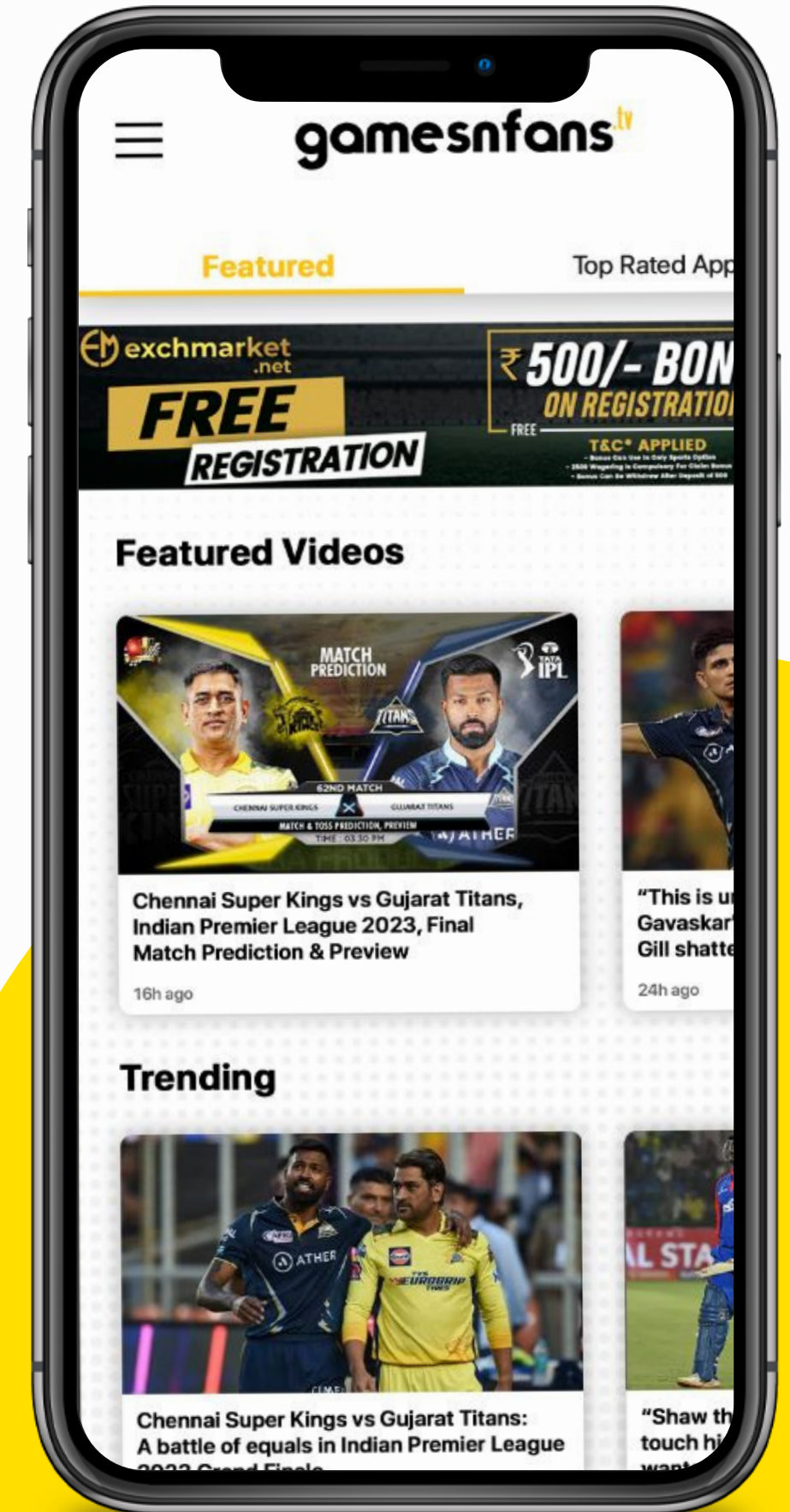
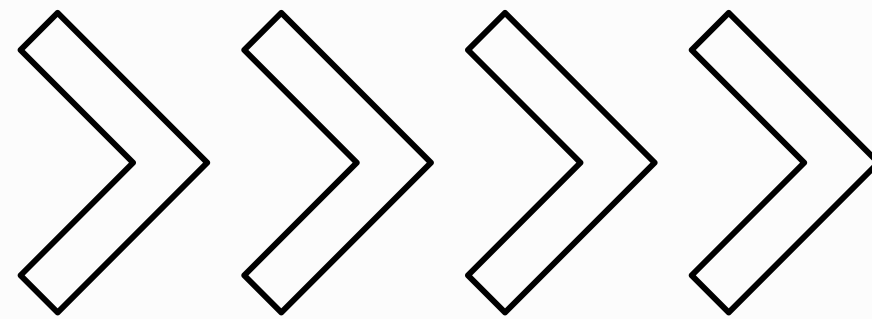


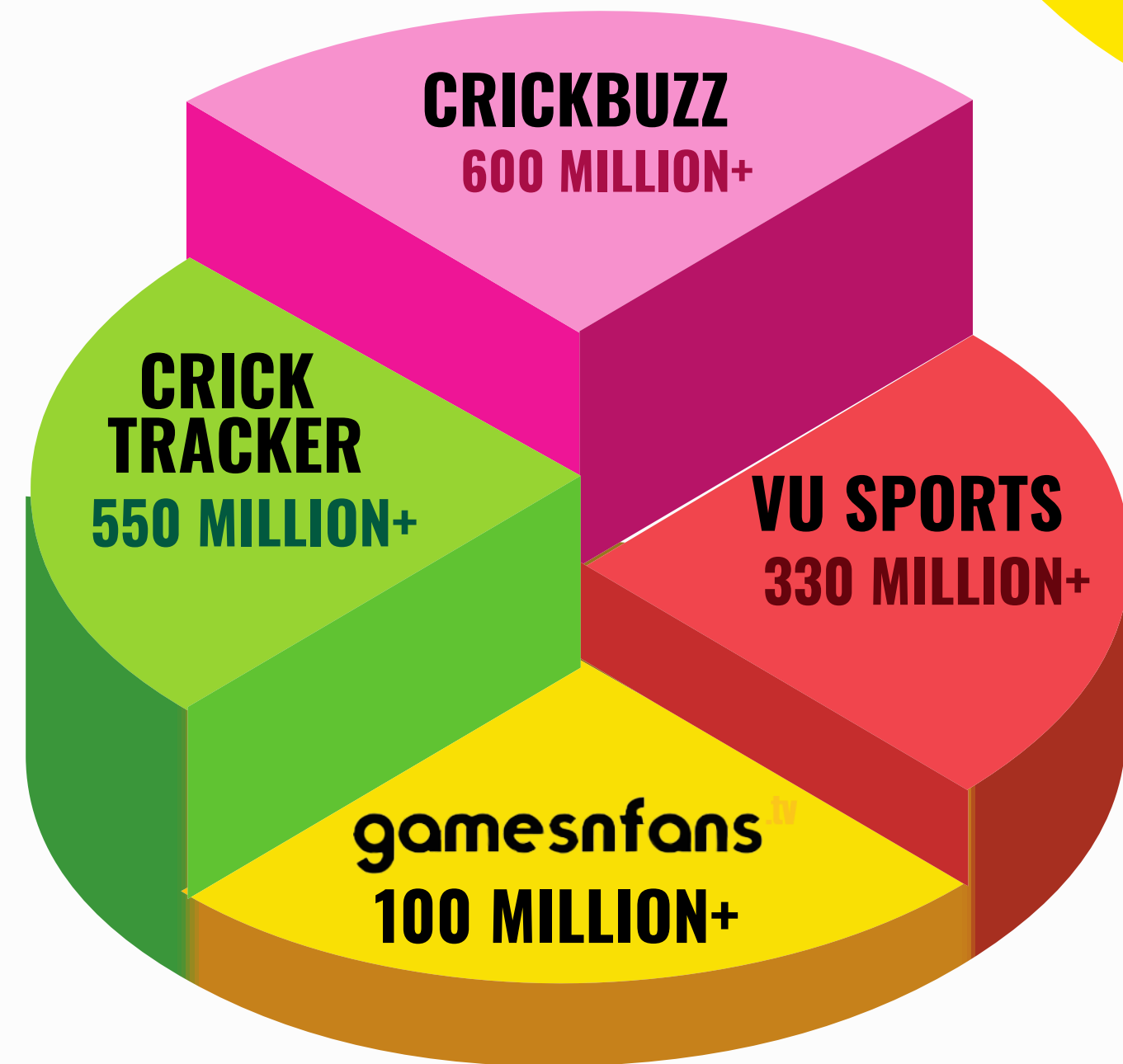
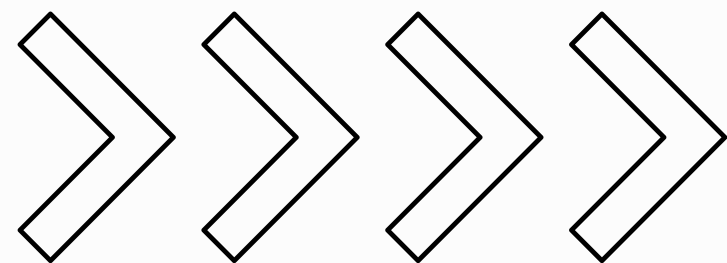
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Destination for
the latest in Sports,
Cricket, Esports,
&
Gaming World**



ALL GAMES

FANTASY

POKER

RUMMY

CASINO

OTHER GAMES

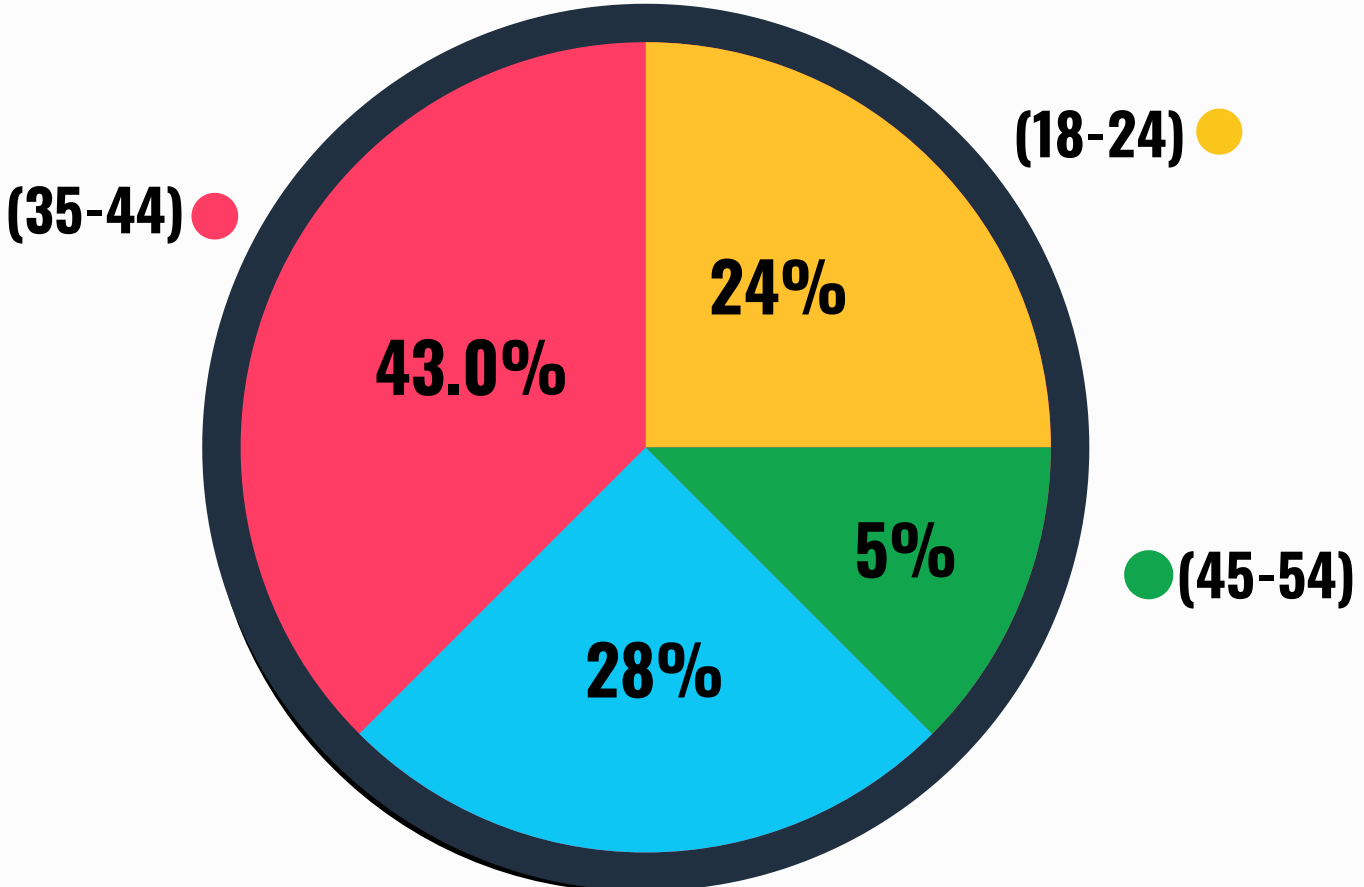
CLIENTS WE SERVE



CLIENTS WE SERVE



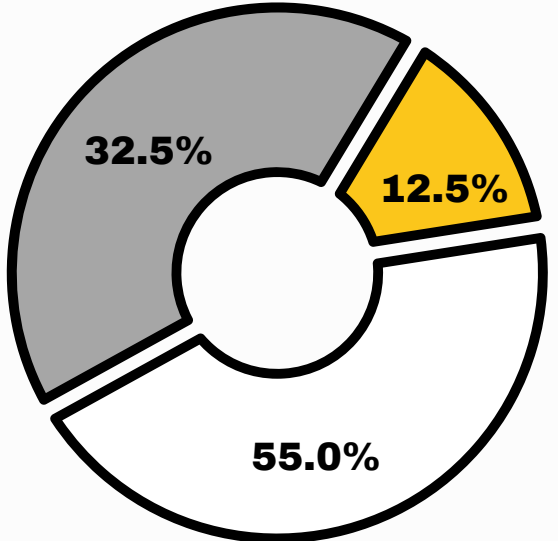
AUDIENCE DEMOGRAPHICS



36%
FEMALE
USER



64%
MALE
USER



TIER 1

- 8 METRO CITIES
- MUMBAI, DELHI, AHMEDABAD

TIER 2

- TOP 100 URBAN CITIES
- COIMBATORE, LUDHIANA, RAJKOT

TIER 3

- SEMI URBAN RURAL CITIES
- UDUPI, UJJAIN, RAE BARELI

AN EXTREMELY STRONG HOLD IN THE GROWING MARKETS OF TIER 2 & TIER 3 CITIES

COVERING THE LENGTH AND BREADTH OF THE COUNTRY



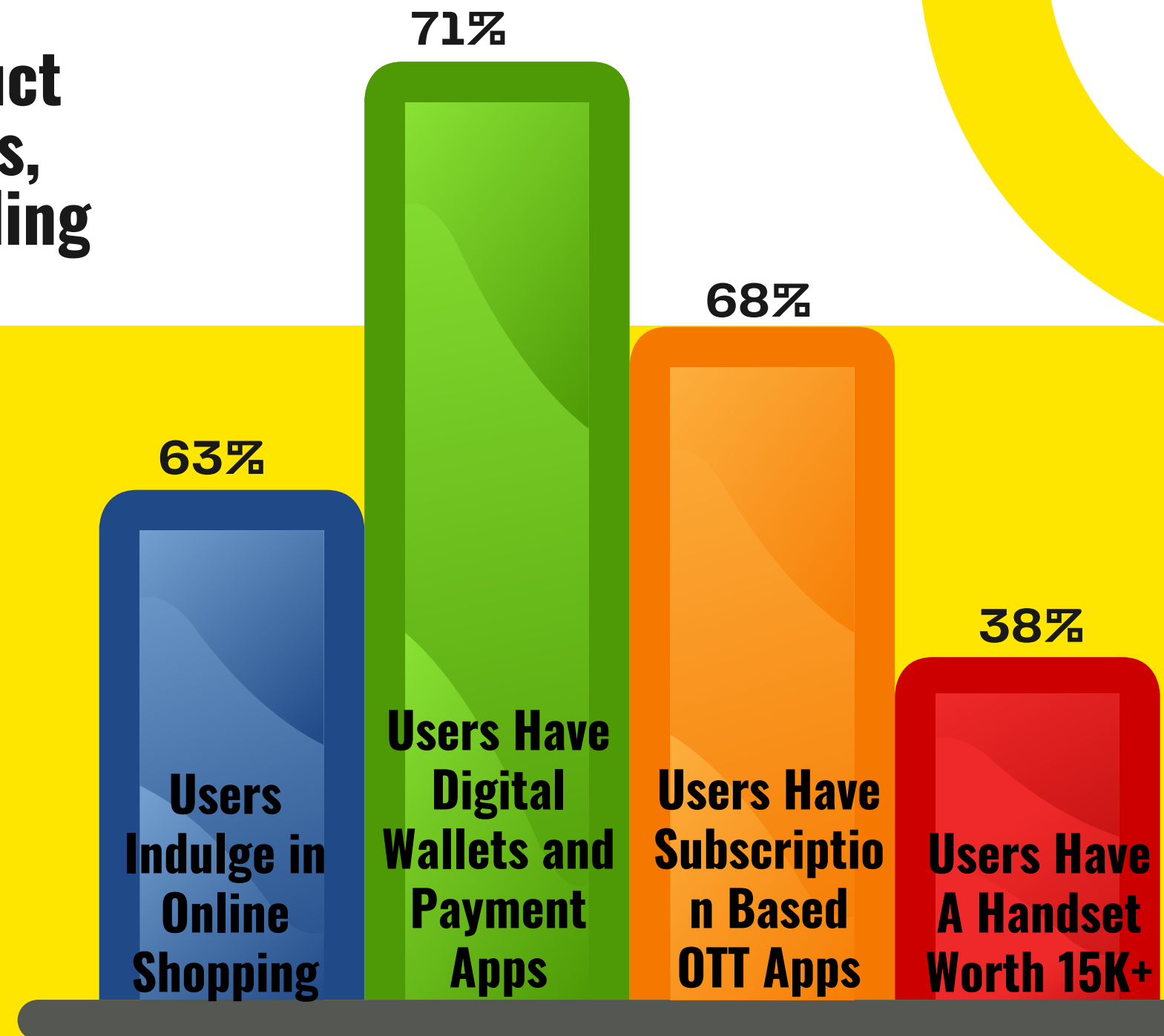
TOP 5 LANGUAGES

-  **HINDI**
-  **TAMIL**
-  **TELUGU**
-  **KANNADA**
-  **MARATHI**
-  **OTHERS**

AFFLUENT & DIGITALLY SAVVY AUDIENCE WITH PURCHASING PROPENSITY

User Segments Are Redefining Product Discovery and Consumption Patterns, With Vernacular Audiences Spearheading The Change

India is poised to accrue a monetizable digital population of ~400 Mn by 2023, 85% of which will be driven by the vernacular monetizable Bharatwasi.



FROM METROS TO ALL CORNERS OF INDIA

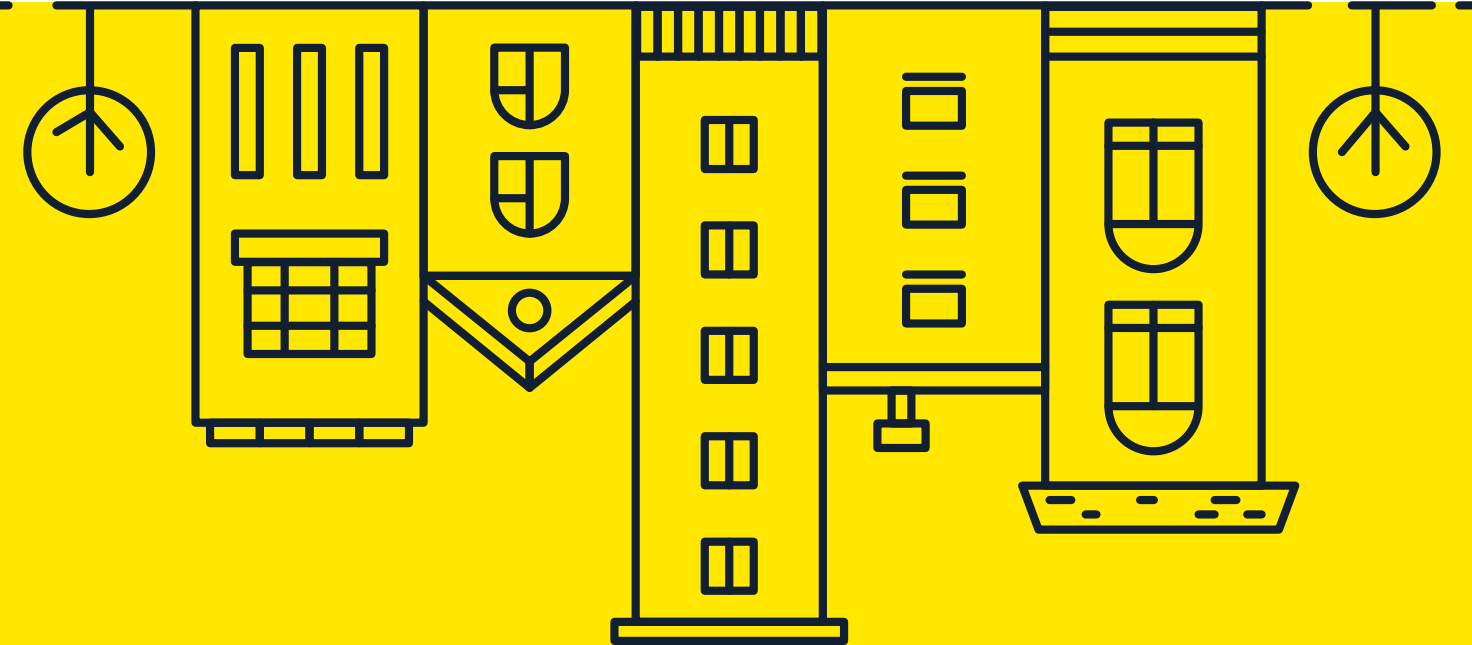


33 Million

Users in
The Next Big 50 Cities Of India

22 Million

Users in
Top 8 Metro Cities of India



OUR
RECENT
PARTNERS
& CASE
STUDIES





OBJECTIVE:

TO GENERATE 8,000 REGISTRATIONS PER MONTH & UPLIFT THE BRAND VALUE

CHALLENGE:

TO MAINTAIN CPA LESS THAN 2,500.

SOLUTION:

- **CHANNELS USED-SMS, NATIVE, EMAIL AND PUBLISHER NETWORKS.**
- **SMS- OFFER FEATURING WELCOME BONUS CONTENT EXECUTED SPECIFICALLY ON GAMING DATABASE WORKED IN FAVOUR OF THE CAMPAIGN. PERFORMING CITY ANALYSIS WAS GIVEN ADEQUATE EMPHASIS.**
- **NATIVE- METICULOUS INSPECTION ON PLATFORM & PUBLISHER LEVEL CONTRIBUTED TO ERADICATE SOURCES WHICH COULDN'T CATER DEPOSITS.**
- **EMAIL- SUBJECT LINES PORTRAYING WELCOME OFFER COUPLED WITH FREQUENT CREATIVE CHANGES HAD A SIGNIFICANT IMPACT ON THE CAMPAIGN.**
- **PUBLISHER NETWORKS CONTRIBUTED FOR A SIGNIFICANT SCALE STICKING TO THE TARGETING.**

RESULT:

WE CATERED MORE THAN 8,000 REGISTRATIONS PER MONTH MAINTAINING MONTHLY CPA OF 2000





OBJECTIVE:

To drive quality traffic with the required D7 ROI by targeting 15000+ registrations per day.

CHALLENGE:

TO MAINTAIN THE STATE-WISE DO COST & D7 ROI%.

SOLUTION:

- Channels used-SMS, FB, NATIVE, EMAIL and Publisher Networks.
- SMS- ALTERATIONS OF CONTENTS DAILY AS PER SEASON WAS QUITE HELPFUL IN TERMS OF PERFORMANCE.
- FACEBOOK- OPTIMIZATION BASED UPON STATE-WISE ANALYSIS OF DO COST & D7 ROI HELPED US TO GIVE DESIRED RESULTS. FB OUTPERFORMED AS COMPARED TO OTHER CHANNELS.
- NATIVE-VARIETY OF DIFFERENT CREATIVES AND EXCLUSIVE OFFER CREATIVES HELPED TO INCREASE IT'S REACH.
- EMAIL- FREQUENT CREATIVE CHANGES ALONG WITH DIFFERENT DATASETS HELPED US TO CATER QUALITY LEADS.

RESULT:

RESULT:

We have been successfully driving 4 lakhs+ leads per month in cricket season with maintaining all the required KPI. We happily stand highest contributor to the client.





OBJECTIVE:

To generate 5,000 registrations per day .

CHALLENGE:

To maintain CPA less than 600.

SOLUTION:

- **CHANNELS USED-SMS, FB, NATIVE, EMAIL AND PUBLISHER NETWORKS.**
- **SMS- CONTENT OPTIMIZATION, DATABASE CHANGES AS AND WHEN NEEDED & CITY-WISE ANALYSIS AIDED US TO CATER QUALITY LEADS.**
- **NATIVE- USING MATCH FOCUSED CREATIVES HELPED US ACQUIRE BETTER CTR. PERUSAL OF NATIVE ADVERTISING PLATFORMS BASED ON PERFORMANCE LEVEL MADE THE LEAD COST ACQUIRED OPTIMAL.**
- **FB- VERNACULAR CREATIVES WITH APT AD PLACEMENTS SHOWED A GREATER TRACTION UPON LEAD FLOW. AD SET LEVEL PROBING ON A REGULAR BASIS CONTRIBUTED FOR AN INCREASED PERFORMANCE.**
- **EMAIL- METHODICAL CREATIVE CHANGES & EVALUATION ON THE SUBJECT LINES PLAYED A CRITICAL ROLE TO CATER LEADS HERE**
- **PUBLISHER NETWORKS CONTRIBUTED FOR A SIGNIFICANT SCALE STICKING TO THE TARGETING.**

RESULT:

We catered more than 5,000 registrations per day maintaining monthly CPA of 480.





OBJECTIVE:

To generate 1,00,000 new user acquisitions for a month..

CHALLENGE:

To maintain D7 ROI of 5%.

SOLUTION:

- **Channels used-SMS, NATIVE, EMAIL and Publisher Networks.**
- **SMS- Specific offer codes providing welcome bonus to new user helped drive in quality lead flow. Linguistic Voice- SMS campaigns helped us reach to more broader audiences at an optimal cost.**
- **Native- Whitelisting platform partnered websites with respect to performance & state level analysis did the job in optimization aspects.**
- **Email- Match based changes to creatives & subject lines proved vital. Data- level changes focusing cricket enthusiast's brought the CPR down.**
- **Publisher Networks contributed for a significant scale with their premium inventories.**

RESULT:

We catered more than 1,00,000 new user acquisitions maintaining a D7 ROI of 6%.



Solitaire GOLD

OBJECTIVE:

To generate 8,000 registrations per month & uplift the brand value.

CHALLENGE:

To maintain CPA less than 2,500

SOLUTION:

- Channels used-SMS, NATIVE, EMAIL and Publisher Networks.
- SMS- Offer featuring welcome bonus content executed specifically on gaming database worked in favour of the campaign. Performing city analysis was given adequate emphasis.
- Native- Meticulous inspection on platform & publisher level contributed to eradicate sources which couldn't cater deposits.
- Email- Subject lines portraying welcome offer coupled with frequent creative changes had a significant impact on the campaign.
- Publisher Networks contributed for a significant scale sticking to the targeting.

RESULT:

We catered more than 8,000 registrations per month maintaining monthly CPA of 2000.





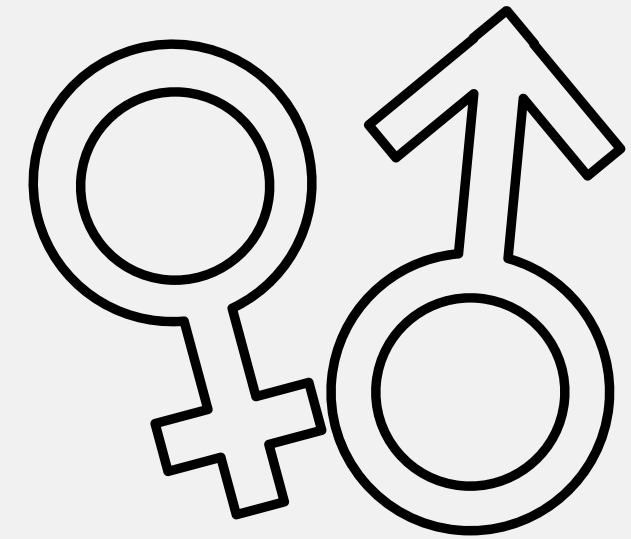
TARGETING METRICS



GENDER

MALE

FEMALE



LANGUAGE

15 languages

HINDI

TAMIL

MARATHI

AGE

18-24

25-34

35-44

45+

NETWORK

5G

4G

3G

2G

CARRIER

TARGET

SPECIFIC

MOBILE

PHONE CARRIERS



TARGETING METRICS



DEVICE PRICE

Target specific price
range of
mobile devices

LOCATION

STATE
CITY
TIER

MOBILE BRAND

SAMSUNG
REDMI
OPPO

INTERESTS/APPOGRAPHY

20+ INTEREST GROUP
ENTERTAINMENT
FOOD
GAMING

NATIVE BANNER

**Native property that increases brand awareness
and maximizes your ad's performance**

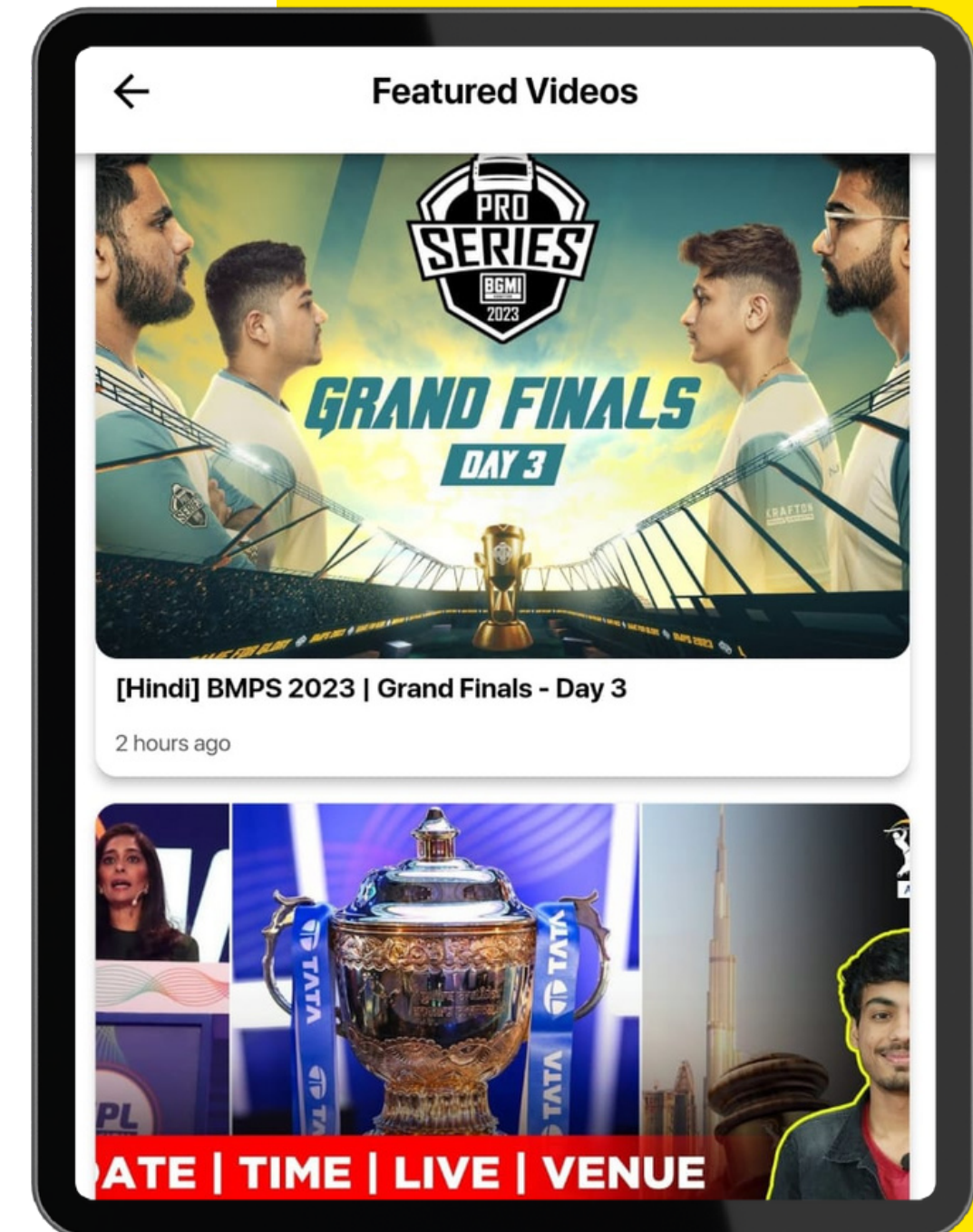
- Display your Ad on the trending feed that users see on the Home Page
- CPM/CPC buy model
- Support external and internal landing conversion
- Estimated CTR ~ 0.5-0.7% (via Direct Scheme)



NATIVE VIDEO - VIDEO FEED

A Full screen Auto-Play Video Ad that increases brand awareness and maximizes your Ad's performance

- Display your AD on the Video Feed that users see in the Share Chat App
- CPM/CPC buying model, enjoy 100% full screen immersive experience
- A view is counted on 6 seconds
- Preferred Video Length - 15 Seconds
- Supports external and internal landing page conversion
- Estimated CTR ~ 0.2-0.3% (via Direct Scheme)



WHO IS THE GNF AUDIENCE?

**Male : Female
70 : 30**



85%

GEN Z + Millennials

135 Mn+ MAU



45%

TIER 1 SHARE

72 Mn+ MAU



42%

TIER 2 SHARE

67 Mn+ MAU



THANK YOU



+917073940169



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