



Innovative Digital Media Platform

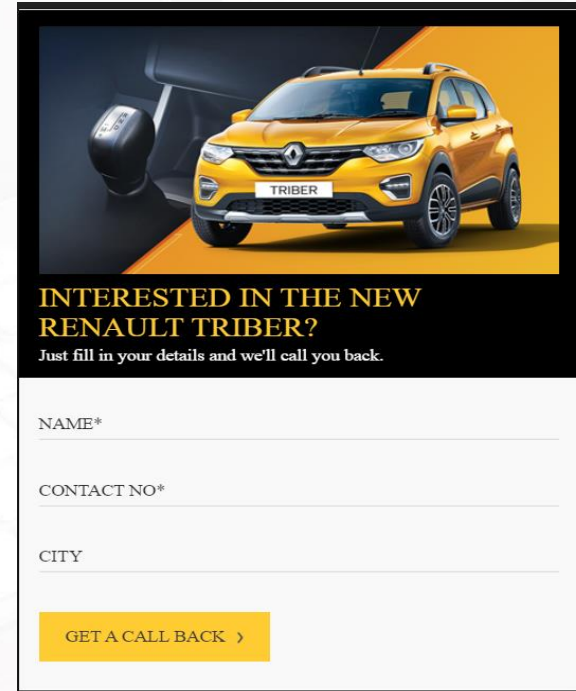
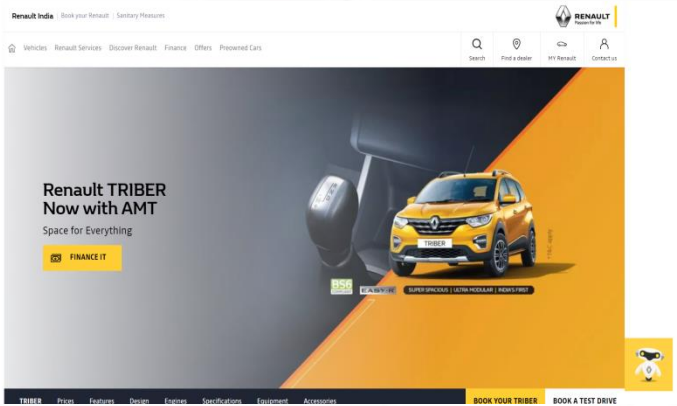
Case Study – Renault Triber India

Objective

Publisher	Device	Inventories	Targeting Details	Buy Type	Estimated					
					Unit Rate	Impressions	CTR/ER	Clicks/Engagements	Website Visits	Shown Interest
Adomantra	Web+Wap	ROS Banners	Sports , Auto, News , Lifestyle	CPVisit	X	3,75,000,000	1.0%	37,50,000	25,00,000	5000

* Lead Count as per GA report.

How Flow Works?



LEAD GENERATION

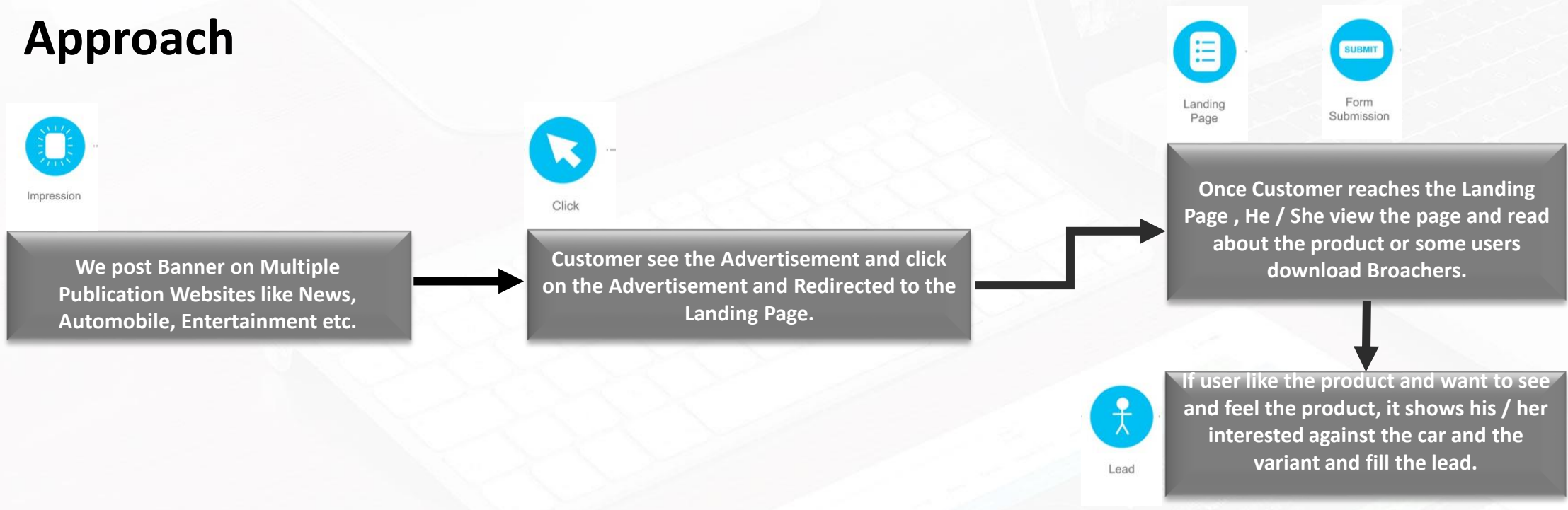
Post visit to a landing page user fill the lead form for test drive.

DRIVE WEBSITE VISITS

Our First objective was to drive visits on the Landing Page provided by the client.

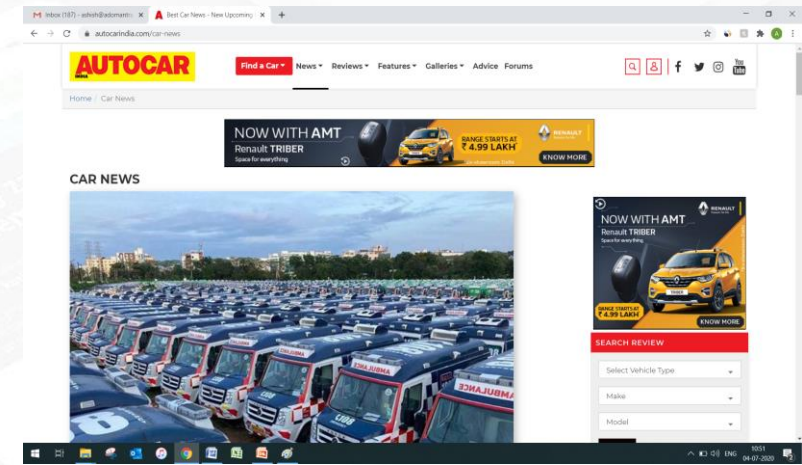
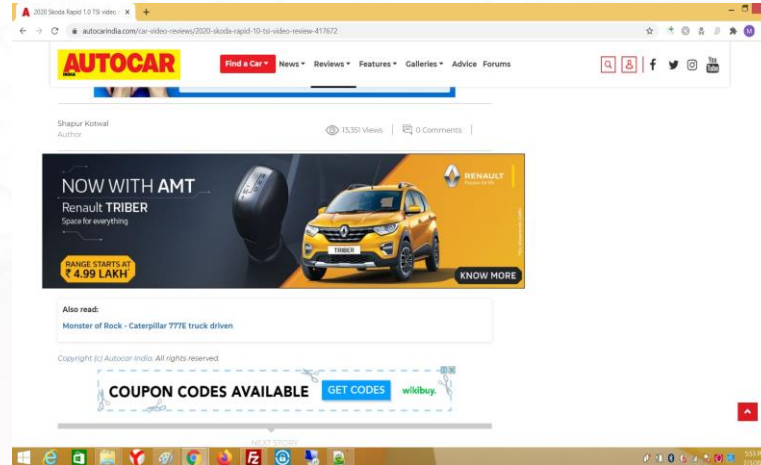
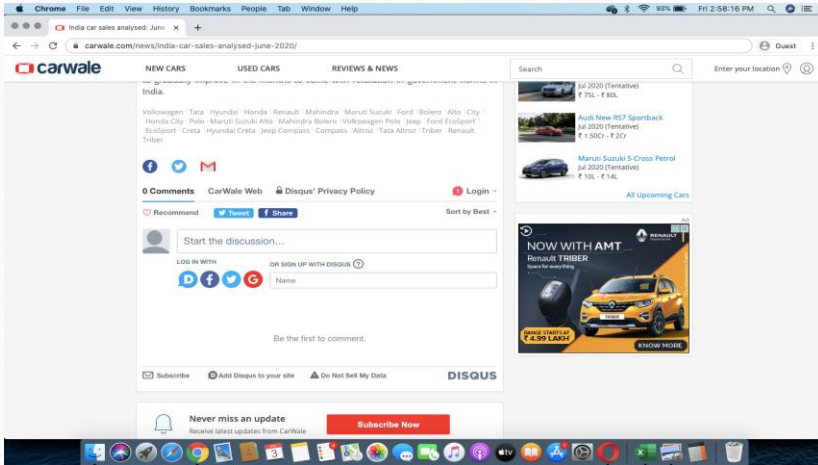
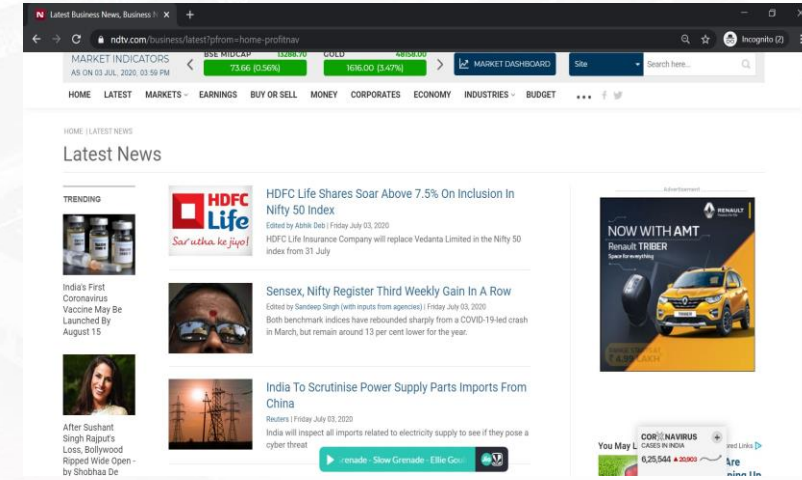
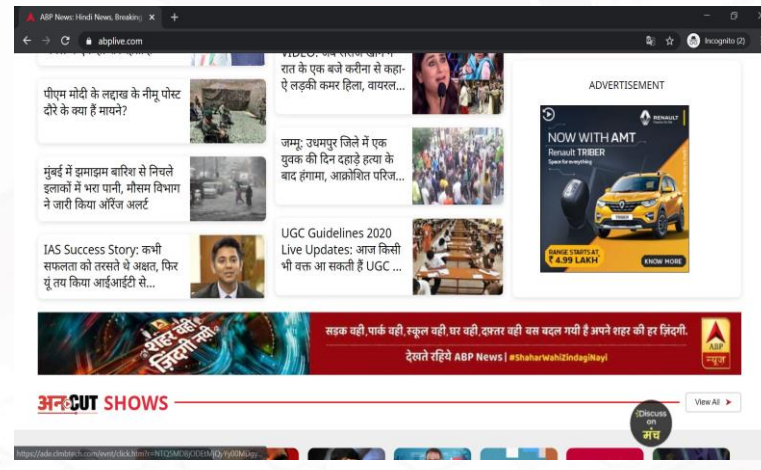
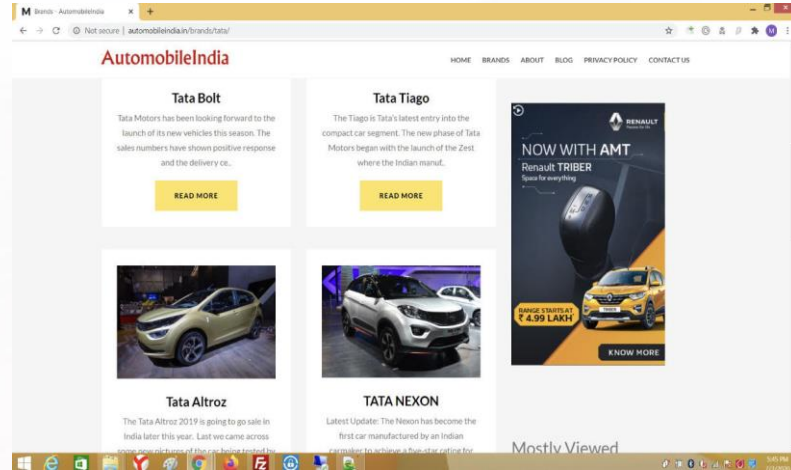
Lead Generation

Approach



CM360 Placement (CM360 Model)	CM360 Site (CM360 Model)	Date	Users	Sessions	Bounce Rate	New Users	% New Sessions	Leadform Validation (newHL) (Goal 20 Completions)	Find a dealer (SL2) (Goal 7 Completions)	Ebrouchure Download (SL1) (Goal 18 Completions)
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_970x250_1x1_set1	Adomantra	20211217	87,401	82,423	12.89%	68,063	82.58%	111	25	115
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_ros_160x600_1x1_Lead	Adomantra	20211218	79,554	72,456	23.15%	50,988	70.37%	153	15	125
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x250_1x1_set1	Adomantra	20211219	1,01,445	90,554	52.78%	18,865	20.83%	216	33	187
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_ros_300x250_1x1_Lead	Adomantra	20211220	1,21,445	1,01,445	28.21%	42,919	42.31%	246	29	199
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_160x600_1x1_set1	Adomantra	20211221	1,57,440	1,24,998	44.62%	34,615	27.69%	317	46	256
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211222	1,87,445	1,54,778	45.90%	30,448	19.67%	357	51	287
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211223	1,97,852	1,65,442	45.90%	32,546	19.67%	397	58	297
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211224	2,09,554	1,87,995	45.90%	36,983	19.67%	410	66	187
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211225	2,45,447	2,02,554	45.90%	39,847	19.67%	441	79	177
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211226	2,55,887	2,12,221	45.90%	41,748	19.67%	479	87	563
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211227	2,67,441	2,28,996	45.90%	45,048	19.67%	509	93	428
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211228	2,87,993	2,35,789	45.90%	46,385	19.67%	531	54	368
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211229	2,89,324	2,39,778	45.90%	47,169	19.67%	563	67	268
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211230	2,91,223	2,57,998	45.90%	50,754	19.67%	572	71	578
affinity-na-na-dis_eve-std-in_r_b_newcar_traffic_triber_triber_12_2021_adomantra_visit_300x600_1x1_set1	Adomantra	20211231	2,95,788	2,58,993	45.90%	50,949	19.67%	598	98	491

Screen Shots





Thanks!