# NitroX Advertising

Introducing First-party Data Ads Platform

## KYC based Data-Driven Ads, THAT ACTUALLY CONVERTS!

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# What are we solving?

### Traditional ad networks

are increasingly saturated, leading to unpredictable outcomes, less ROAS, and a minimal conversion rate

### We leverage first-party data

from NitroX to run highly targeted ads on emerging, high-engagement platforms like PhonePe, Truecaller, Taboola, and Paytm.

### Access to Multiple Inventories

Manage and deploy ad campaigns across different inventories with a single click, optimizing your ad spend.

### 90+ Million Cookies Across Categories

Get access to a vast pool of user data for comprehensive reach and effective targeting with the right tool.

### Right Audience for the Right Brand

Ensure your ads reach the most relevant audience for each product or brand, maximizing relevance and impact.

### Easy Funnel Integration

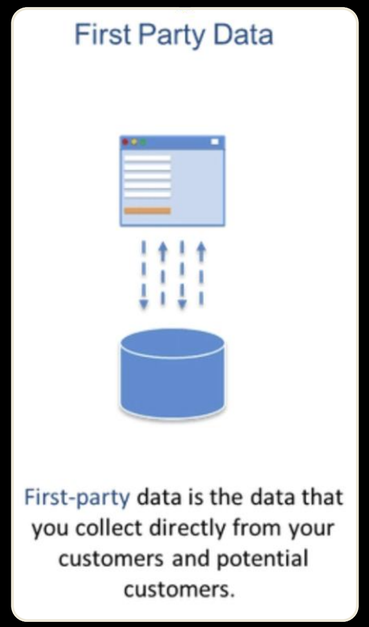
Bridge the gaps between the Awareness, Consideration, and Conversion stages to create a cohesive and efficient marketing funne

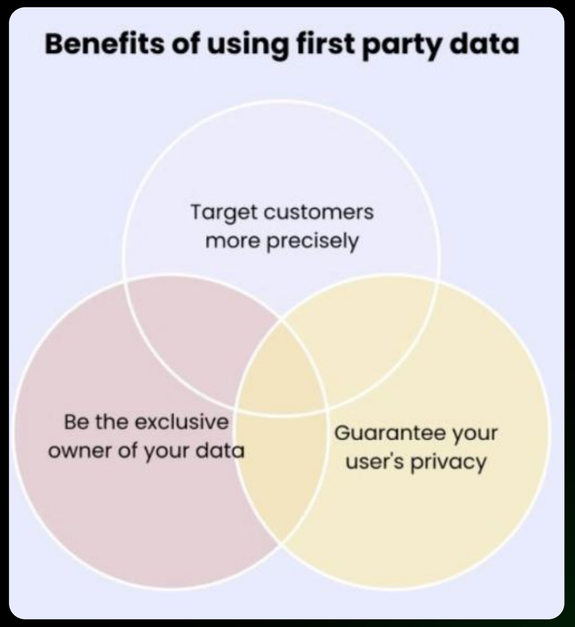
NitroX Advertising introduces a trend-setting service that guarantees a

# 3X Return on Ad Spend (ROAS).



# Here’s Why First-Party Data Matters




## Customers Trust You

First-party data is collected directly from your users, for the highest level of accuracy, relevance, and trust in your brand.

## Privacy Compliance

Data privacy is a hot topic, using first-party data helps you stay compliant GDPR and CCPA.

## Build Relationships

Data provides the knowledge and power you’ll need to identify, associate with, build direct relationships, and answer your consumers in relevant ways.

## Who To Target

Hyper-personalised targeting works by understanding user behaviour at a granular level, segmenting customers and prospects into groups, and creating highly precise customer profiles.

## Money Matters

First-party data insights refine channel choices and spending by analysing each stage of the customer journey & attribution.

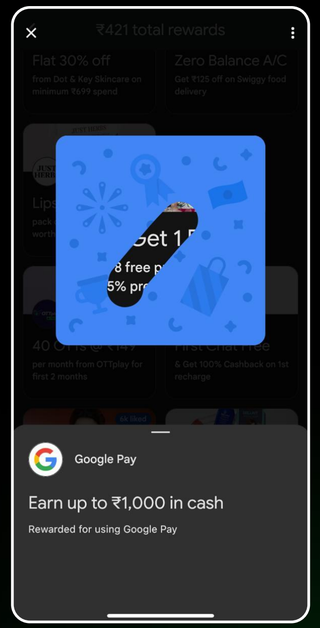
# Our Inventory - Next-Level User Engagement with Scratch Cards

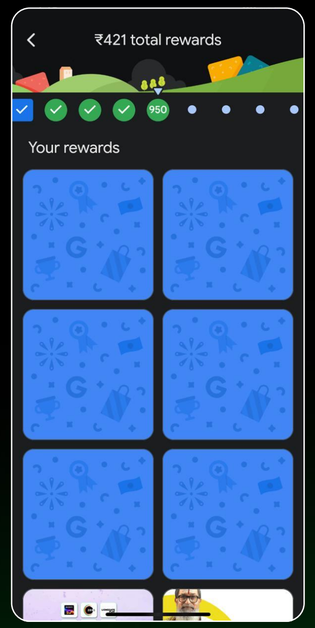
## Proven Strategy

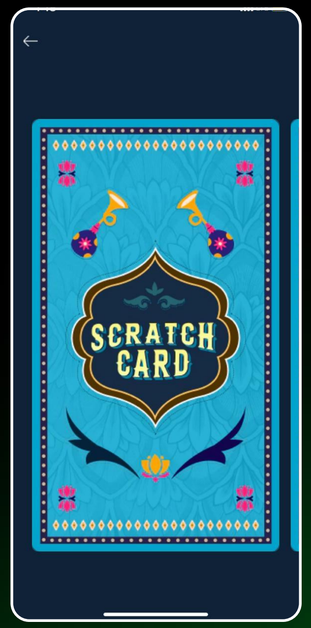
Similar strategies used by platforms like Google Pay, Paytm, etc. have shown significant success in user retention and acquisition.

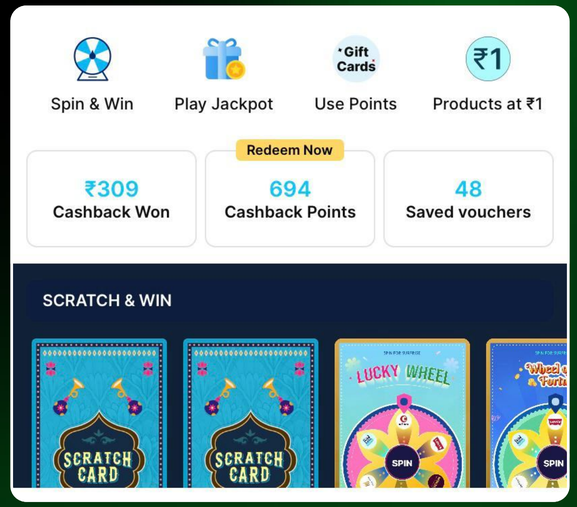
## Boosts Engagement

Scratch cards increase user participation by offering rewards like cashback, discounts, or prizes, making the ad experience more exciting & compelling. Bet everyone loves them!



# Why NitroX Advertising Stands Out Is Meant For You?

## Data-Driven User Identification

NitroX's advanced technology identifies and segments high-intent users beyond traditional platforms like Meta and Google.

## Custom Audience Creation

We create potential customer segments to ensure your ads reach the most receptive users, at the right time with the right product!

## Extended Reach

We target less saturated platforms like PhonePe, Truecaller, Taboola, and Paytm for better competition and localized engagement.

## 3X ROAS Guarantee

Our strategic approach ensures at least 3X the return on your ad spend within just 90 days

## Continuous Optimization

Real-time campaign strategizing, execution & monitoring for maximum effectiveness.

# Quick Implementation, Unmatched Results

### End to End Management

From user data integration to ongoing campaign management, NitroX handles everything.

### Hyper-Personalised Strategies

We collaborate with you to align our strategies with your marketing objectives & strategize accordingly.

### Quick Launch

Tech-backed quick and efficient setup process to get your campaigns running with minimal to no delay.

# Ad Placement Strategy

## Affiliate Marketing

Drive revenue through cashback platforms and other performance-based inventories with our expert team.

50% of users are more likely to complete a purchase when offered cashback.

## Display Inventories (DSP)

Access multiple placements through a single platform to increase traffic and conversions.

Up to 40% lower CAC with optimized display inventory.

## SMS/RCS/Emailer

Bag additional avenues for traffic and delivery, enhancing your existing marketing mix.

90% open rate on SMS campaigns within the first 3 minutes of delivery.

## Influencer Marketing

Engage Nano, Micro, Macro, and Mega influencers for brand awareness and engagement.

Influencer campaigns have seen 4X higher engagement rates compared to standard ads in 2024.

## Partnerships

Performance marketing through platforms like PhonePe, Paytm, Truecaller, Taboola etc. to achieve a 3X ROAS within 90 days.

65% of marketers report higher returns on less saturated platforms like GooglePay & Paytm.

# Here’s Why Scratch Cards Are Game Changers

### Focus on Pure Sales

Scratch cards can *increase customer awareness by up to 45%* and influence purchasing decisions, creating a more engaging and interactive way to convert. It's fun, rewarding and won't burn your bank!

### Proven User Engagement

Platforms like *Google Pay have seen a 30% rise in user activity* and a *25% increase in transaction volume* with scratch card promotions recently.

### Strengthen Customer Loyalty

*70% of users who interact with scratch cards return for repeat purchases*, driving sustained growth and building long-term loyalty. Nothing can be better right?

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# Let's get started?

NitroX Advertising combines the power of first-party data with the interactive appeal of scratch cards for your brand guaranteeing **3X ROAS** to ensure your investment is not just safe but profitable.

