

NitroX Advertising

Introducing First-party Data Ads Platform

**Now Run Data-Driven Ads, That
Actually Converts**

What are we solving?

Traditional ad networks are increasingly saturated, leading to:

1. Unpredictable Outcomes
2. Less ROAS
3. A Minimal Conversion Rate.



NitroX Advertising introduces a trend-setting service that guarantees a

3X Return on Ad Spend (ROAS).

We leverage *first-party data* from NitroX to run *highly targeted ads* on emerging, *high-engagement platforms* like



paytm

Taboola

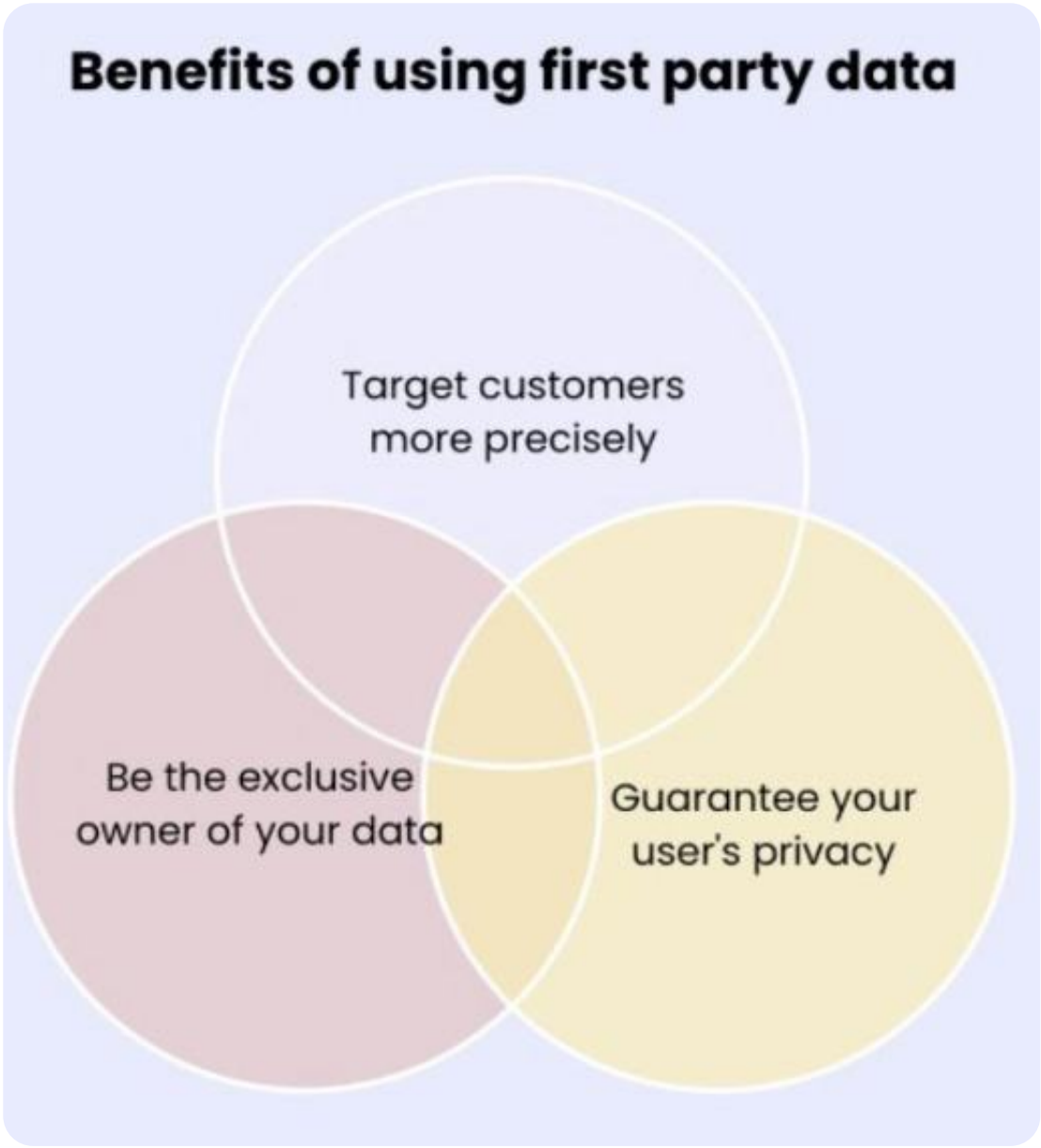


Here's Why First-Party Data Matters

First Party Data



First-party data is the data that you collect directly from your customers and potential customers.



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

Interactive Experience

Scratch cards turn customer engagement into an interactive experience, increasing your sales funnel by incentivizing actions. Bet everyone loves them!

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

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!



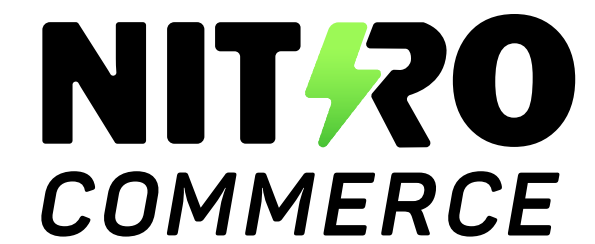
Proven User Engagement

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?



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.

