

Innovative Digital Media Platform

Case Study – Real Estate



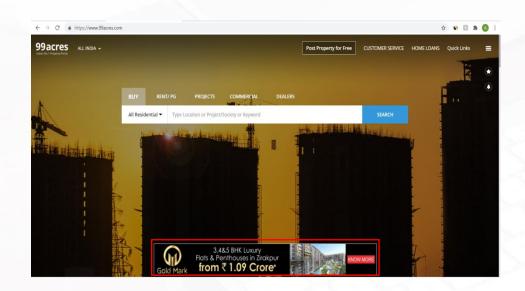
Objective

	Publisher	Device	Inventories	Targeting Details	Buy Type	Estimated					
						Unit Rate	Impressions	CTR/ER	Clicks/Engagements	Video Views	Shown Interest
	Adomantra	Web	Banners + Videos + E- Mailers	News, Real Estate Websites	CP View + CPM	Х	37,500,000	1.0%	3,75,000	2,50,000	250

^{*} Lead Count as per Adomantra Server report.

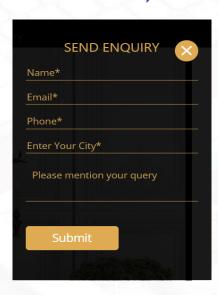


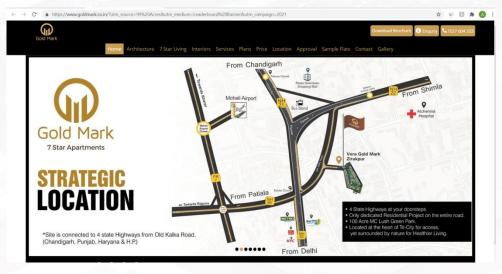
How Flow Works?



Banner Placement on Real Estate Websites

We place Banner on websites and from that banner we redirect the user to the Advertisement Landing Page





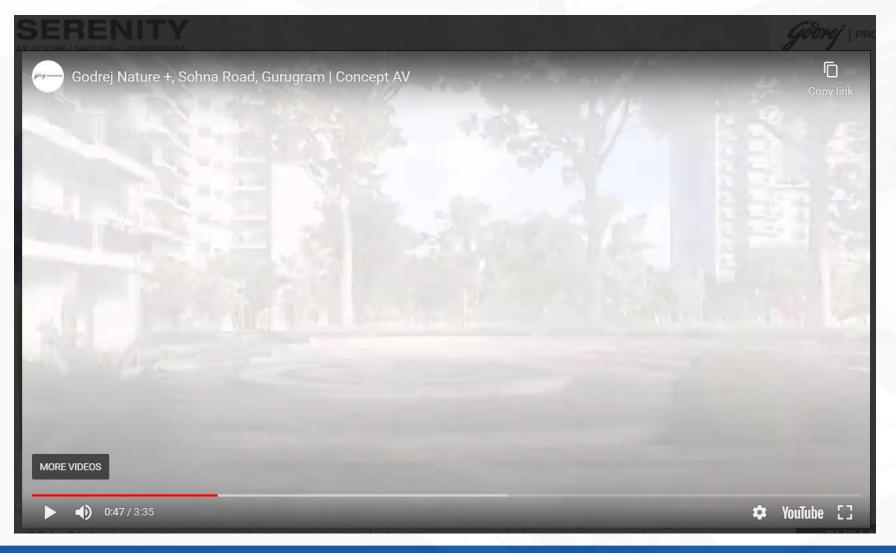


LEAD GENERATION

Post visit to a landing page user fill the lead form for test drive.



Video View





E-Mailers

Bhutani Cyberthum | Start at Rs. 17.99 Lakh* | Pay Rs. 8.5 Lakh | Get Rs. 3.22 Lakh* return upfront | Rs. 90 Per Sq. Ft. Rental Post Possession



We have created an audience bucket w.r.t. Income Group, Gender, Frequent Flyer, Salary Band etc.

Then we will shoot the E-Mailer on our bucket database as per the price of the property.

Birla Navya 3 & 4 BHK Apartments Starting Rs. 1.90 Cr.* at Golf Course Extension, Gurugrar 1-tre rat 67-919.

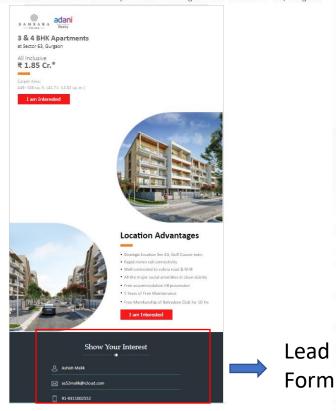
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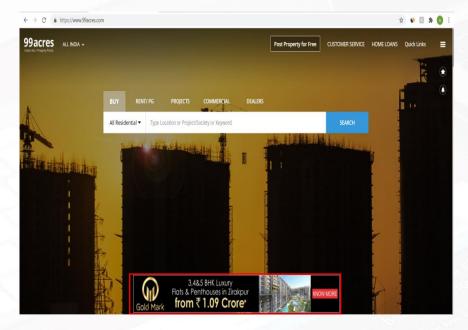




Screen Shots

Adani Brahma Samsara Vilasa 3 & 4 BHK Apartments Starting Rs. 1.85 Cr.* at Sec- 63, Gurgaon







E-Mailer Banner Video



