ima
appweb

Omnichannel Advertising, Creative Media & Experiential Growth

G-36, Green Park, South Delhi

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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.

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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.

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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.

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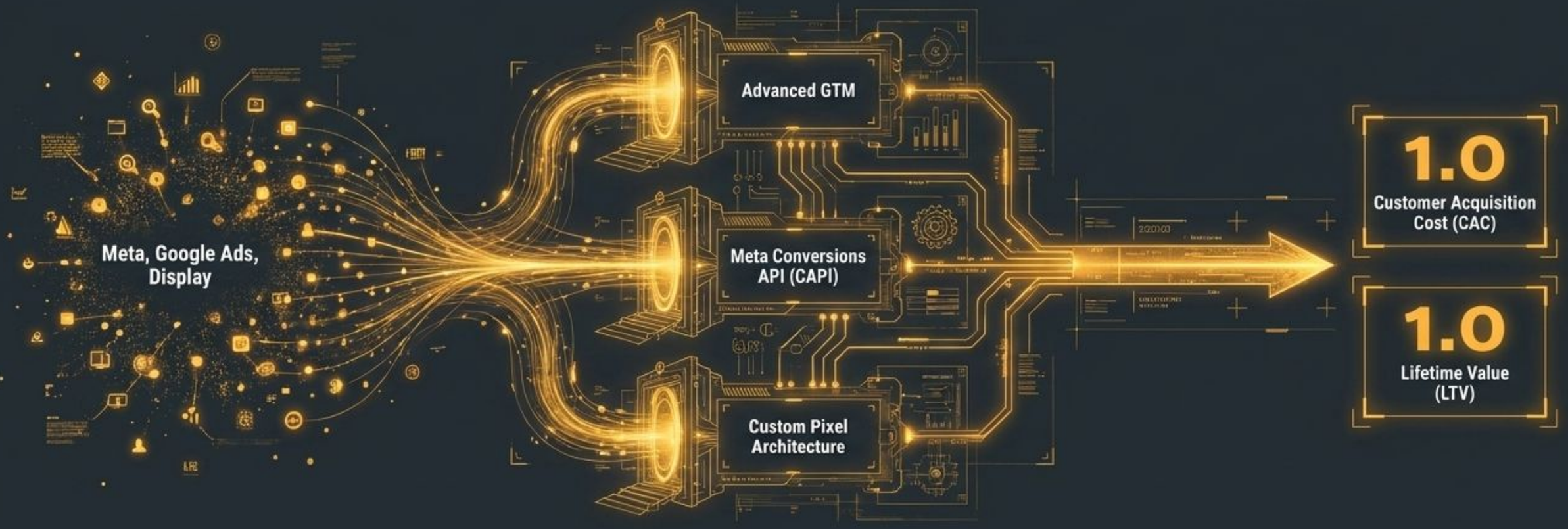
ADVANCED DIGITAL PERFORMANCE MEDIA AND PIXEL ARCHITECTURE

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.



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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.

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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.

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

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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 asIma™ 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

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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

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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

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

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

TIER 2: ACTIVE PERFORMANCE CRM

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

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

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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.

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