

gamesnfans^{tv}



THE BOLD SIDE OF POWER.
The new Audi Q3 and Audi Q3 Sportback BOLD edition.

ESPORTS CRICKET NEWS MORE APP DEVELOPMENT

Popular Tags #cricket #bcci #indvseng #WTC25 #t20 worldcup2024 #ipl #ICC

EXCLUSIVE Why Suryakumar Missed SL ODIs & Riyan Parag's Selection in Both Squads 3 ICC AGM to Discuss Jay Shah's

Cricket News
2 Why Suryakumar Missed SL ODIs & Riyan Parag's Selection in Both Squads

Cricket News
3 ICC AGM to Discuss Jay Shah's Candidacy for Next Chairman

Cricket News
4 Former Sri Lankan Cricketer Niroshana Fatally Shot at Home in Front of Family

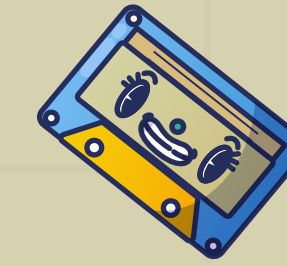
Cricket News
5 Virat Kohli, Rohit Sharma to Retire from International



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Market Analysis

Your New ultimate destination for the latest in Sports, Cricket, Esports,
Sports & Gaming World.



cricbuzz
(600 MILLION+)

CB

VU

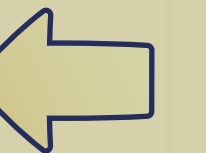
VUSPORT
(350 MILLION+)

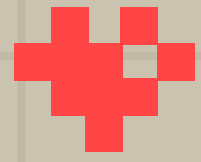
gamesnfans.tv
(100 MILLION+)

GNF

CT

CricTracker
(550 MILLION+)





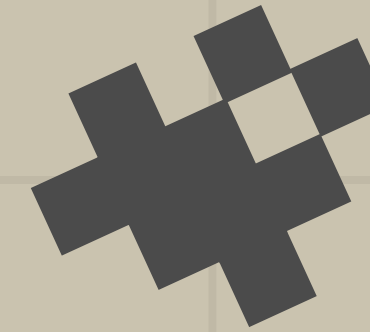
ALL GAMES




FANTASY




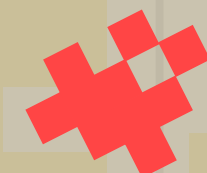
POKER



RUMMY



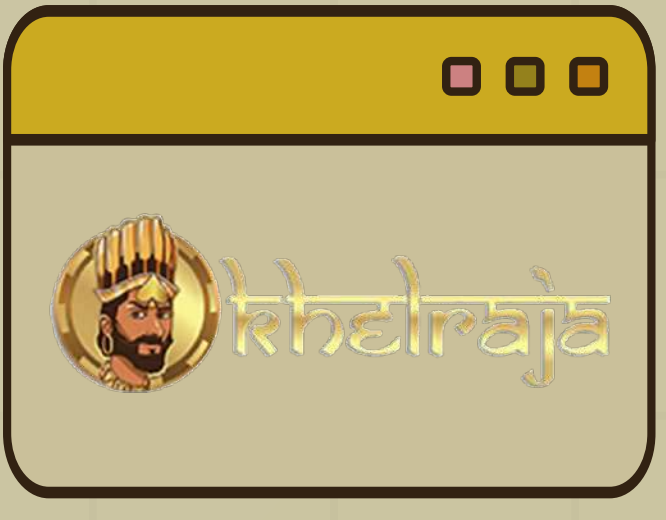
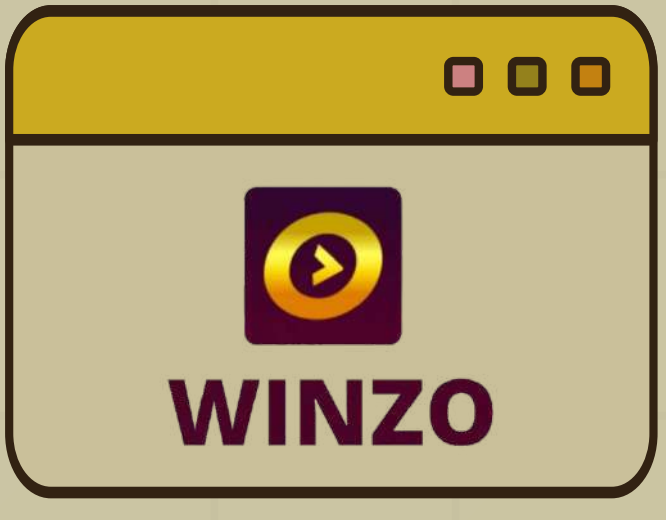
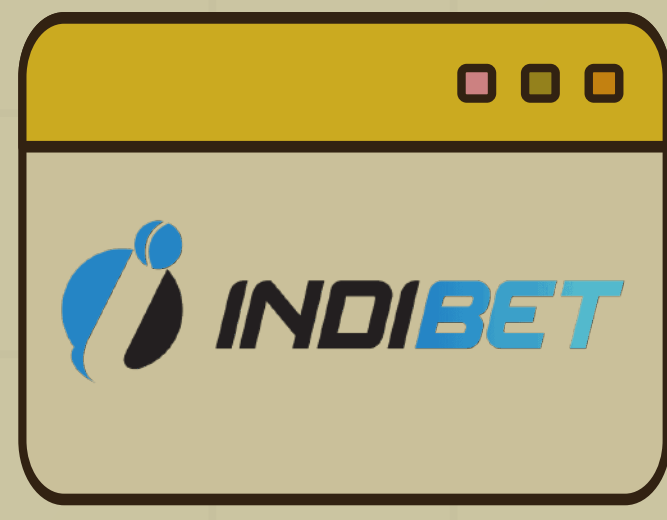
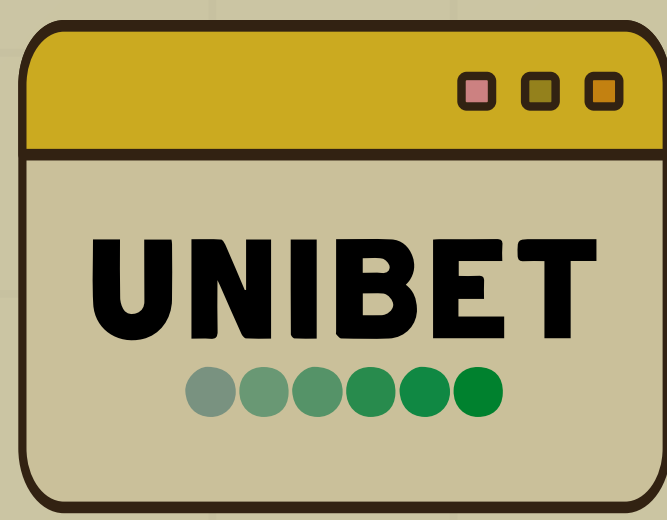
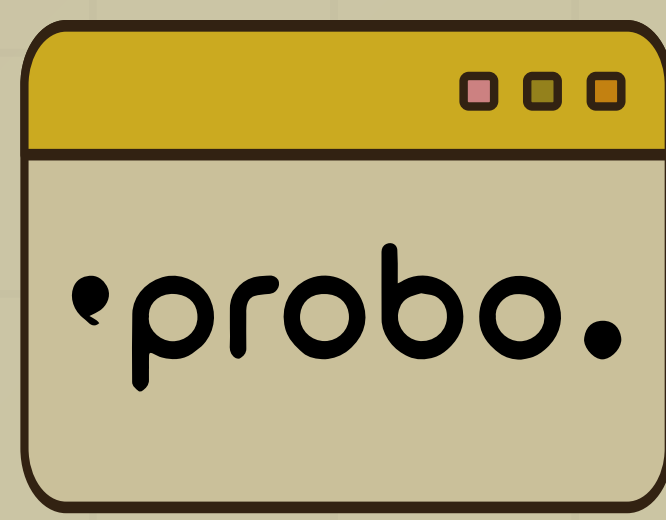
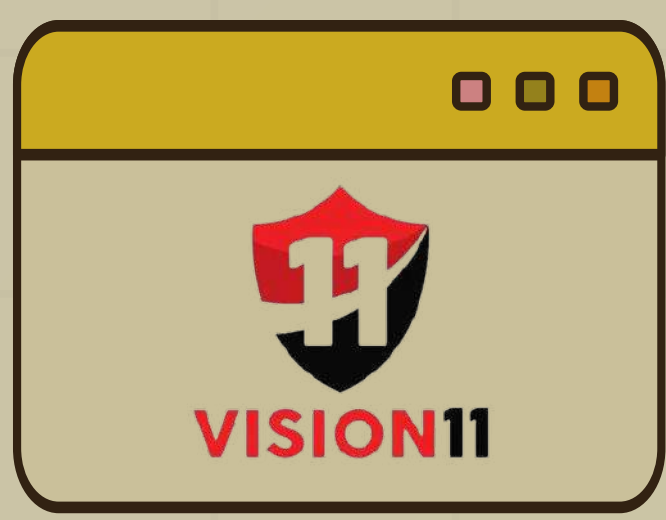
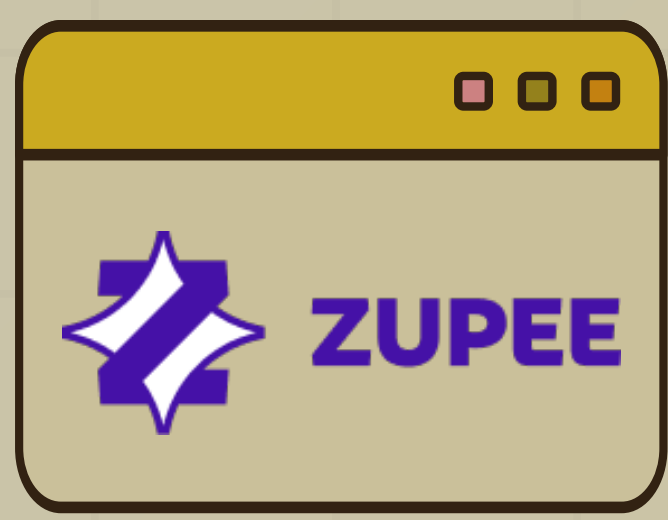
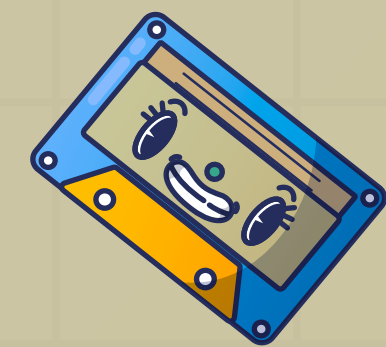
CASINO



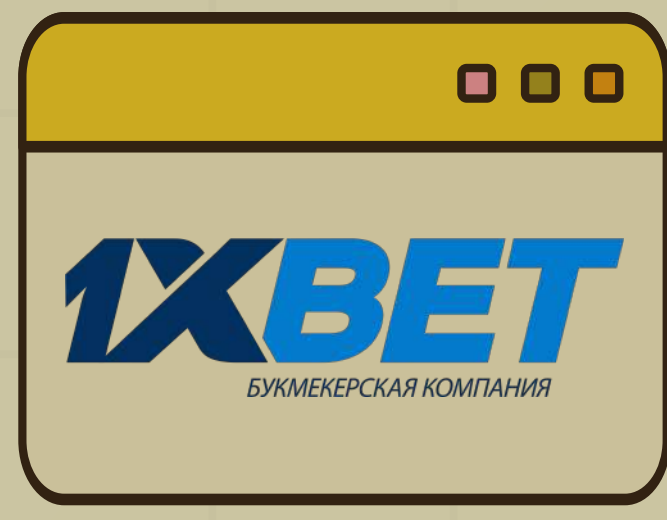
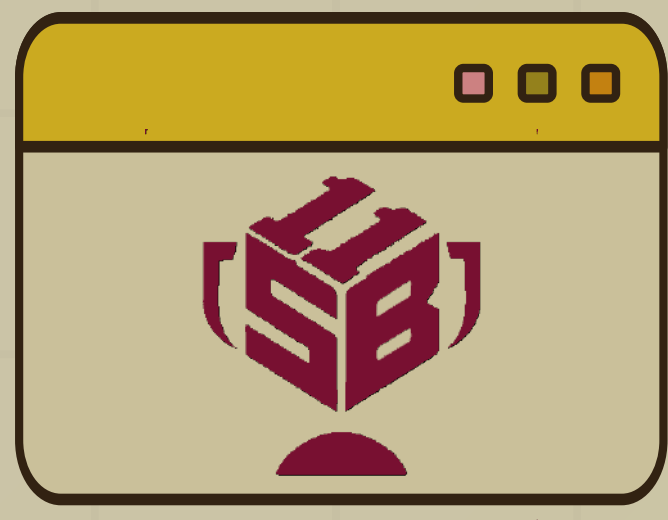
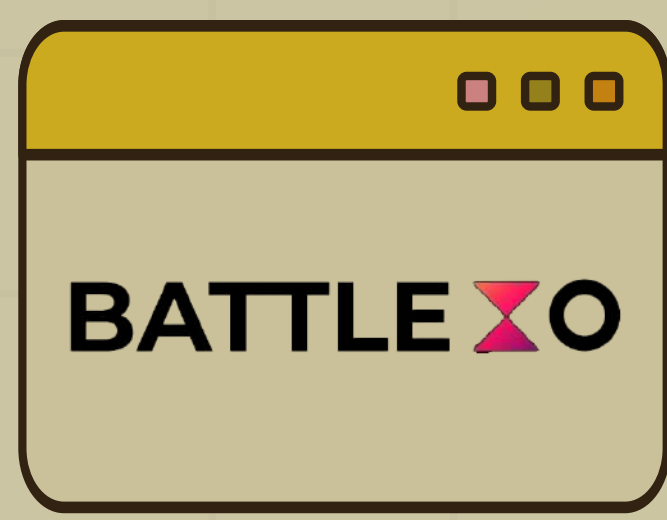
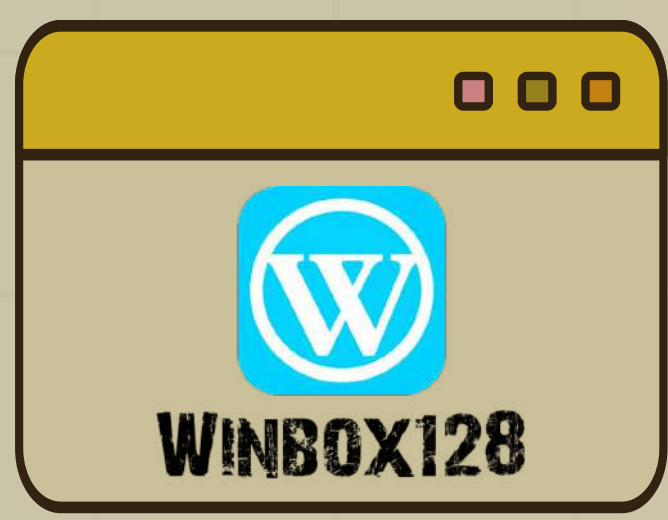
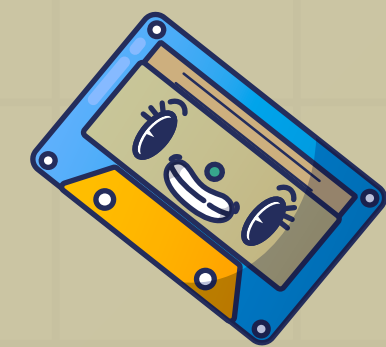
OTHER GAMES

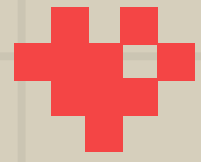


OUR CLIENTS



OUR CLIENTS





Audience Demographic



M

MALE USERS

64%



F

FEMALE USERS

36%



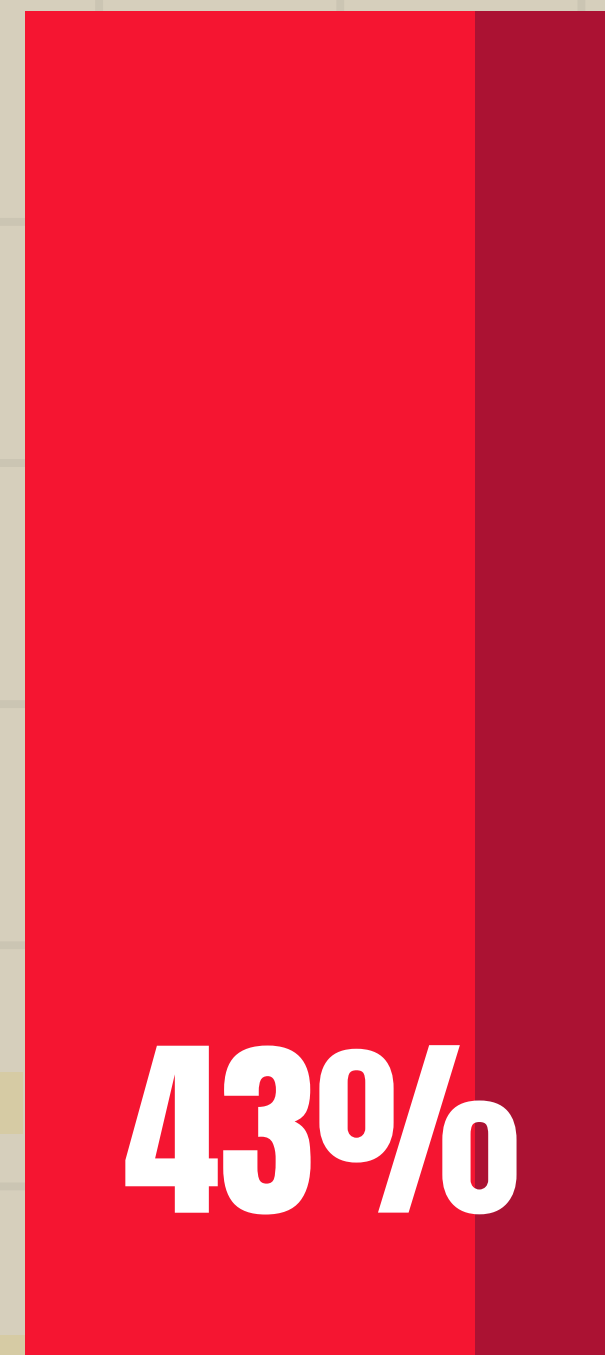
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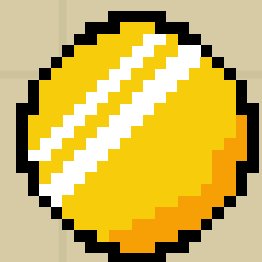
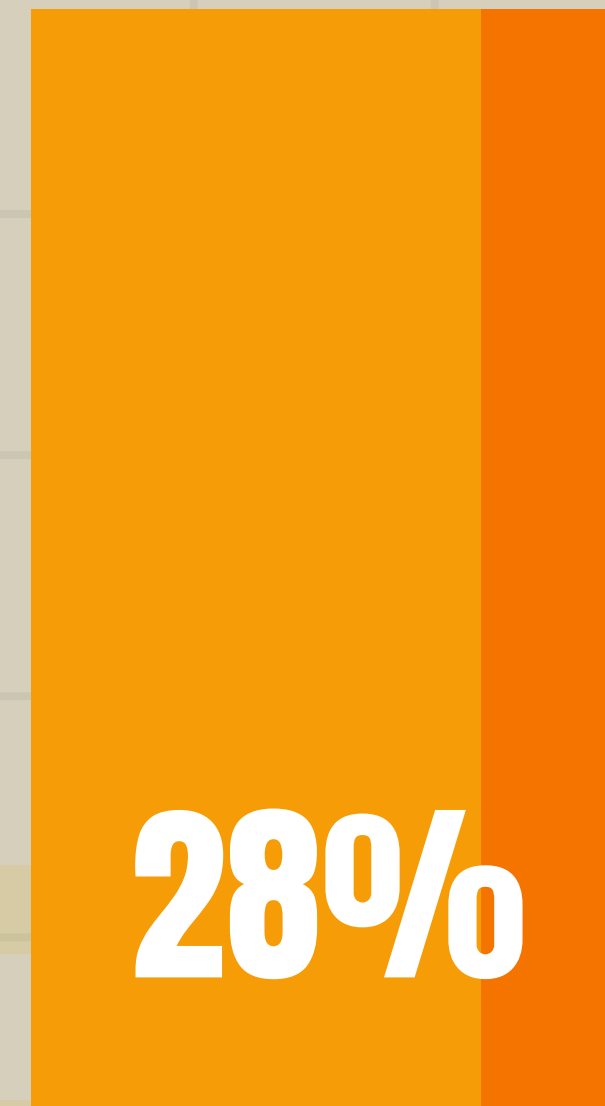
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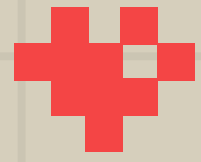


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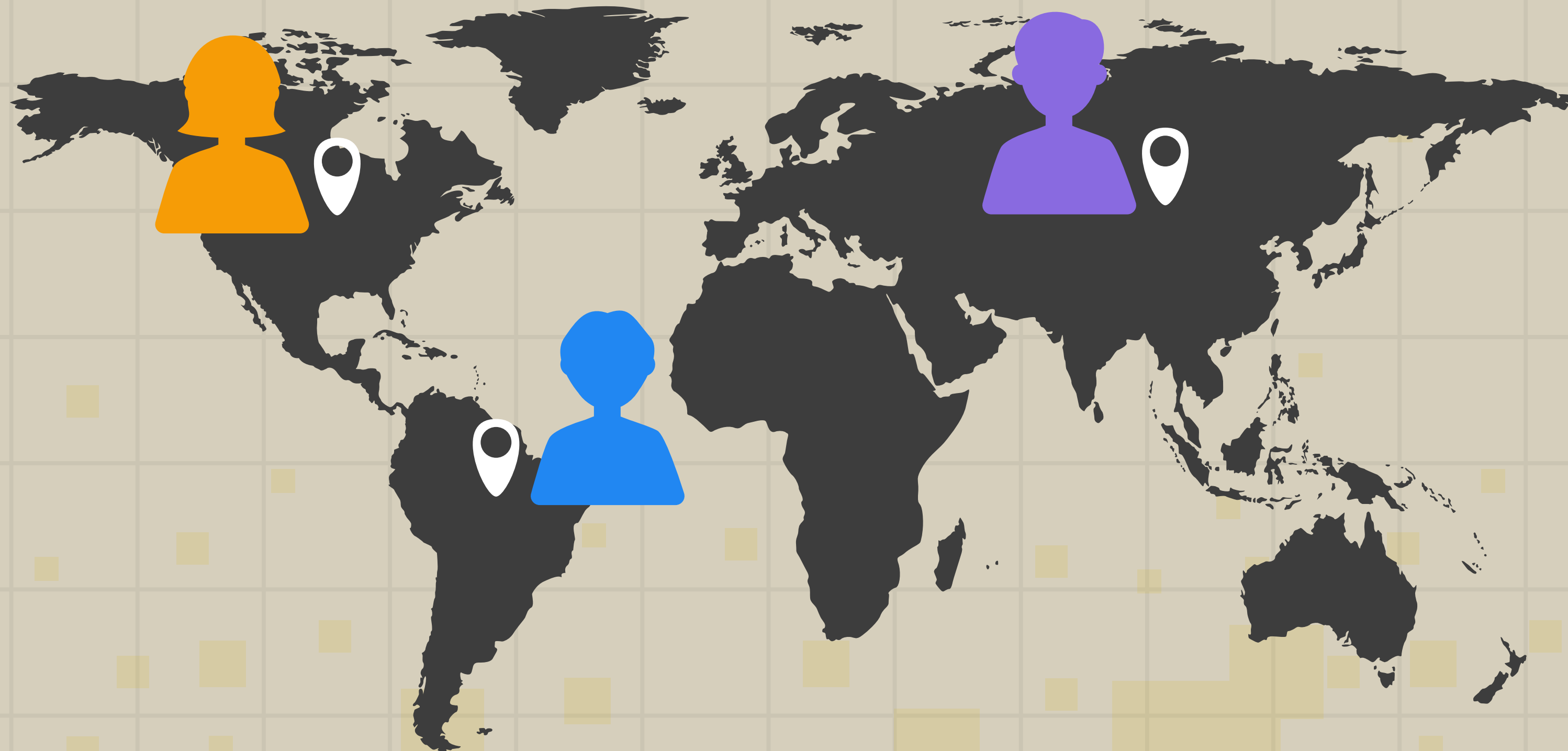


(25-34)





Audience Demographic



8 Metro Cities
MUMBAI, DELHI, AHMEDABAD

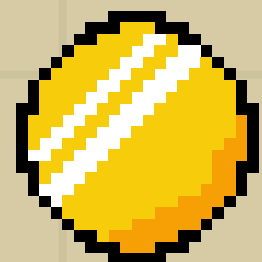


Top 100 Urban Cities
COIMBATORE, LUDHIYANA, RAJKOT



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
&
BREADTH
Of The Country



TOP 5
LANGUAGES

- | | |
|------------------|------------------|
| A Hindi | B Tamil |
| C Telugu | D Kannada |
| E Marathi | F Others |



How Branaffluent & Digitally Savvy Audience With Purchasing Propensitys Work Online



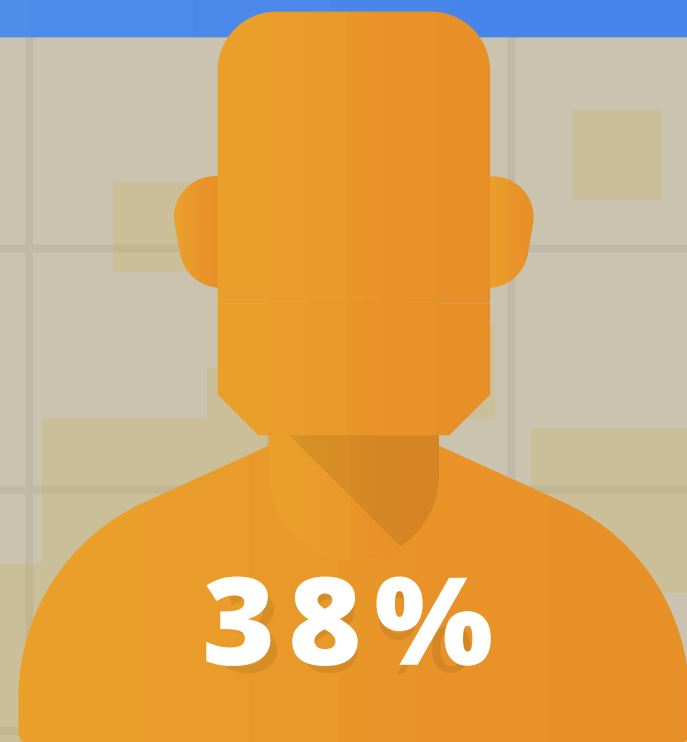
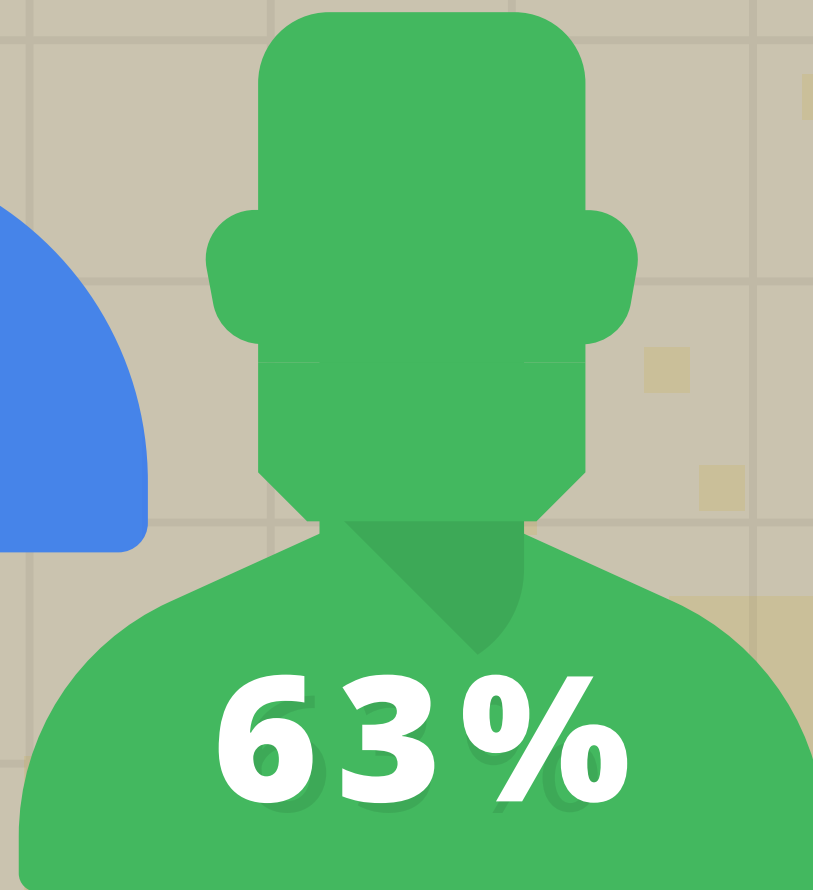
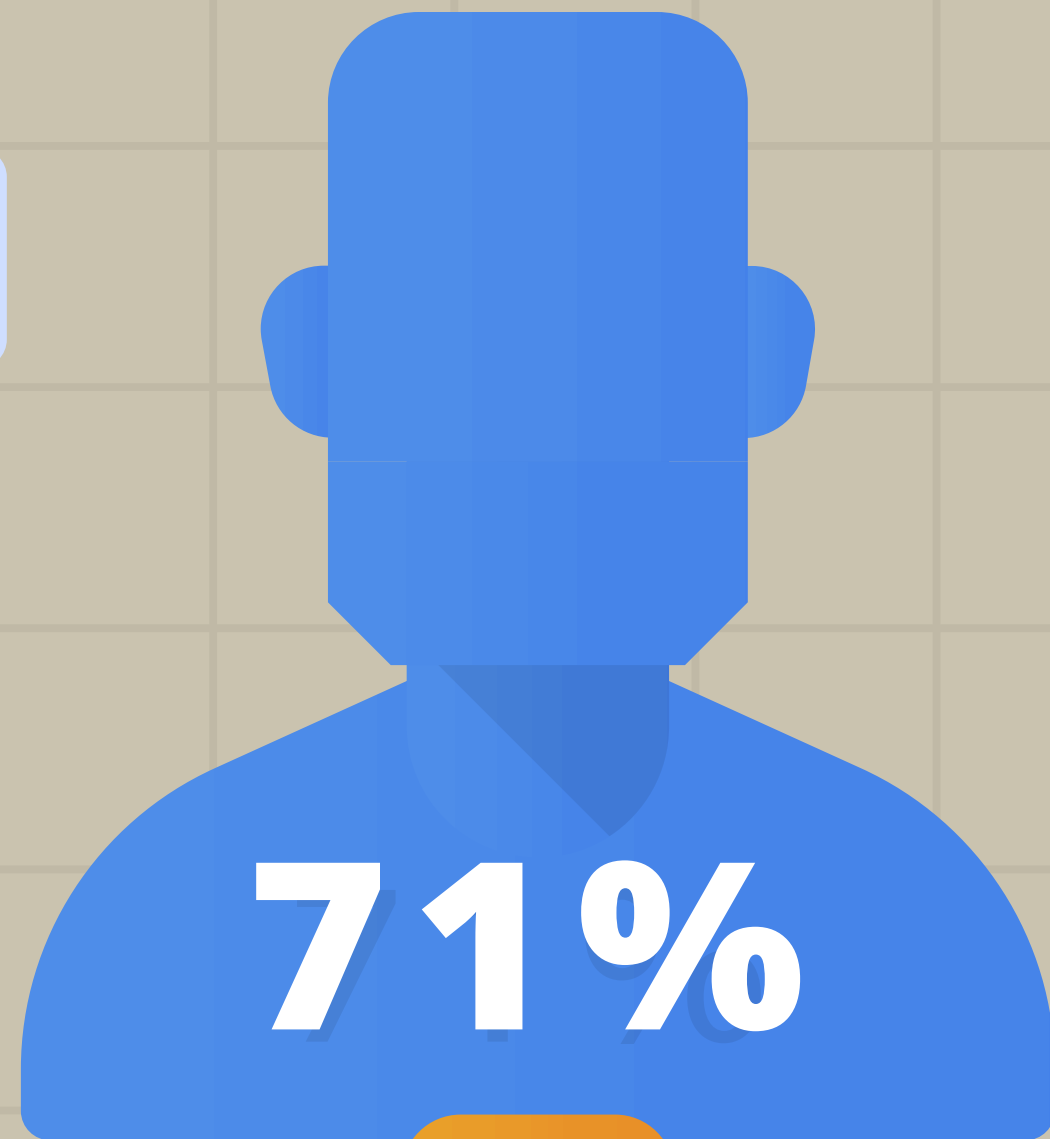
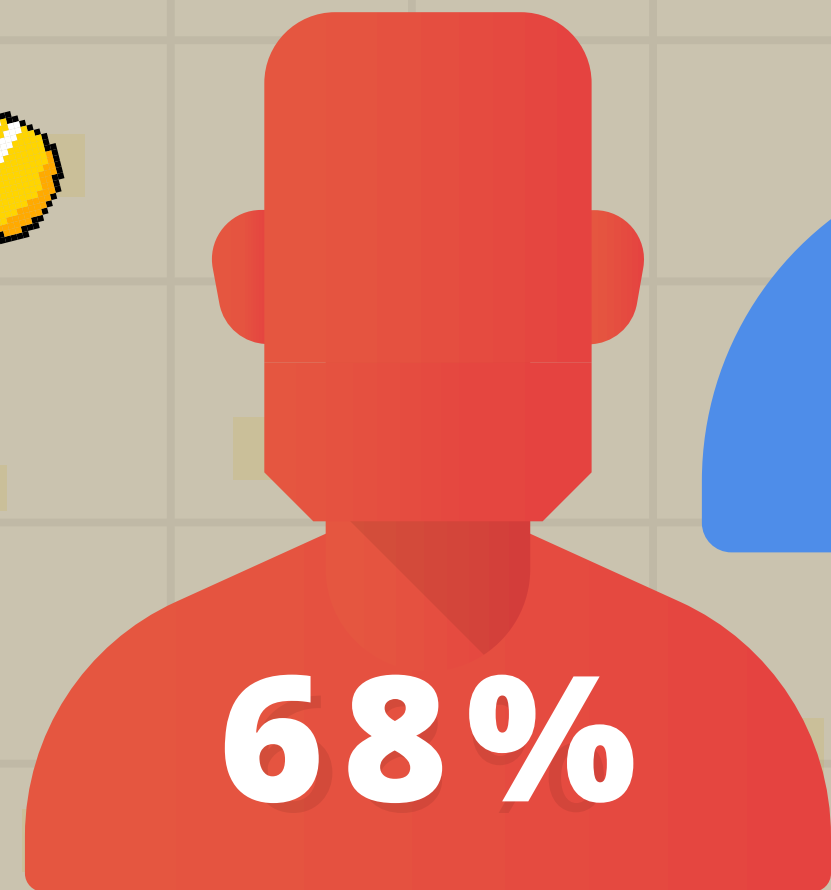
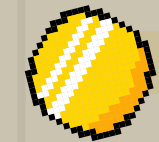
01

USERS HAVE SUBSCRIPTION BASED OTT APPS

02

USERS HAVE DIGITAL WALLETS AND PAYMENT APPS

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



04

USERS HAVE A HANDSET WORTH 15K+

03

USERS INDULGE IN ONLINE SHOPPING

NOTE

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





OUR

RECENT

PARTNERS

AND CASE STUDIES



OBJECTIVE

TO GENERATE 5,000 REGISTRATIONS PER DAY

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.

RESULT

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

CHALLENGE

TO MAINTAIN CPA LESS THAN 600



OBJECTIVE

TO DRIVE QUALITY TRAFFIC WITH THE REQUIRED D7 ROI BY TARGETING 15000+ REGISTRATIONS PER DAY

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 D0 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

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.

CHALLENGE

TO MAINTAIN THE STATE-WISE D0 COST & D7 ROI%



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 GENERATE 1,00,000 NEW USER ACQUISITIONS FOR A MONTH

CHALLENGE

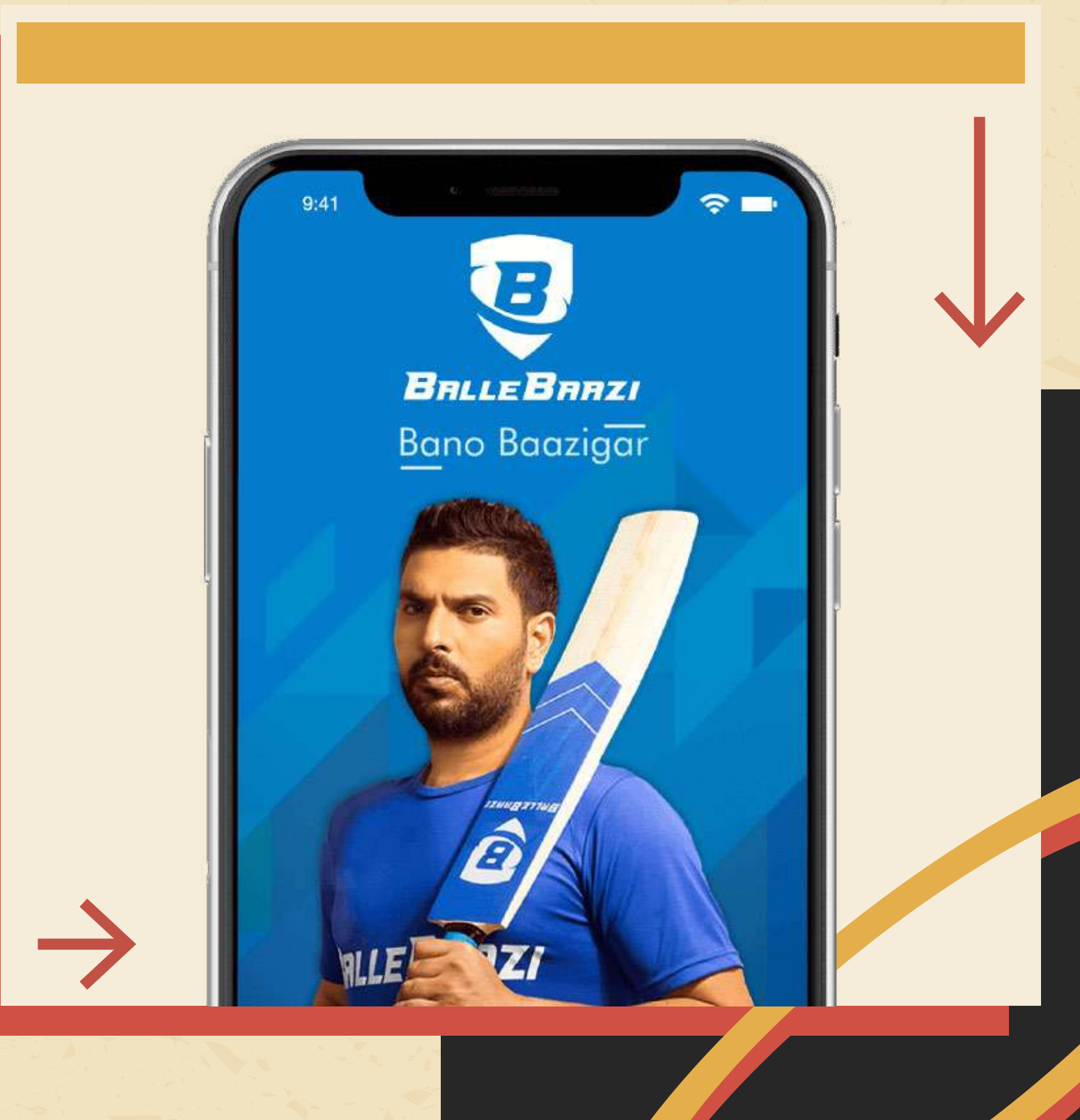
TO MAINTAIN D7 ROI OF 5%

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%.



OBJECTIVE

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

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

CHALLENGE

TO MAINTAIN CPA LESS THAN 2,500





TARGETING METRICS

GENDER

MALE
FEMALE

A pink rounded rectangle containing the text 'GENDER' in pink, 'MALE' and 'FEMALE' in white, and icons for male and female.

AGE

18-24
25-34
35-44
45+

A green rounded rectangle containing the text 'AGE' in green and four age ranges in white, with an icon of three people silhouettes below.

CARRIER

TARGET
SPECIFIC
MOBILE
PHONE CARRIERS

A purple rounded rectangle containing the text 'CARRIER' in purple and 'TARGET SPECIFIC MOBILE PHONE CARRIERS' in white, with an icon of a person running up a bar chart.

LANGUAGE

15 LANGUAGES

- Hindi
- Tamil
- Marathi

A blue rounded rectangle containing a language icon, the text 'LANGUAGE' in blue, and a list of 15 languages including Hindi, Tamil, and Marathi.

NETWORK

5G
4G
3G
2G

A yellow rounded rectangle containing a network icon, the text 'NETWORK' in yellow, and a list of network types: 5G, 4G, 3G, and 2G.

01

DEVICE PRICE

TARGET SPECIFIC PRICE RANGE
OF MOBILE DEVICES



02

LOCATION

STATE - CITY - TIER



03

MOBILE BRAND

SAMSUNG - REDMI - OPPO



04

INTERESTS/APPOGRAPHY

20+ INTEREST GROUP
ENTERTAINMENT FOOD GAMING



TARGETING METRICS





NATIVE BANNER

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

01

Display your ad on the trending feed that users see on the Home Page.

03

Support external and internal landing conversion



02

CPM/CPC buy model.

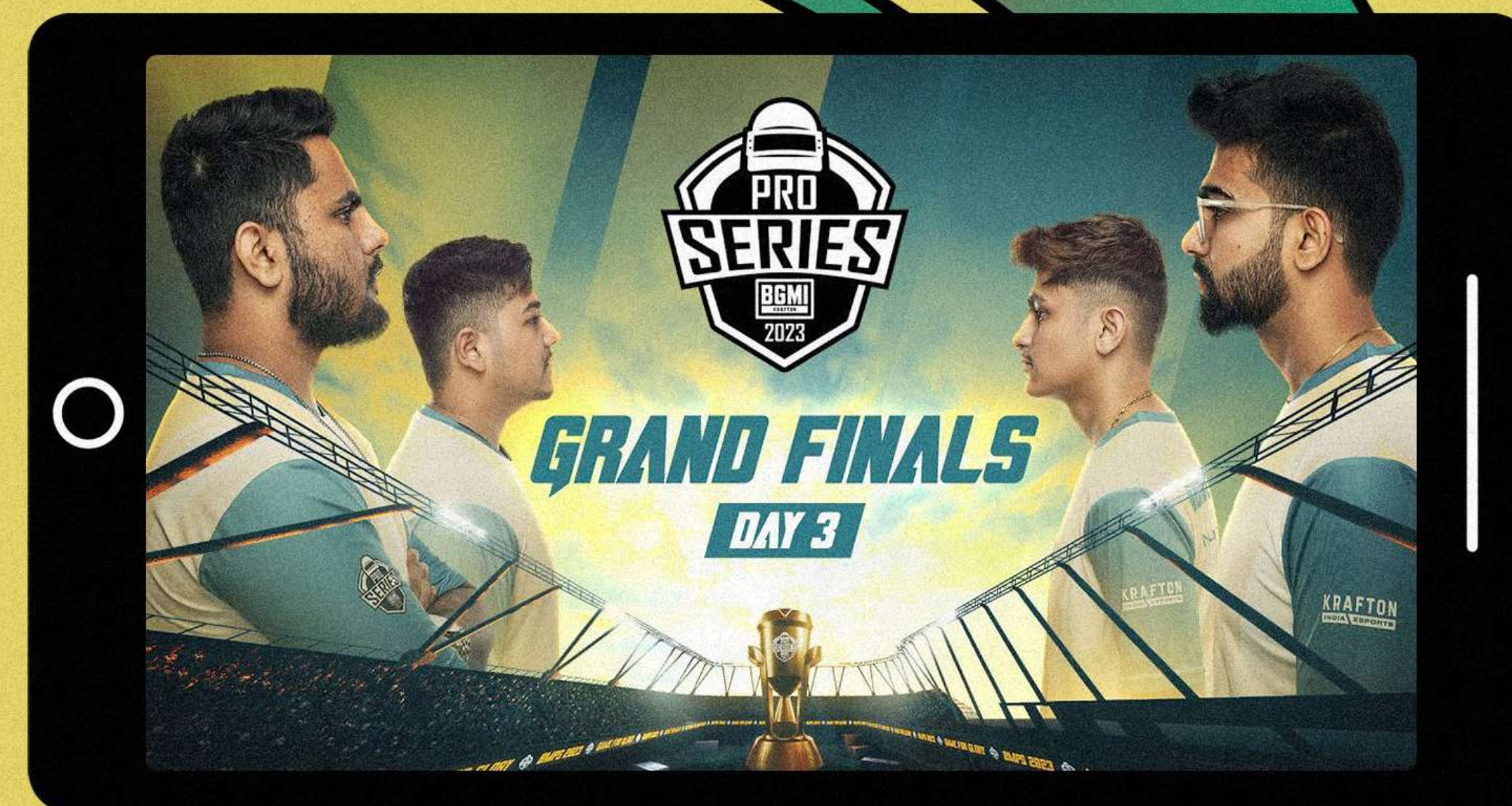
04

Estimated CTR ~ 0.5-0.7% (Via Direct Schema)

NATIVE 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.
- Estimated CTR ~ 0.2-0.3% (via Direct Schema).



Industry Partners



ICUBES WIRE



AFFILSOFT



XY ADS



DGTG



BE GLOBAL



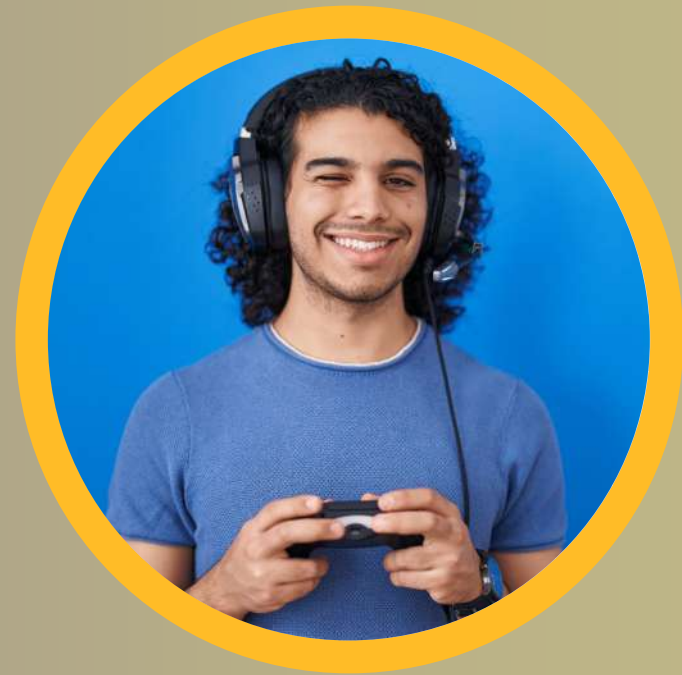
V COMMISION

LET'S WORK TOGETHER!



WHO IS THE GNF AUDIENCE?

Male : Female Ratio
70:30



GEN Z + Millennials

85%

135 Mn+ MAU



Tier 2 Share

45%

72 Mn+ MAU



Tier 3 Share

42%

67 Mn+ MAU



**THANK
YOU**

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