



CASE STUDY

BY VERTOZ

INDUSTRY AND BRAND



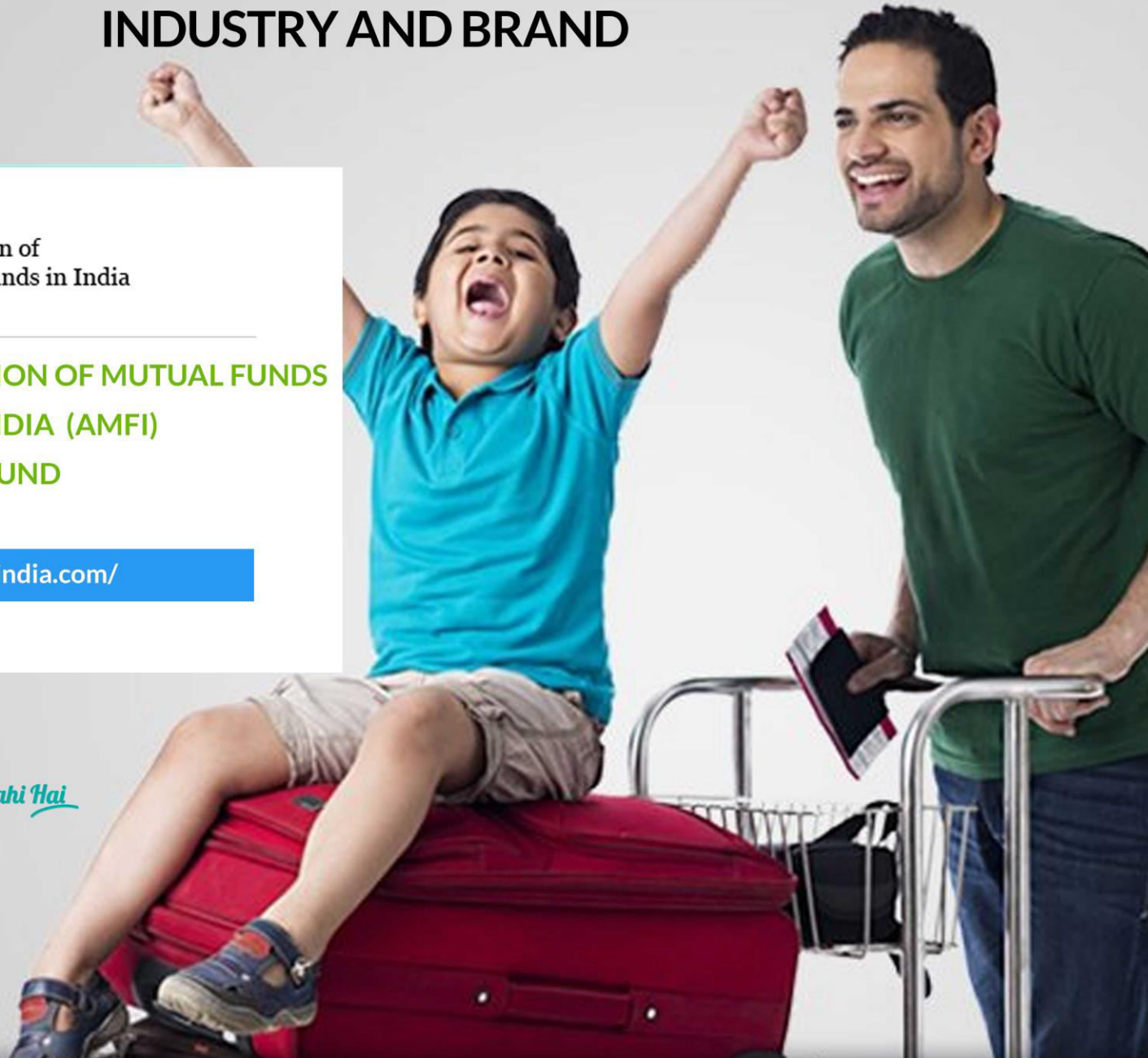
Association of
Mutual Funds in India

BRAND - ASSOCIATION OF MUTUAL FUNDS
ACROSS INDIA (AMFI)

PRODUCT - MUTUAL FUND

<https://www.amfindia.com/>

MUTUALFUNDS *Sahi Hai*



OBJECTIVE

To spread awareness about mutual funds in India using programmatic

CAMPAIGN



Branding

PLATFORM



Vertoz's Self-Serve
/ Managed DSP

AD FORMATS



Display



Native ads



TARGET AUDIENCE-

GEO- PAN INDIA AGE- 23-55

INTERESTS- LOW TO MID EARNING GROUP, SALARIED

CAMPAIGN ACHIEVEMENTS





THANK YOU

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