



Omnichannel Advertising, Creative Media & Experiential Growth

G-36, Green Park, South Delhi

FRAGMENTED CLICKS AND VANITY IMPRESSIONS DO NOT SELL PRODUCTS

Sales happen when you connect emotional brand storytelling with instant bottom-funnel conversion and qualification loops.

Legacy Marketing

- **Focus:** Vanity impressions, likes, and generic engagement.
- **Mechanism:** Fragmented media buying across disconnected platforms.
- **Result:** Low-trust CPL sheets and unverified intent signals.



The IMA Appweb Reality

- **Focus:** Emotional brand equity linked directly to LTV.
- **Mechanism:** Closed-loop architecture connecting ad pixels directly to CRM transaction data.
- **Result:** Instant bottom-funnel conversion and ruthless Customer Acquisition Cost (CAC) optimisation.



THE ARCHITECTURE OF A MODERN COMMERCIAL REVENUE ENGINE

Isolated marketing services create friction. True exponential growth requires a closed-loop system where creative equity, digital performance, physical activation, and algorithmic discovery operate as a single, unified machine.



CINEMATIC STORYTELLING DESIGNED TO ESTABLISH IMMEDIATE BRAND EQUITY

Attention is a premium commodity. We engineer high-end narratives that bypass consumer cynicism, replacing standard advertising with editorial-grade visual experiences.



TV Grade Ad Films

Large-scale, emotionally resonant television and digital commercial production.



OTT Integrations

Seamless brand insertion into premium streaming environments.

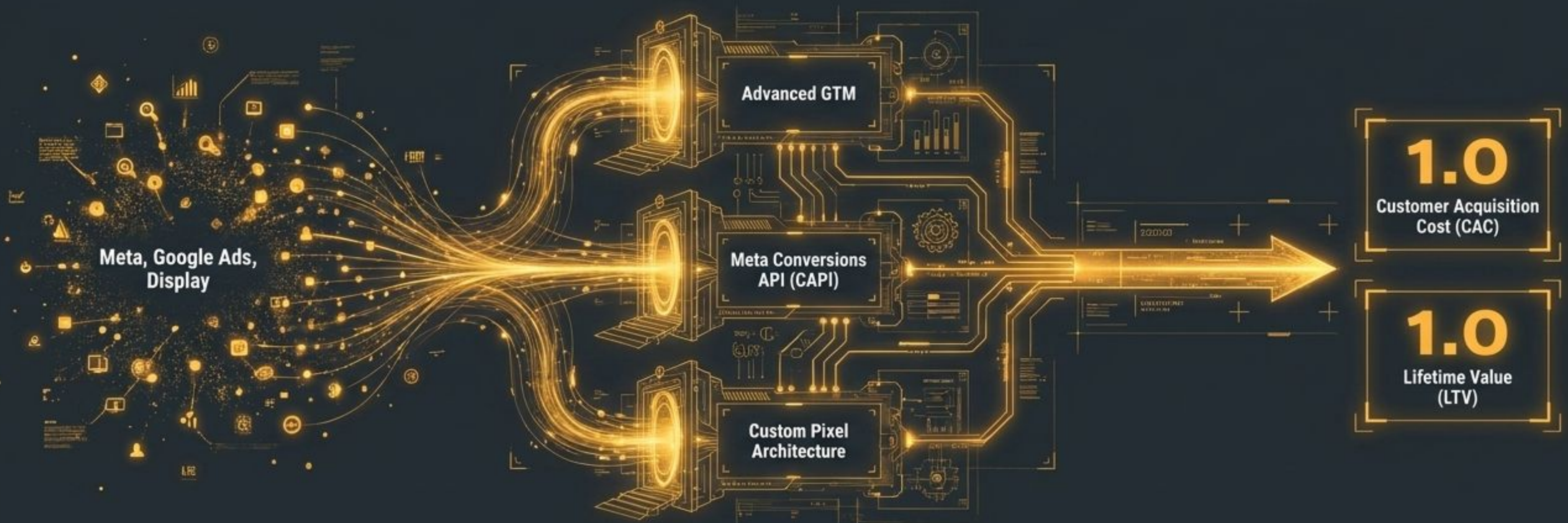


Creator-Led Narratives

Native, high-trust content engineered for platform-specific algorithms.

ADVANCED DIGITAL PERFORMANCE MEDIA AND PIXEL ARCHITECTURE

We abandon fragmented media buying in favour of closed-loop CRM optimisation. By feeding actual transaction revenue back to ad platforms, we train bidding algorithms on ultimate profitability.



NEXT-GENERATION GENERATIVE AND ANSWER ENGINE OPTIMISATION

Traditional SEO targets obsolete blue links. We optimise your brand to dominate discovery across the conversational AI engines that define modern research and intent.



ADNEXUS™ EXCLUSIVE GATED SOCIETY ACTIVATION NETWORK

Digital saturation requires a physical breach. AdNexus™ is our proprietary local offline activation network, placing your brand directly inside the highest-value residential environments.

Weekend Experiential Sampling: Direct product-to-consumer physical touchpoints.

Gate Branding: Complete visual domination of community ingress/egress.

Exclusive Direct RWA Tie-ups

Elevator Lift Media Wraps: High-frequency, captive-audience daily impressions.



THE OFFLINE-TO-ONLINE (O2O) INFINITY LOOP

Bridging the physical and digital divide. We transform offline physical presence into **high-frequency, trackable digital** acquisition systems.

THE PHYSICAL TRIGGER



Society visitors interact with AdNexus canopies. Physical boundaries are precisely geofenced.



THE CAPTURE:

Users scan canopies, launching sub-1-second aslma™ WhatsApp interactions, capturing immediate intent.

THE DIGITAL ECHO



THE DIGITAL ECHO

Geofenced household data is instantly pushed to Meta/Google. These specific households are retargeted aggressively across social media for 14 days.

DRIVES A VERIFIED 45% LIFT IN TOTAL CAMPAIGN CONVERSIONS

PROVEN COMMERCIAL OUTCOMES AND OPERATIONAL SCALE

Technology implementations and media architectures are measured strictly by business outcomes and the protection of profit margins.



7.2x

ROI on average
after 6 months

88%

Increase in
digital revenue

45%

Increase in
conversion rates for
new customers

₹1500+ Cr

Commercial
outcomes driven

98%

Annual partner
retention across
50+ enterprise
transformations

TRANSPARENT SERVICE ARCHITECTURE AND COMMERCIAL TIERS

Predictable, transparent scaling. Our retainers are structured as complete operational engines, eliminating the friction of multi-vendor management.

TIER 1: ORGANIC GROWTH

(₹1.25L - ₹2.5L/mo)

Focus: Foundational SEO, Social Presence, and Content Marketing.

CLEAN EXCLUSION: Excludes paid media capital and custom CRM dev.

TIER 2: ACTIVE PERFORMANCE CRM

(₹2.5L - ₹4.5L/mo)

Focus: Full-funnel Meta/Google Ads, CRM integration, and Lead Qualification.

CLEAN EXCLUSION: Excludes high-end film production and O2O physical activations.

TIER 3: COMPLETE 360° TRANSFORMATION ENGINE

(₹5L - ₹10L+/mo)

Focus: The unified IMA architecture. AdNexus offline networks, Ogilvy-grade creative, GEO search, and **sub-1-second conversational AI**.

Initiate a commercial diagnostic session

Engage our architecture team for a brief, 10-minute diagnostic review of our O2O case studies and live ad performance dashboards.

**Schedule
Diagnostic Review**

Location: G-36, Opposite Main Market,
Green Park, New Delhi 110016

Direct WhatsApp Routing Available.
Zero manual intake delays.