



New Channel For Brand Advertisement

-By Lumata Digital

CONTENTS

- Introduction
- Evolution of Advertisement
- Mobile Advertising
- Facts and Figures
- New Phase of Mobile Advertising
- Pre-introduction
- Point of Exhaustion
- Introduction to M-Ad Rewards
- Features
- Benefits
- The Future Vision
- Appendix

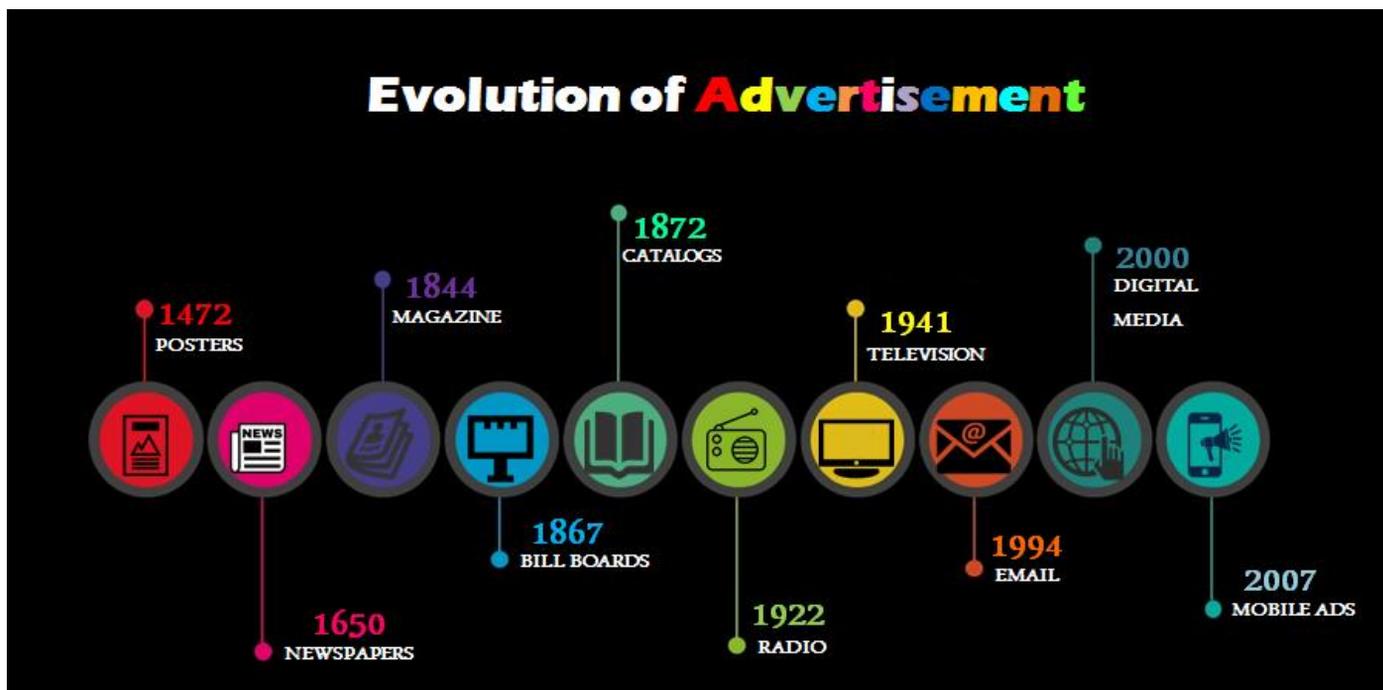
INTRODUCTION

Have anyone ever wondered that if we sit and watch TV at our home? How does the Television channel generate revenue? Or if we are listening to the radio FM, how does a channel gets to earn? Same is the case with websites, blogs, magazines and media. Here is a simple one word answer to all above and that is ADVERTISEMENTS. Most of the revenue is generated via ads be it print media or electronic media, the source of revenue is advertisement.

Advertisement is the Source to Revenue

EVOLUTION

Advertising has experienced some major milestones. Since, the emergence of the printing press in 1440s till the evolution of the Wonderful World Wide Web. The Internet has revolutionized advertising in the most astounding way. Not only it has changed the way ads are broadcasted, but it has also changed the way consumers act towards them. But there's been one medium that had even a bigger impact on advertising than anything before it. Here comes the World of MOBILE ADVERTISING



Mobile Advertisement is on the peak among the various Advertising Channels

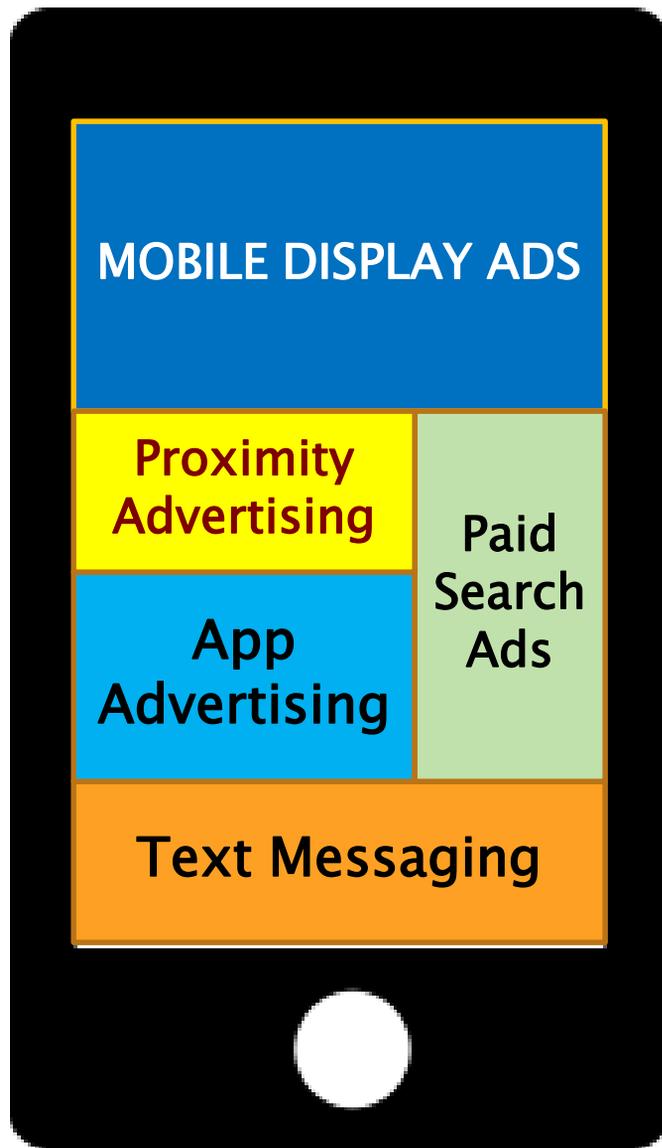
MOBILE ADVERTISING

The era of the smartphones has created a whole new advertising industry. The ubiquitous device in your hand the so called mobile phone has emerged as the third largest advertising medium in India after television.

Mobile Advertisement has become the most popular source for promotions and branding. Not only being popular, it has also been one of the most successful methods for approaching customer directly.

Mobile Advertisements have revolutionized the way advertisements used to be as it carries various benefits such as direct and locational targeting and costs a fraction of what television and radio ads costs giving the maximum benefit.

Brands cannot ignore the
power of the Small-Screen.



VARIOUS TYPE OF MOBILE ADVERTISEMENTS

FACTS & FIGURES

- Advertising spending on the mobile is expected to grow to Rs. 10,000 Cr. by the end of 2018.
- Brand marketers are increasing their ad spending on mobile, especially in rural media-dark areas.
- Advertising spending on mobile phones is more than half the estimated Rs. 7300 Cr. ad spend on digital media.
- India and China have crossed the 1 billion mobile connections mark.
- India is the fastest growing mobile market, adding more subscribers annually than China.
- Rural markets now account for 60% of the total new mobile subscription growth in India.
- India is expected to grow rapidly to reach 1.2 billion mobile subscribers by 2020.

Telecom Users in India are expected to increase by 250% in next 5 years.

Don't miss the opportunity to directly approach the Smart Mobile user.

PRE – INTRODUCTION

It is quite easy to waste a lot of money in the wrong channels especially when it comes to spending for customer acquisition. Despite of endless efforts, sometimes it becomes really challenging to capture the customer for an enterprise. Companies pay a lot for advertisement and still fail to meet their target goals. So, it becomes really important to invest time, effort and money in the right channel and medium to earn maximum benefit.

Today, mobile advertising has grown to its full potential and businesses have made huge profits with this platform. Mobile ads hit the right target audience at their point of need. This makes it more effective and popular as a marketing strategy.

But what's next??

A bigger revolution is on its way to give a boom to the World of Advertisement.

POINT OF EXHAUSTION

We the Humans, being diversified in nature always look for some change and get easily exhausted to anything that seems monotonous.

Though Mobile Advertising has left its impressions in the history of advertisement but now it's the time for some innovation. A high time to come up with a new channel, a new platform for advertisements.

Now, the brands are exhausted and need a new medium to promote their businesses. The user is exhausted of watching excess advertisements on their handsets. Customers do not wish to watch ads as they are frustrated of standard forms and they personally do not get any benefit. Despite of the fact that enterprises spend a lot on advertisements, customers usually avoid the ads, skips or ignore them.

It's time to introduce an advertising platform that will directly approach the user along with some benefit or reward to both, the customer and the advertiser.



INTRODUCTION | M-AD REWARDS

Are you exhausted with the existing channels available for your brand advertising and looking for a new platform to boost your business reach?

Introducing M-Ad Rewards, An all new platform with a pinch of innovation to shake up the stagnancy of the Mobile Advertising Panel.

More than Thousand Billion Calls are made per day. Is your brand present on them? Let us make you there...

Engage your users from mobile ads every time they receive a call.

M-Ad Rewards is an app integrated medium that plays ad every time the phone rings. It has variations and various benefits for the user and the advertiser as well.

Are you ready to thrive in the Digital Era???

It's Time to Smartly-Retarget

SOME AMAZING FEATURES

Easy Integration

- Easily integrate SDK to existing App

Customization

- Design SDK in your apps look & feel

Ad Engine Integration

- Integration based on Search History

Ad Selections

- Choose among the different Ad Formats

Among the various ad format, Select the best suitable one for you – Video Ringtone Ad, Banner Ad, Audio Ad and many more are there.

REMARKABLE BENEFITS

Benefits to the Brand

Brand Visibility

Earn more with increased brand Visibility

Perfect Integration and Customization

SDK facilitating easy integration in existing apps

Targeted Marketing

Targeting right ads at the right time to right people.

Benefits to the User

Loyalty benefits

Earn more rewards every time you receive a call.

Personalized Ads

Choose among the various ads and set your favorite as a ringtone.

Discounts

Download the app to get various Discounts.

That's not all.. There's still a lot to explore

THE FUTURE VISION

Advertisers have shown strong demand for mobile marketing for five years and no doubt your business can get huge benefits from advertisements that go directly to your customer's phones, the vision is to offer a platform where you can tailor your advertising strategy to get favorable outcomes.

Maximize app advertising revenue

With the largest source of global advertiser demand, flexible ad controls, and an industry-leading intermediation service, M-Ad Rewards is the best platform to generate maximum revenue from mobile advertising.

This is the future of Advertisement.

Generating Maximum Revenue and getting the favorable outcomes through Mobile Advertising is the Future Vision



APPENDIX

This white paper was authored and produced by Lumata Digital.

ABOUT LUMATA DIGITAL

Lumata Digital is a leading global provider in digital engagement solutions and services. Lumata Digital provide end-to-end digital solutions and services to Telecom Operators and Enterprises aimed at helping them acquire, engage & retain consumers and generate new revenue streams. Our solutions are enriched by data-driven to understand their consumer behaviour and drive the business decisions intelligently.

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