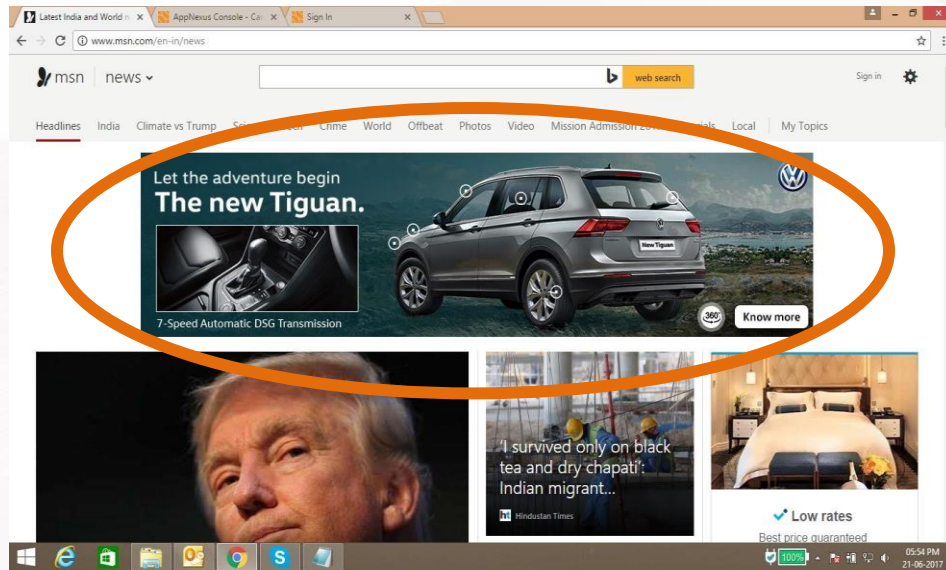


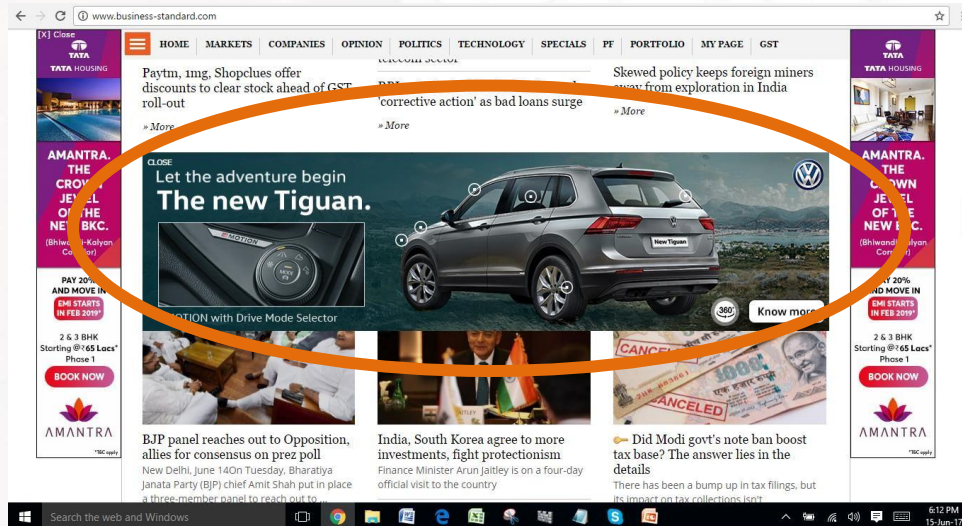
AUTOMOBILE

CASE STUDIES

VOLKSWAGEN_TIGUAN



- ❑ **Objective:** Create buzz and awareness about the features of the newly re-launched V W Tiguan through Rich Media Ads
- ❑ **Targeting:** News and Business Websites
- ❑ **Geography:** Pan India
- ❑ **Duration:** 25Days
- ❑ **Demo:** <http://adomixer.com/testdemo/VolkswagenTiguan/250/index.html>
<http://adomixer.com/testdemo/VolkswagenTiguan/update/index.html>

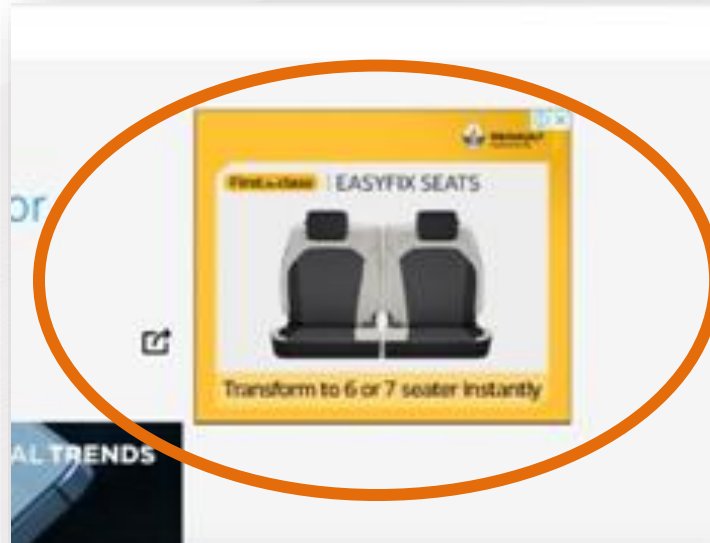


- ❑ **Websites:** MSN, Zee News, Business Standard, BusinessWorld
- ❑ **Creative:** Rich media 360 rotation of the product view
- ❑ **Property:** Masthead

OUTCOME

Impressions Delivered: 3 Mn
CTR Achieved: 0.47%

RENAULT_TRIBER

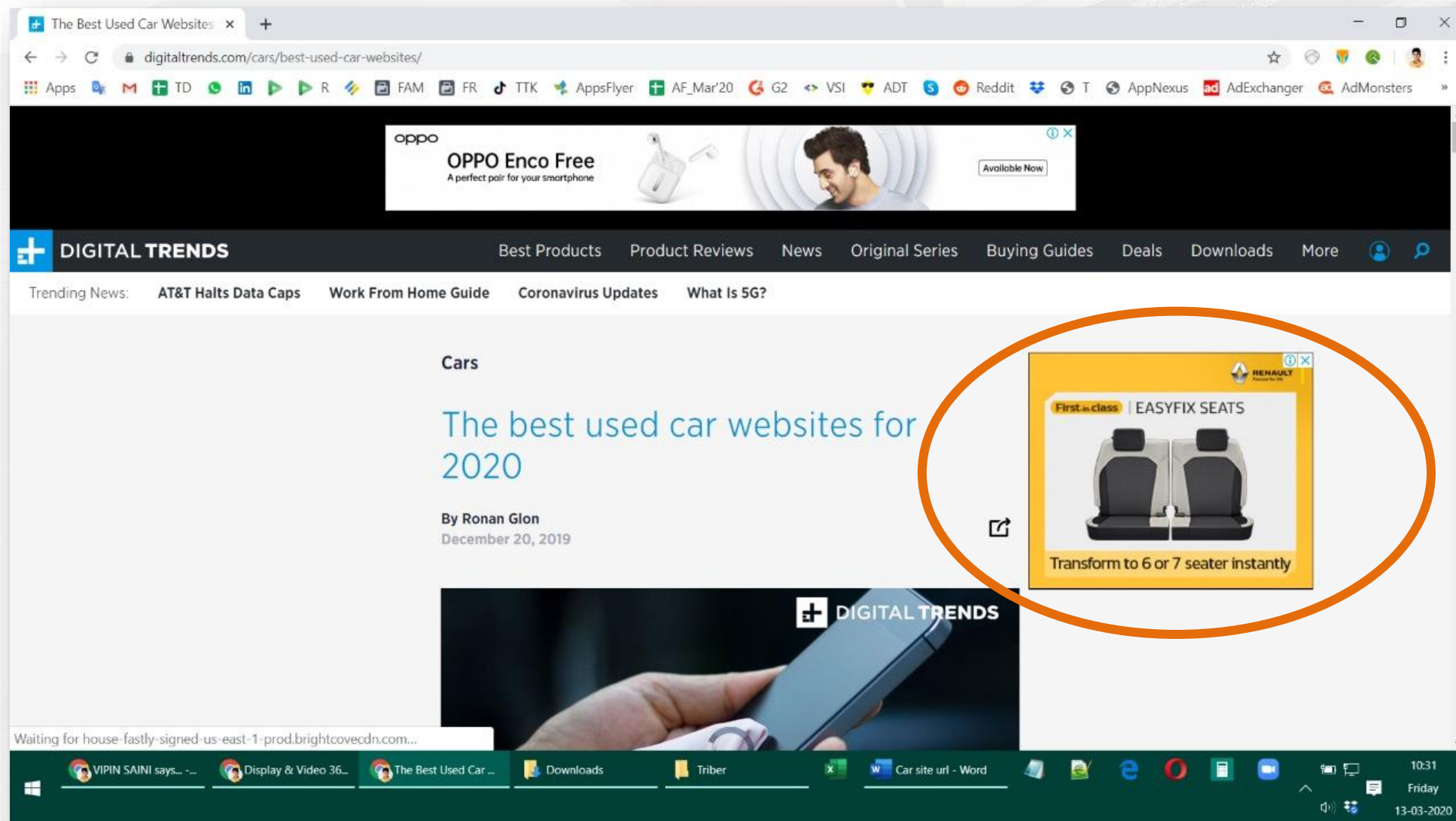


- ❑ **Objective:** Create the buzz and awareness about the features of the newly launched Renault-Triber through Rich Media Ads
- ❑ **Targeting:** News and business, Entertainment, lifestyle website
- ❑ **Geography:** Pan India
- ❑ **Websites:** Zee, Web Duniya, Amar Ujala, One India / Bold Sky, New 18, Punjab Kesari, Indian Express/ Financial Express and many more
- ❑ **Property:** Standard Banner
- ❑ **Creative:** Rich media 360 rotation of the product view

OUTCOME

Impressions Delivered: 120 Mn+ per month
CTR Achieved: 0.36%

RENAULT_TRIBER_LIVE SS



RENAULT_TRIBER_LIVE SS

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Display & Video 36... Compare Cars in In... India vs South Afric... Downloads Test Audience App-URL_Dis_2020... With 13 New Cases... 19:55 Thursday 12-03-2020

RENAULT_KWID



- ❑ **Objective:** Create the buzz and awareness about the features of the newly launched Renault-Kwid through Rich Media Ads
- ❑ **Targeting:** News and business, Entertainment website
- ❑ **Geography:** Pan India
- ❑ **Websites:** Zee, Web Duniya, Amar Ujala, One India / Bold Sky, New 18, Punjab Kesari, Indian Express/ Financial Express, many more..
- ❑ **Property:** Standard Banner
- ❑ **Creative:** Rich media 360 rotation of the product view

OUTCOME

Impressions Delivered: 210 Mn+ per month
CTR Achieved: 0.36%

RENAULT_KWID_LIVE SS

9GAG: Go Fun The World x Latest Marathi News | Live Mahar x The inside story of Tanak's shock x +

9gag.com


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- Anime Waifu
- Awesome
- Car
- Comic & Webtoon
- Cosplay
- Gaming
- GIF



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The All-New Stylish Renault KWID
Exclusive benefits on select BS4 Stock

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16 1:20 PM 3/17/2020 21

RENAULT_KWID_LIVE SS

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lokmat.com

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ताज्या महाराष्ट्र पुणे बातम्या शहरं मनोरंजन व्हिडीओ फोटोफ्लिक क्रीडा लाइफ स्टाइल आणखी...

सालग्रहण करणं असं महत्वाचं, आजकालही झालं 2 hours ago

काही नवीन पदार्थ खाण्याची भीती वाटते? या विचित्र आजाराची असू शकतात लक्षणे! 2 hours ago

₹599 मध्ये संपूर्ण आरोग्याचा अहवाल- यकृत,मुत्रपिंड व बरेच काही,आता बुक करा. Sponsored

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Corona Effect : कोरोनामुळे आणखीन एका अभिनेत्रीचं कॅन्सर झालं लग्न 37 minutes ago

केस गळतीमुळे चिंतीत आहात? आता कमी किमतीत, वेदना मुक्त इलाज. Sponsored

Coronavirus: हॉस्पिटलमधून पळाले कोरोना व्हायरसचे रुग्ण, खूप भडकले बिपाशा बासू आणि रितेश देशमुख 1 hour ago

कोरोनाची दहशत : आयसोलेशनमध्ये आहेत 97 वर्षांचे दिलीप कुमार 2 hours ago

श्रद्धा कपूर या विवाहित अभिनेत्यासोबत होती नात्यात, वडिलांनी तिला फरफटत नेले होते त्याच्या घरातून 1 hour ago

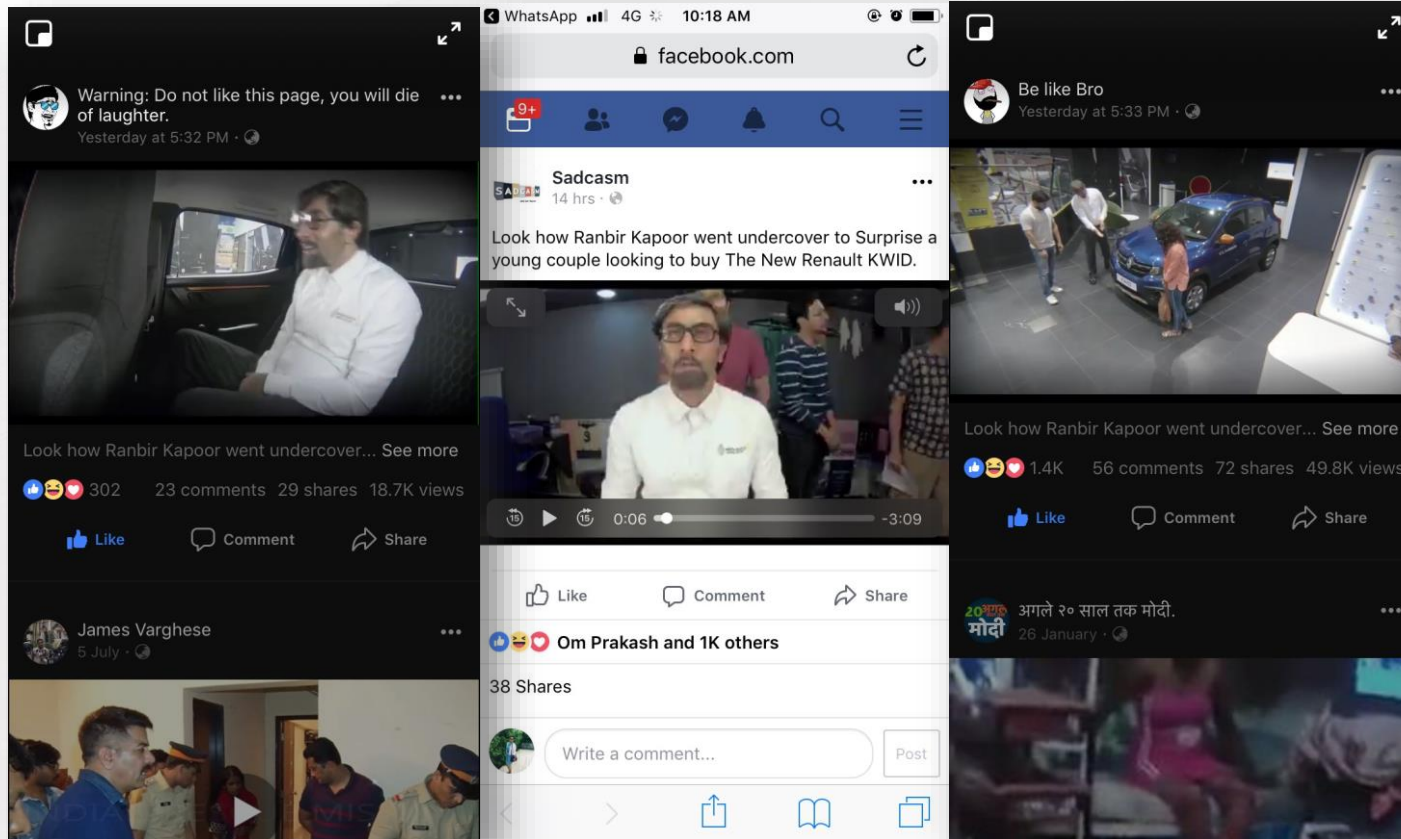
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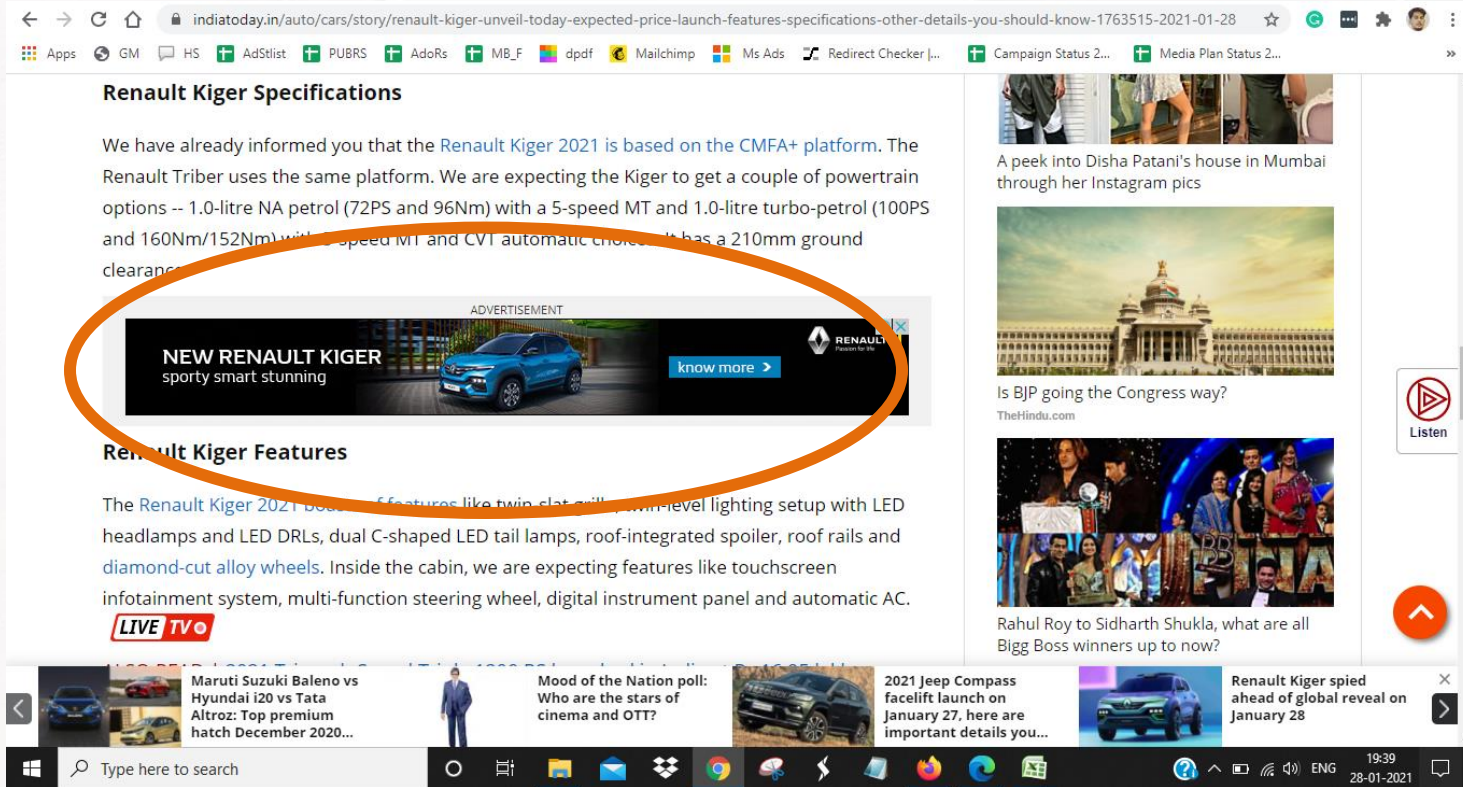


- ❑ **Objective:** Renault Kwid came up with a quirky Ranbir Kapoor's video to post on the premium FB Pages and create a buzz followed by brand awareness.
- ❑ **Targeting:** Male /Female, Age 18+, Facebook Page
- ❑ **Geography:** Pan India
- ❑ **Property:** 3 min Video
- ❑ **Duration:** 7 Days

OUTCOME

Reach: 2.9 MN
Video Views :1.5 MN
Post Clicks : 0.18 MN
Engagement : 50K

RENAULT_KIGER



indiatoday.in/auto/cars/story/renault-kiger-unveil-today-expected-price-launch-features-specifications-other-details-you-should-know-1763515-2021-01-28

Apps GM HS AdStit PUBRS AdoRs MB_F dpdf Mailchimp Ms Ads Redirect Checker Campaign Status 2 Media Plan Status 2

Renault Kiger Specifications

We have already informed you that the [Renault Kiger 2021](#) is based on the CMFA+ platform. The Renault Triber uses the same platform. We are expecting the Kiger to get a couple of powertrain options -- 1.0-litre NA petrol (72PS and 96Nm) with a 5-speed MT and 1.0-litre turbo-petrol (100PS and 160Nm/152Nm) with 5-speed MT and CVT automatic choice. It has a 210mm ground clearance.

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Renault Kiger Features

The Renault Kiger 2021 boasts features like twin-clat grill, twin-level lighting setup with LED headlamps and LED DRLs, dual C-shaped LED tail lamps, roof-integrated spoiler, roof rails and diamond-cut alloy wheels. Inside the cabin, we are expecting features like touchscreen infotainment system, multi-function steering wheel, digital instrument panel and automatic AC.

LIVE TV

Maruti Suzuki Baleno vs Hyundai i20 vs Tata Altroz: Top premium hatch December 2020...

Mood of the Nation poll: Who are the stars of cinema and OTT?

2021 Jeep Compass facelift launch on January 27, here are important details you...

Renault Kiger spied ahead of global reveal on January 28

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19:39 28-01-2021

- ☐ **Objective:** Brand Awareness
- ☐ **Targeting:** Male /Female, Age 18+
- ☐ **Websites:** News, Auto and Sports Sites
- ☐ **Geography:** Pan India
- ☐ **Property:** Standard Banner
- ☐ **Duration:** 30 Days

OUTCOME

Impressions Delivered: 10 Mn+
CTR Achieved: 0.6%
Brochures Downloaded: .5%

RENAULT_KIGER

indiacarnews.com/news/renault-kiger-production-model-to-be-unveiled-tomorrow-44182/

NEWS REVIEWS COMPARISONS TWO WHEELERS ABOUT US CONTACT US

The production version of the much-awaited Renault Kiger compact SUV will finally make global debut in India today. The company had presented the 'Kiger snowcar' in November 2020, which previewed the brand's upcoming sub-4 meter SUV. It is claimed that the production version of the Kiger will be 80% similar to the concept.

The Renault Kiger will be introduced as an affordable alternative to the likes of the Kia Sonet, Tata Nexon and the Hyundai Venue. It will be based on the CMF-A+ modular platform, which also underpins the Triben and the Nissan Magnite. The Kiger is jointly designed and developed by Renault corporate design teams in France and Renault India design.

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smallest SUV to offer a factory-fitted sunroof.

POWERTRAIN

The Renault Kiger will be powered by a 1.0-litre 3-cylinder turbocharged petrol engine that produces 99bhp of power and 160Nm of torque. Transmission options include a 6-speed manual and a 7-speed automatic (Turbo-Only). Similar to the Nissan Kiger, the SUV could also receive the 1.0L naturally-aspirated engine producing 72bhp and 90Nm.

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NEW 2021 Jeep Compass Vs Old – Prices & Features

By Chhavi Kaushik
Posted on January 27, 2021

RENAULT_KIGER


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Home > New Cars > Renault Cars > Kiger


Kiger Specs Price Images Q&A Mileage News Dealers Loans



Renault Kiger

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Expected Price

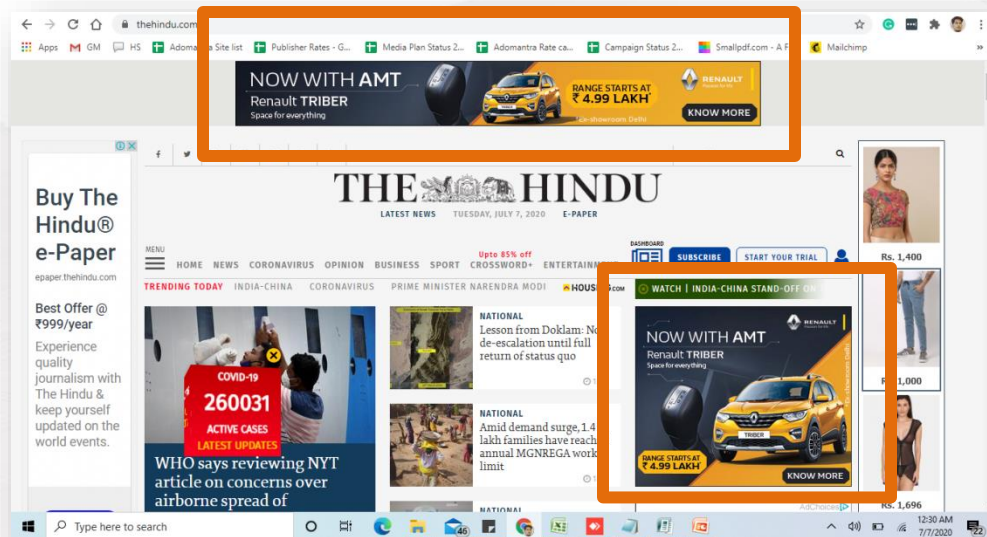
 **March 2021**
Expected Launch Date

Alert me when launched **Ask A Question**

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19:50 28-01-2021 ENG

RENAULT_TRIBER_AMT



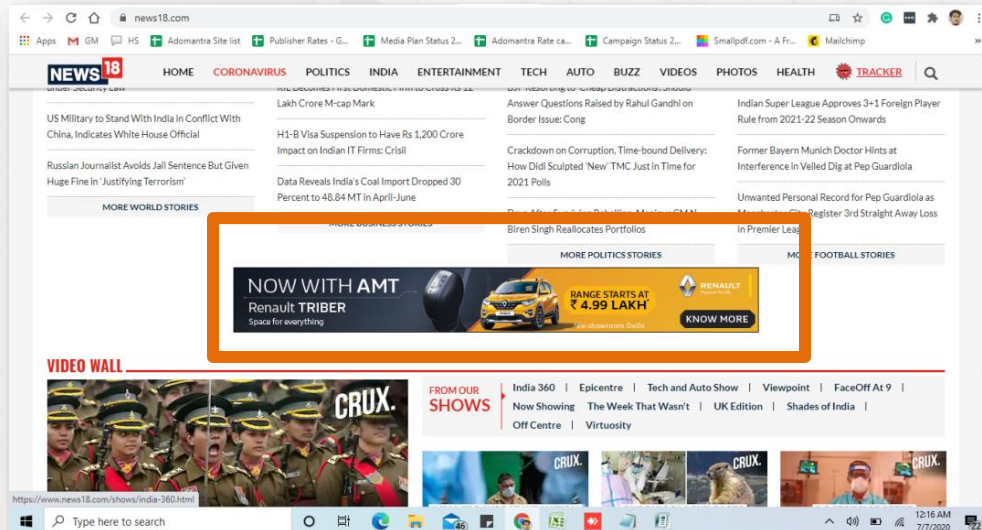
❑ **Objective:** Create the buzz and awareness about the features of the newly launched Renault-Triber AMT through Roadblock ads.

❑ **Targeting:** News and business, Entertainment, lifestyle websites.

❑ **Geography:** Pan India

❑ **Websites:** Zee, Web Duniya, Amar Ujala, One India / Bold Sky, New 18, Punjab Kesari, Indian Express/ Financial Express and many more.

❑ **Property:** Roadblock Activity_7July'20



OUTCOME

Impressions Delivered: 12Mn+per month
CTR Achieved: 0.29%

RENAULT_TRIBER_AMT_THE HINDU

thehindu.com

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WHO says reviewing NYT article on concerns over airborne spread of

NATIONAL
Lesson from Doklam: No de-escalation until full return of status quo

NATIONAL
Amid demand surge, 1.4 lakh families have reached annual MGNREGA work limit

Rs. 1,400

Rs. 1,000

Rs. 1,696

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India, China Agree to 'Completely Disengage' After NSA Doval's Call With China's Foreign Minister

Wary of Covid-19 Situation, Bengal Issues Back-to-Back Treatment Protocols. But How Useful are They?

3rd Covid-19 Patient in AP Buried Using Earthmover, Authorities Say Deceased too Heavy for Cremation

China's Galwan Withdrawal May Lay Path for Peace a LAC, but Road Ahead Riddled With Booby-Traps

Sunglasses on, Evil Laughter & Iconic Dialogue from

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NEWS18


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Manager Was Expecting His Child And Salm...



Vanity Van with Exclusive Features



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BUZZ
'Why are My B***s on Your Phone': Chrissy Teigen Calls Out Fox News Host's Hilar...



CRICKETNEXT
Rashid Khan Picked up by Barbados Tridents; Pravin Tambe Set to Become 1st India...



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Scientists Discover New Species of Amphibians with Snake-Like Venom Glands



BUZZ
'Bagheera, is That You?': Viral Photos of a Black Leopard from Forests of Karnat...



CRICKETNEXT
Pakistan Players Spotted Training in Practice Kits Without Sponsors: Report


TECH
Jabra Elite Active 75t Review: Wireless Earbuds That Are Brilliant Everywhere In...








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Indian Super League Season 7 to be Held Behind Closed Doors from November to Mar...


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asianetnews.com

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தேடல்

கடச்சுட

ஜூலை 31ஆம் தேதிக்குள் எய்ம்ஸ்
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உட்பந்தம்

ஆஸ்கர் விருது வென்ற
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மோரிக்கோனி காலமானார்

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பாதிப்பு	1,13,87,499	6,74,312	29,35,982	15,78,376	6,74,515	2,97,625	2,84,900	2,41,419	1,66,960	1,97,418
உயிரிழப்பு	5,33,631	19,289	1,32,318	64,365	10,027	28,385	44,198	34,854	29,893	9,081

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இறப்பு	18655	இறப்பு	1571
மீண்டவர்கள்	394227	மீண்டவர்கள்	66571

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07-07-2020

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BREAKING back troops from LAC by 1.5 km Rahul Gandhi continues to question valour of armed forces: Nadda Scientists claim that coronavirus is airborne Recite prayers 1 < || >

More than 1.1 crore global COVID-19 cases; US, Brazil, India worst-hit

Two SSB men killed in fratricide incident in Jammu and Kashmir's Kulgam district

ADVERTISER ROI. DELIVERED. Quality: connect transparently in brand-safe environments. LIVE TV

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00:24 07-07-2020

JAGUAR LAND ROVER

Objective:

- ☐ Achievement of Unique users for both the brands with quality targeting.
- ☐ Bounce Rate to be maintained as low as 50%
- ☐ Quality visitors on the website.

Duration: 21 Days

Geography:

- ☐ Mumbai, Delhi NCR, Mangalore, Bangalore, Ahmedabad

Targeting:

- ☐ Premium Sites/ Sections: News, Auto, Tech, Finance & Business
- ☐ Age : 35-50+ Years
- ☐ Audience : Class A+ & A

Creative: Banner Placement : ATF(above the fold) for a higher visibility

OUTCOME

Unique Visits: 50K

Impressions Delivered: 8Mn (approx.)

Clicks: 75K (approx.)

CTR: 0.94% (approx.)

Bounce Rate: 30% - 35%

Avg. time duration: 2min+

Brand Safety: 95%+ with a Viewability of 65%

JAGUAR

adomantra

2019 Mercedes-Benz GLE

← → ↻ ⓘ Not secure | overdrive.in/news-cars-auto/2019-mercedes-benz-gle-suv-unveiled-with-new-tech-and-third-row-seating/ ☆ 📱 📄 📌 ⋮

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NEXA

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2019 MERCEDES-BENZ GLE SUV UNVEILED WITH NEW TECH AND THIRD ROW SEATING


Tuhin Guha / 12 Sep 2018 09:57:44 IST

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With the usual spy shots and teasers done with, the new for 2019 Mercedes-Benz GLE-Class SUV has been revealed completely ahead of its official debut next month.





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LAND ROVER


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ABOVE & BEYOND




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REUTERS

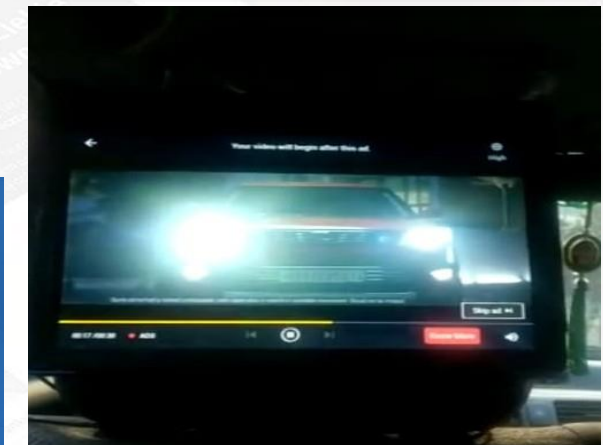
May met Tata patriarch Ratan as Jaguar warns on Brexit, diesel - source

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OLA_Welcome Screen _MAHINDRA

- ❑ **Objective:** To Implement Pre-Launch & Post - Launch Campaign targeting Premium Ola Customers to grab million eyeballs for visibility and awareness the automobile brand.
- ❑ **Target Group:** OLAPremium User Base
- ❑ **Geography:** Top-7 largest cities of India
- ❑ **Property:** Video Ad on Ola Play _Welcome Screen
- ❑ **Video Duration:** 30 Sec
- ❑ **Duration:** 20 days



OUTCOME - Buzz
created 5 days prior with
the Pre-launch Promo
video Post-Launch video
played for remaining 15
days

Views: 5,00,000
Average view percentage
Per Impression > 90 %
More than 20 % Premium Ola users
engaged with the Brand,
> 10 % Advance Bookings attributed to
this campaign.



Thanks!