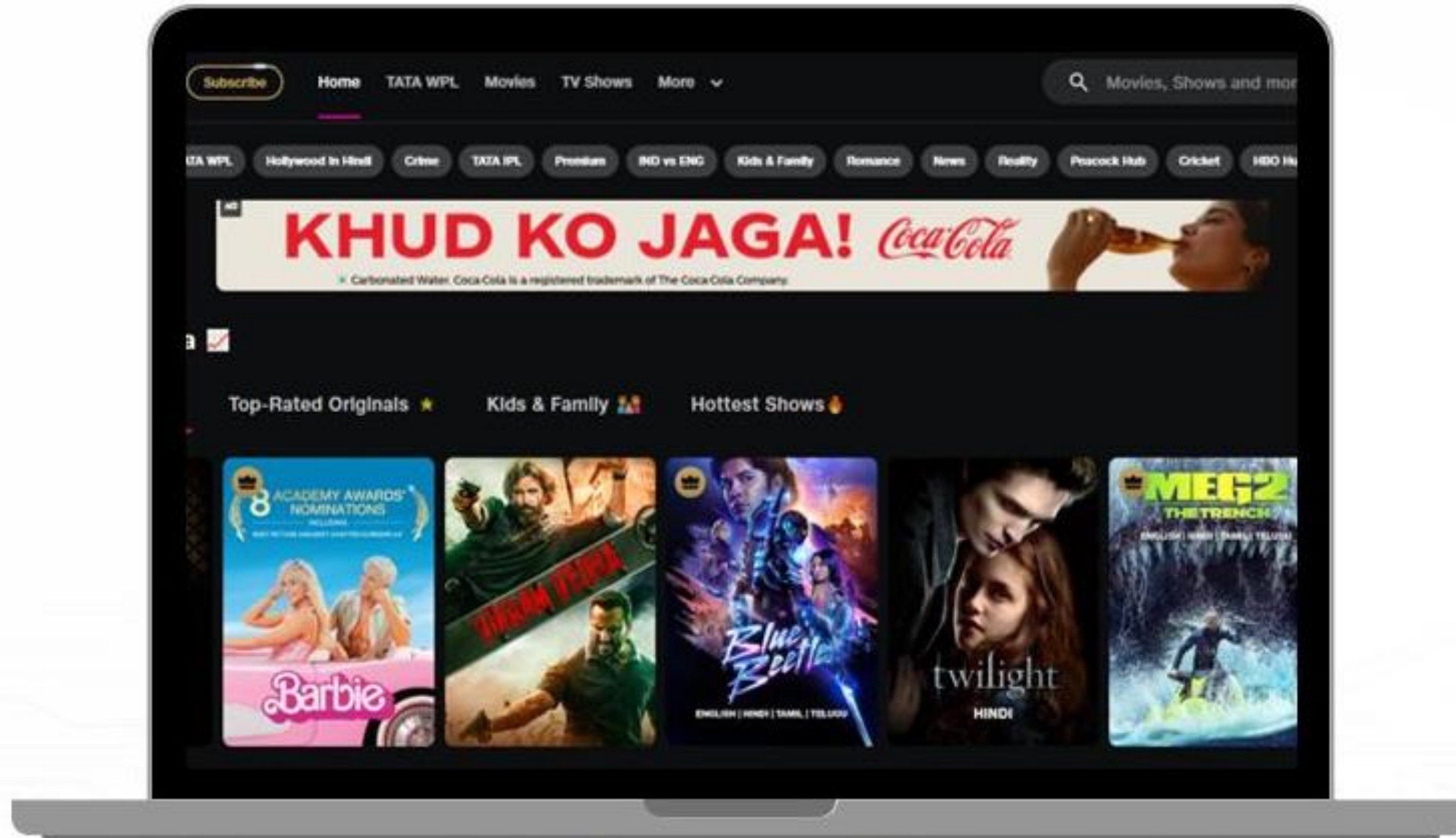
Desktop View



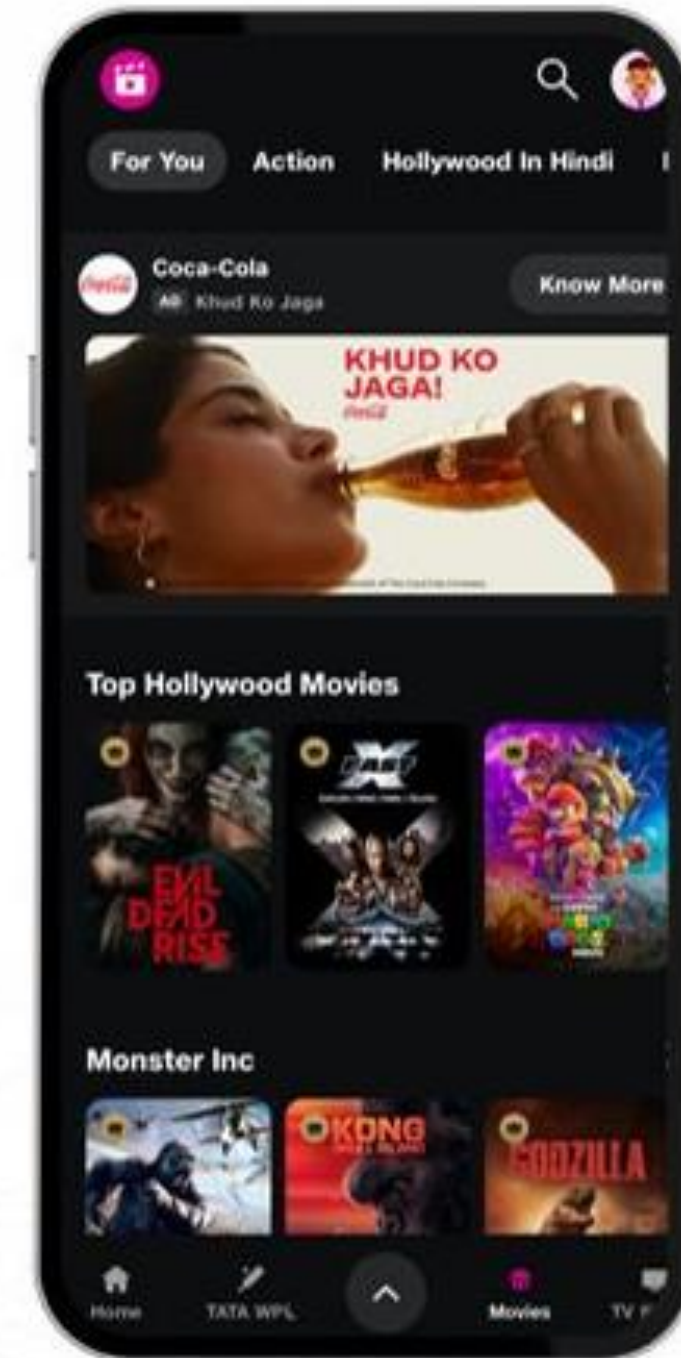
Mobile View



CTV Ads



Desktop View



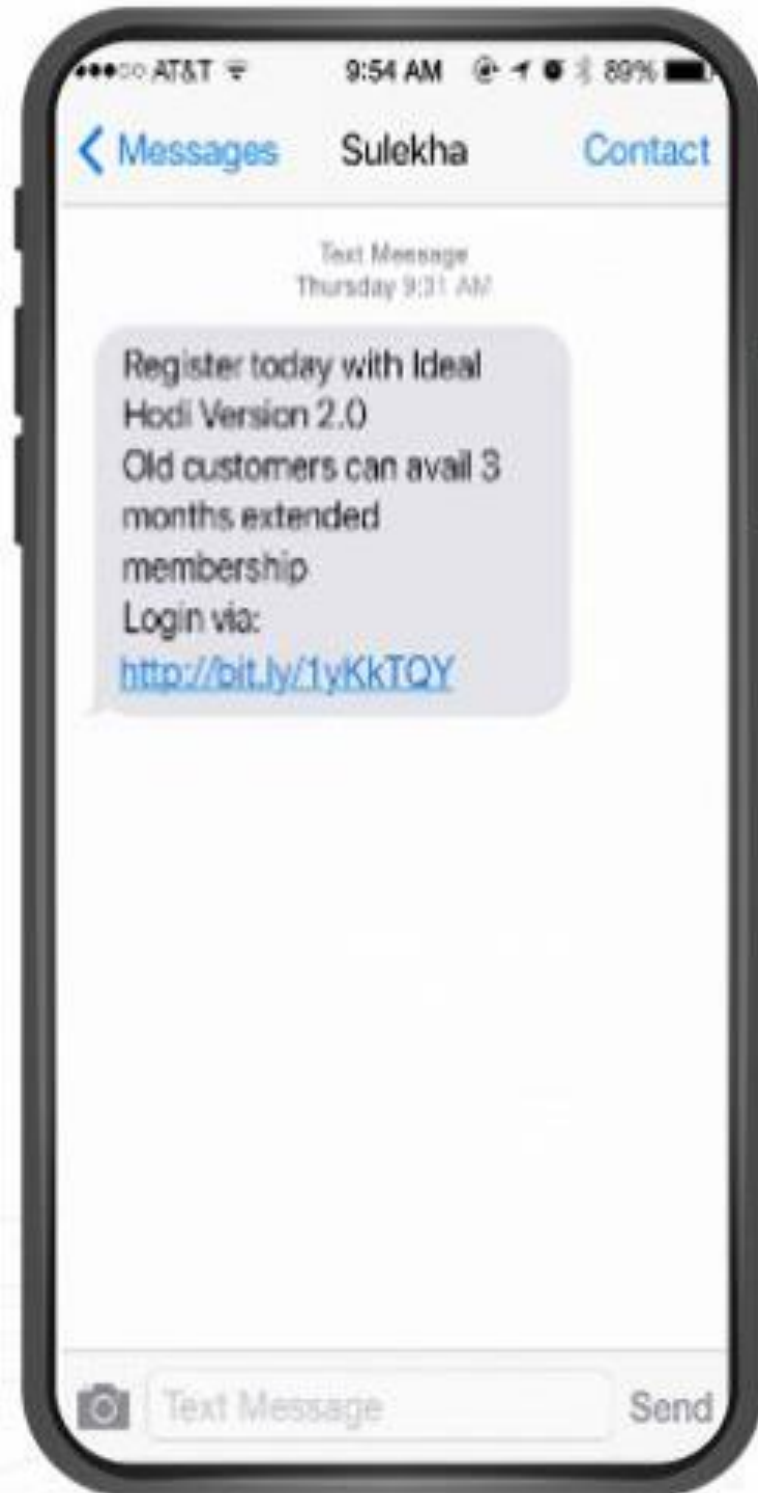
Mobile View



Social Outreach



Text Messages & Newsletters



Text Messages



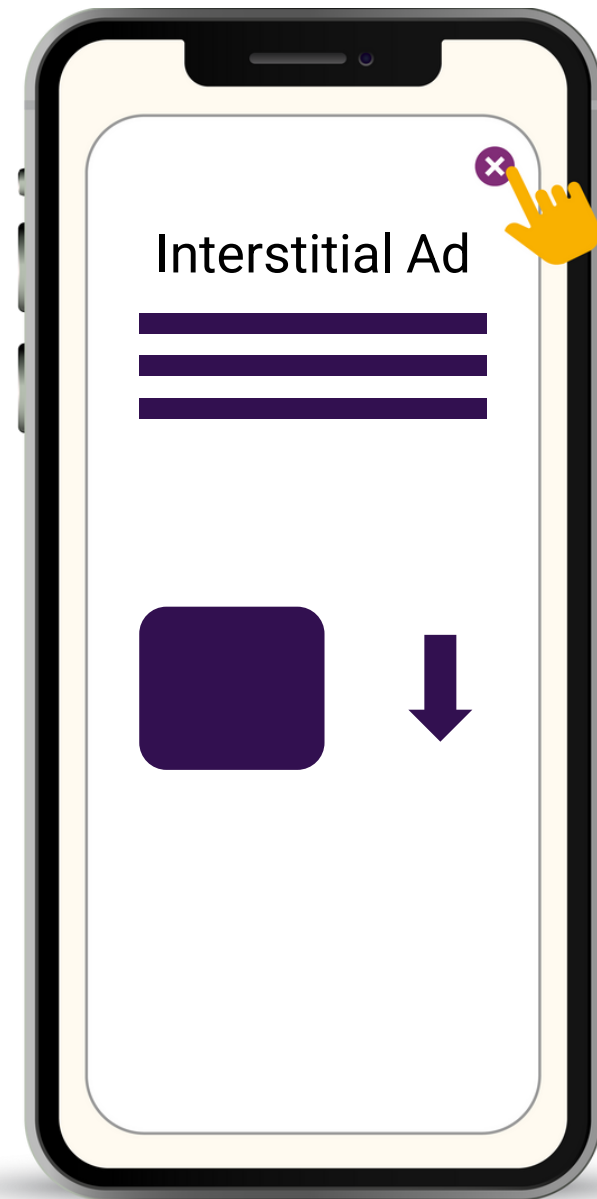
Newsletters



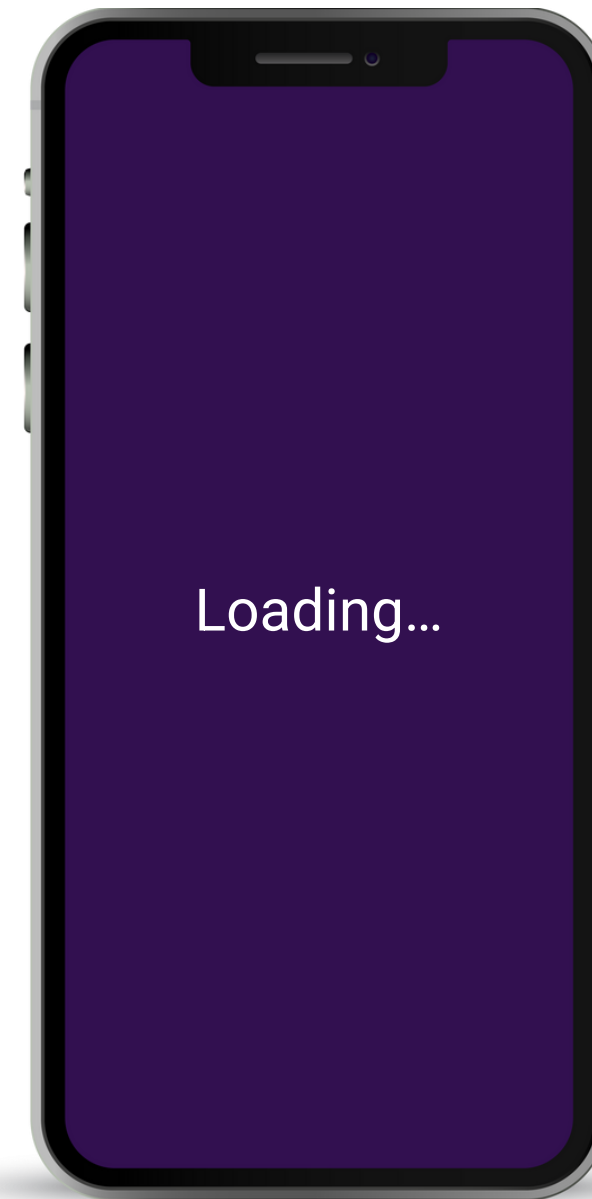
Interstitial



User clicks app on home



Interstitial Ad



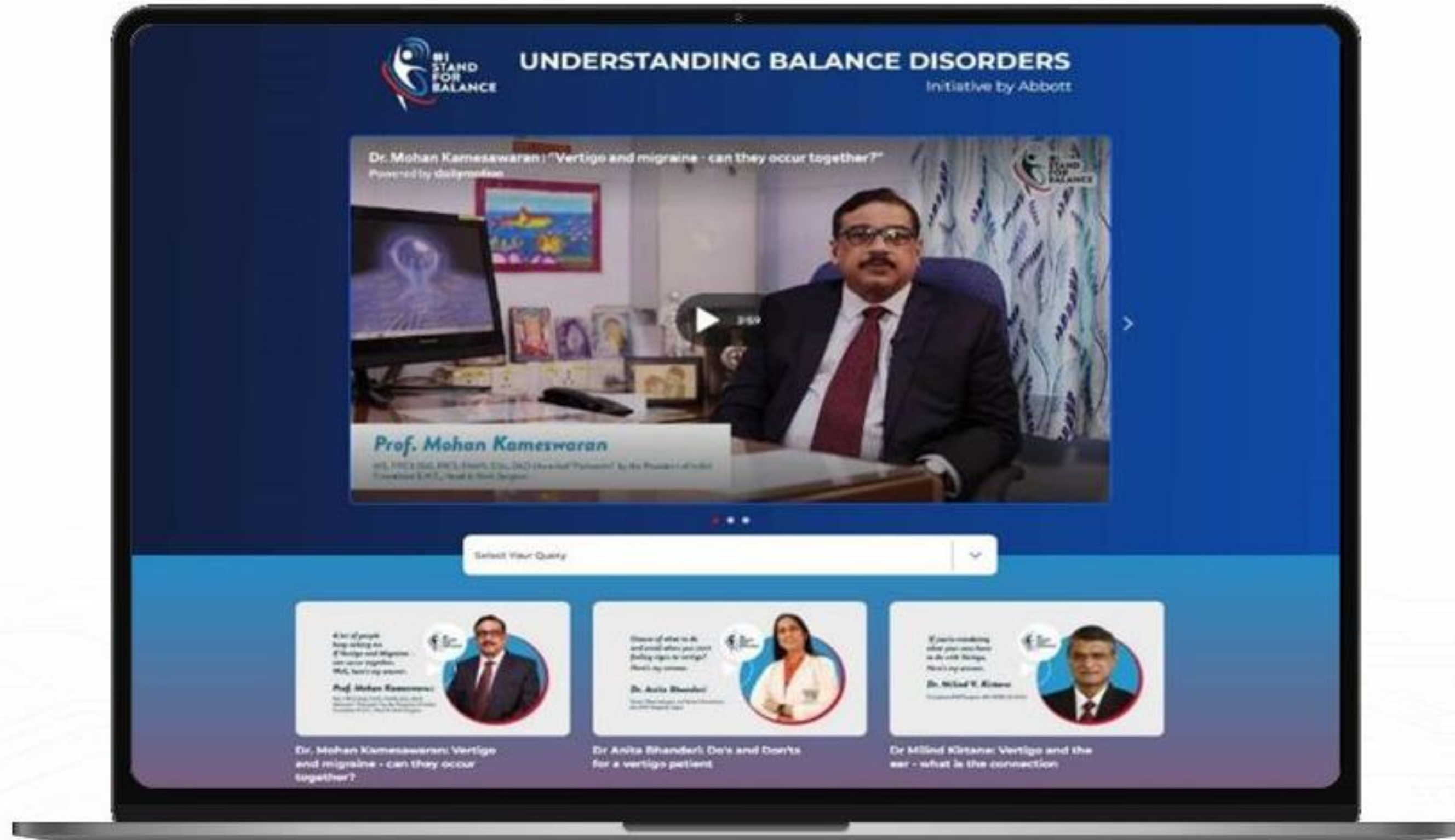
App loading

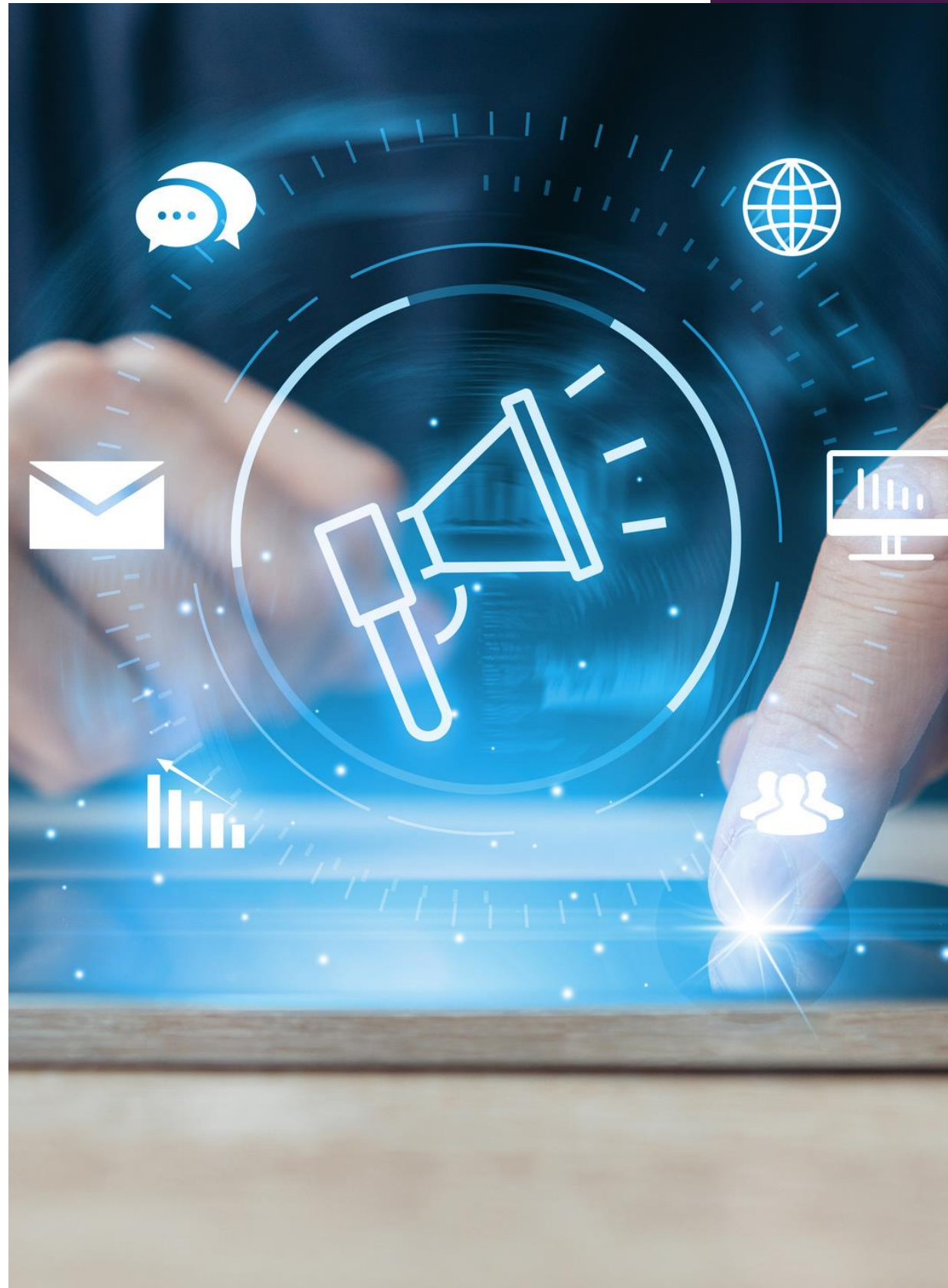


Home screen of app



Microsites

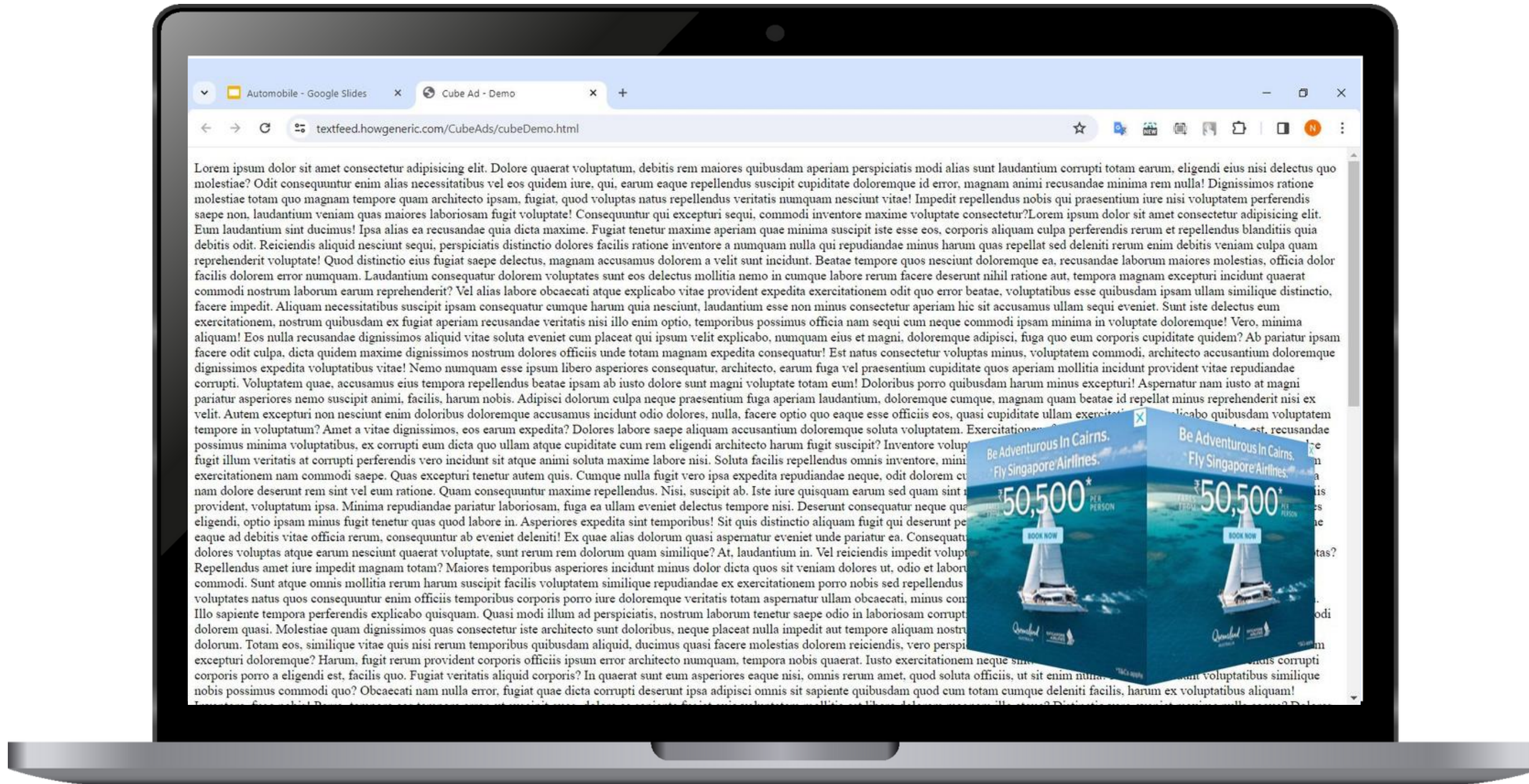




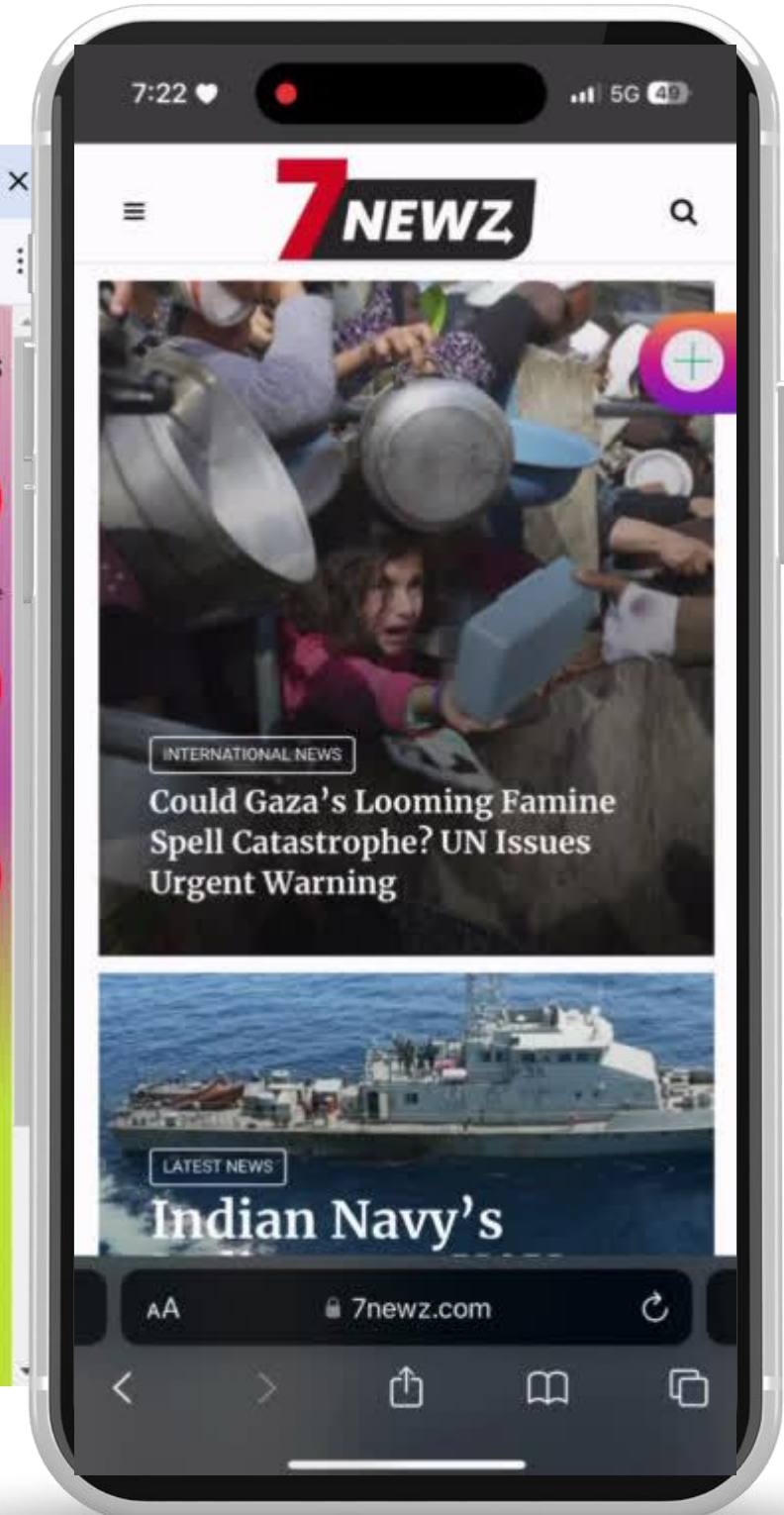
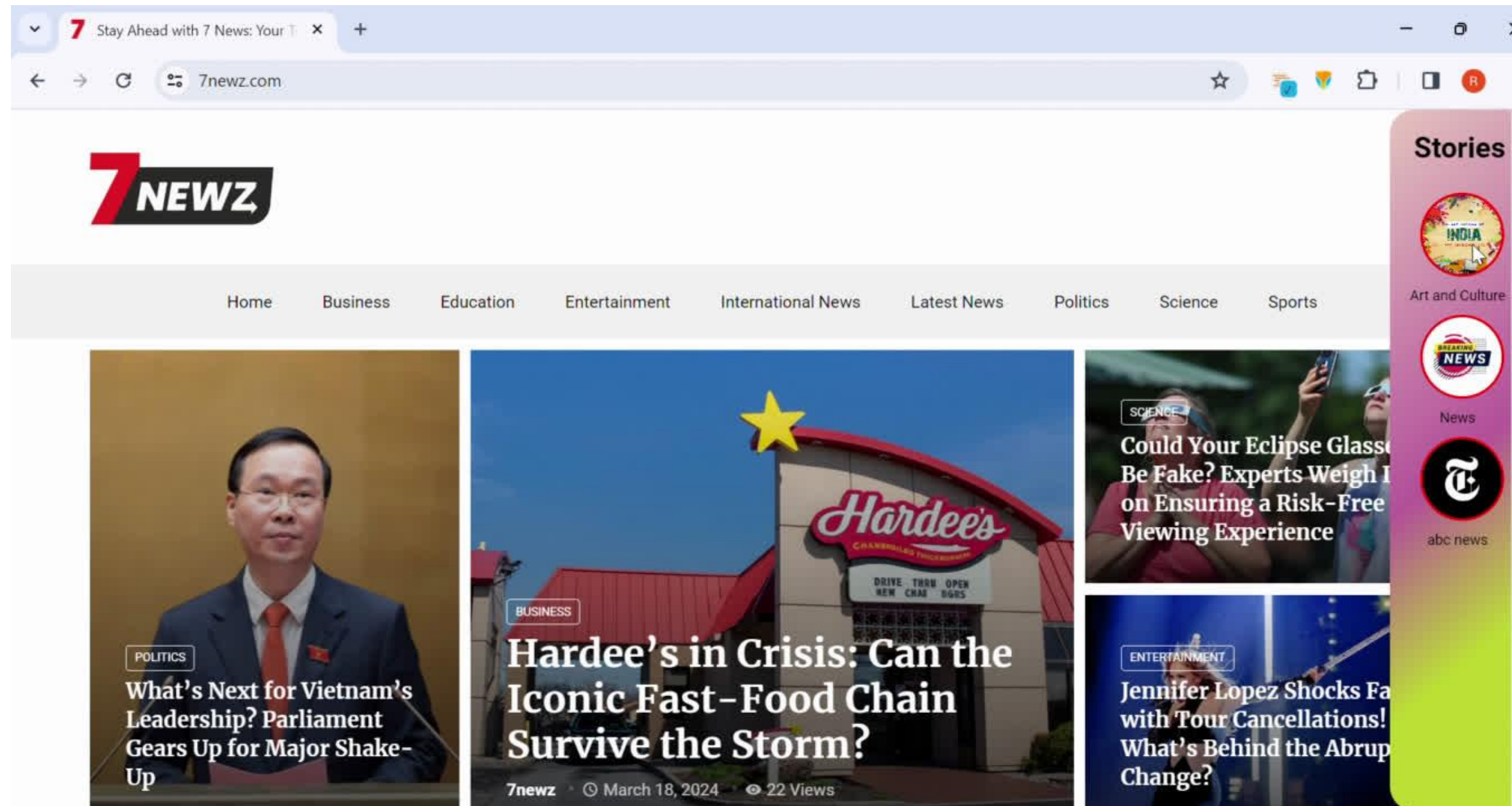
Innovations



Cube Ads



Story Ads



<https://7newz.com/>



HTML 5 Ads



Swirl Ads



<https://tinyurl.com/4jscvn7d>

Expansion Ads



<https://tinyurl.com/37r492f4>



Outstream Ads



VERTOZ



Ready to elevate your business?

Join the leaders who trust Vertoz

Contact us today to learn more about our solutions and how we can help you achieve greater results in your advertising efforts.