



EMPOWERING DIGITAL LANDSCAPE

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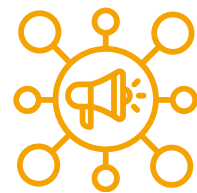


Who Are We?

Vertoz is an AI Powered MadTech and CloudTech Platform

Vertoz (NSEI: VERTOZ) offers Digital Advertising, Marketing and Monetization (**MadTech**) & Digital Identity, and Cloud Infrastructure (**CloudTech**) catering to Businesses, Digital Marketers, Advertising Agencies, Digital Publishers, Cloud Providers, and Technology companies.

Our Platforms Offer



**Omnichannel
Advertising**



**Monetization &
Representation**



**Performance
Advertising**



Ad Exchange



**Digital Media
Properties**

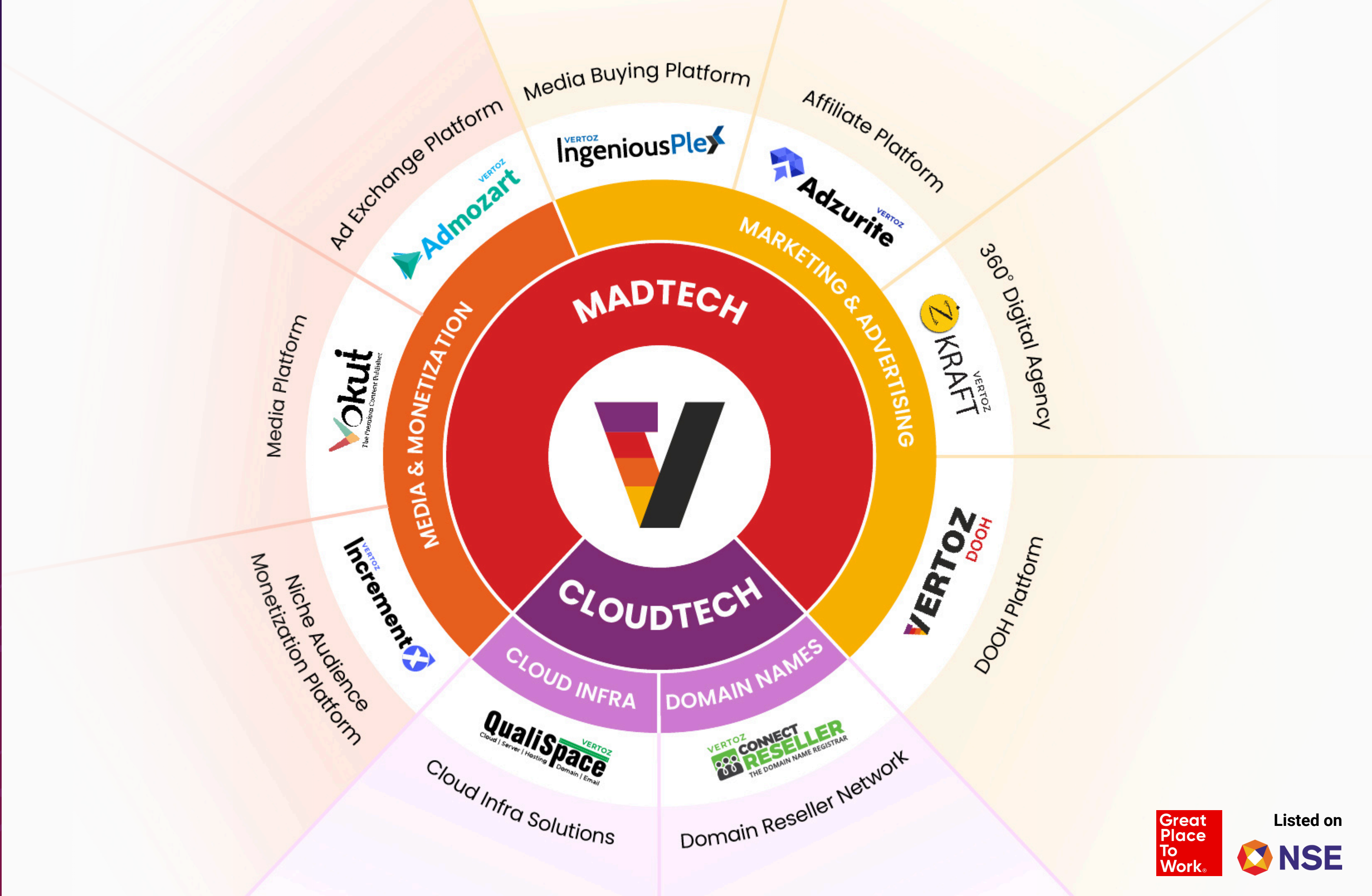


Domain Names



**Cloud Hosting
& Services**

DIGITAL LANDSCAPE WE PROVIDE



Recognitions & Accreditations



HT Achievers

Ad-Tech
Achievement
Awards



Mid-Day Icons

Iconic MadTech
Company
Award



DIGIXX

Digital Marketing Excellence
Media Technology/
Platform



MOBEXX

Most Outstanding
Programmatic Platform
for Mobile Advertising



Brands of India Awards

By YourStory &
Ministry of MSME in
Advertising & Media



ABP News

Most Outstanding
Programmatic
Advertising



A member of the
**Interactive
Advertising Bureau**



Accredited by the
**Trustworthy
Accountability Group**



A member of the
Apnic



Accredited Registrar
ICANN, Arin



A member of the
Arin



Great Place to Work
certified

Brands We Work With



Publishers We Work With



Travel	Food & Grocery	BFSI	E-Commerce	Entertainment & OTT	Health & Fitness	Social Networking	CTV & Audio	Communications
make my trip	zomato	G Pay	meesho	book my show	practo	SnapChat	JioTV	truecaller
goibibo	SWIGGY	paytm	AJIO	JioCinema	TATA 1mg	tinder	SAMSUNG CTV	xploree AI KEYBOARD
	blinkit	PhonePe	TATA CLiQ			Quora	Spotify	
BluSmart	SWIGGY instamart	CRED			STEP SET GO	ShareChat		
	zepto 10 Minute Grocery Delivery	TaxGuru Complete tax solution		PVR		moj		
agoda	JioMart	good ₹ eturns				Pinterest		
	milkbasket	tickertape						
		iPOWatch						

Apps Network



Food Delivery

zomato



Grocery Delivery



blinkit

Health



Social Media



Real-Estate



Coupons



Travel



E-Commerce

meesho

AJIO



Entertainment



PVR



BFSI

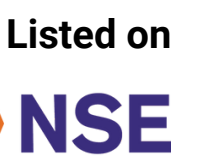


paytm

OTT



Fitness



International Publishers

Powered by VERTOZ **Increment**



Integration Options

PMP | PG | Managed Media

Inventory Types

SMS | Emailer | WhatsApp | Telegram | OTT



Digital Tools & Intelligence

Industry Tools

Media & Marketing Intelligence Tools	MMP	Analytics & Tracking	Reporting	CRM	Creative & Design
    	   	  	  	  	  

OFFERINGS- BRANDING

- Biddable
- Non-Biddable



OFFERINGS- BRANDING

Biddable



Empowering Digital Landscape

Objective - Brand Awareness, Visibility, Engagement, Consideration, Traffic

Buy Type - CPM / CPV / CPC

Ad Platform	Campaign Type
	Video, Display, Demand Gen, Search- SOV
	R&F, Awareness, Video Views, Engagement, Link Clicks
	Single image, Video, Text, Spotlight, Document, Conversation, Events, Carousel image, Message
	Promoted Tweets, Promoted Accounts, Promoted Trends, Video Ads, Carousel Ads, Image Ads, Text Ads
	Video, Display, PG, PMP, CTV, OTTs, across Google and Ad Networks
	Text, Image, Video, Promoted Answers, Promoted Questions, Carousel
	Video, Display, Demand Gen, Search- SOV

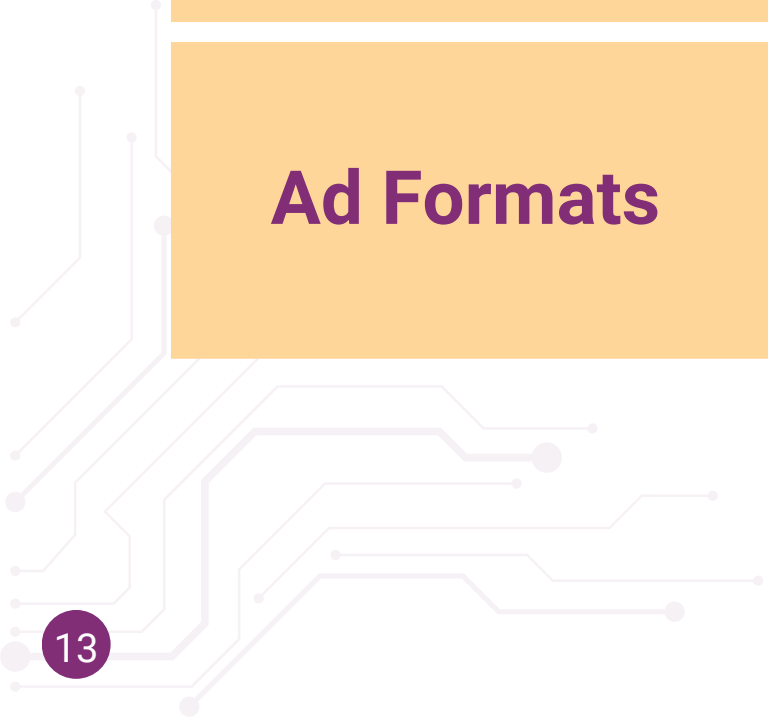
OFFERINGS- BRANDING Non-Biddable



Empowering Digital Landscape

Branding > Non-Biddable

Success Metrics	Reach, Impressions, Views, Viewability Rate (VTR%), Clicks, Click rate (CTR%)
Buy Types	CPM, CPV, CPC
Platforms	Publishers, Website, Apps, OTTs, Programmatic
Ad Formats	Video, Display, Search (SOV), Native, Audio, and Rich Media.



Branding > Travel Platforms (CPM, CPV, CPC)

make **my** trip

goibibo



BluSmart



agoda
● ● ● ● ●

droom



[Ad Formats: Travel Platforms](#)

*Prices are available upon request.



Branding > Food & Grocery Platforms (CPM, CPV, CPC)

zomato

 **SWIGGY**

blinkit

 **SWIGGY**
instamart

zepto
10 Minute Grocery Delivery

 **JioMart**

 **milkbasket**

[Ad Formats: Food & Grocery Platforms](#)

*Prices are available upon request.

Branding > BFSI Platforms (CPM, CPV, CPC)











[Ad Formats: BFSI Platforms](#)

*Prices are available upon request.

Branding > E-Commerce Platforms (CPM, CPV, CPC)

meesho

AJIO



[Ad Formats: E-Commerce Platforms](#)

*Prices are available upon request.

Branding > Entertainment & OTT Platforms (CPM, CPV, CPC)

book  show

 JioCinema





PVR

[Ad Formats: Entertainment & OTT Platforms](#) 

*Prices are available upon request.

Branding > Health & Fitness Platforms (CPM, CPV, CPC)

•practo•

TATA 1mg


PharmEasy

STEPSETGO

[Ad Formats: Health & Fitness Platforms](#)

*Prices are available upon request.

Branding > Social Networking Platforms (CPM, CPV, CPC)



[Ad Formats: Social Networking Platforms](#)

*Prices are available upon request.

Branding > CTV & Audio Platforms (CPM, CPV, CPC)



SAMSUNG CTV



[Ad Formats: CTV & Audio Platforms](#)



*Prices are available upon request.

Branding Communications Platforms (CPM, CPV, CPC)



[Ad Formats: Communications Platforms](#) 

*Prices are available upon request.



Listed on



OFFERINGS- PERFORMANCE

- Biddable
- Non - Biddable



OFFERINGS- PERFORMANCE

Biddable



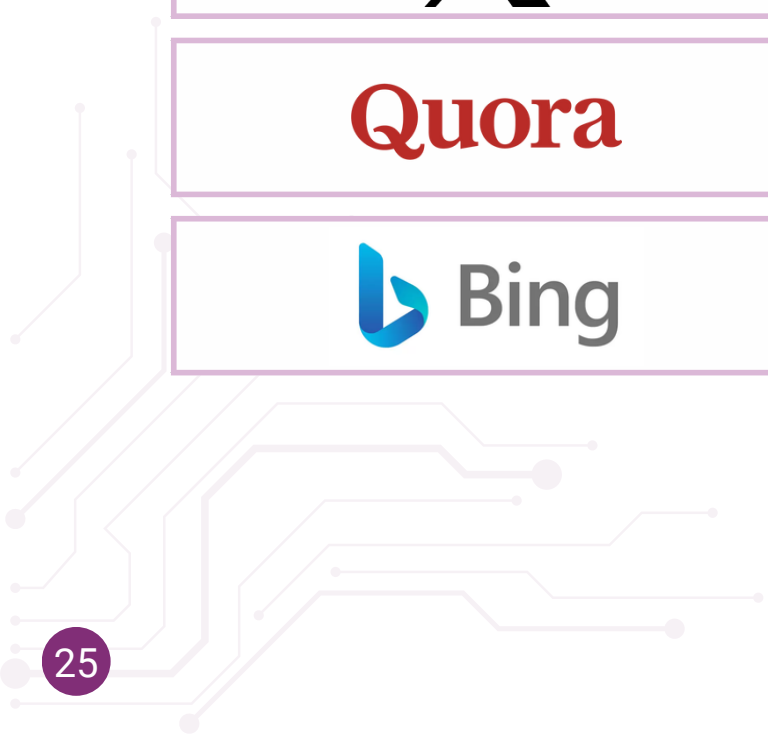
Empowering Digital Landscape

Objective - Sales, Lead, Action



Buy Type - CPS / CPL / CPA

Ad Platform	Campaign Type
	Pmax, Search, Shopping, Video, Demand Gen, Display, App
	Conversions, Lead Gen, Catalogue Sales, Calls, App Install, App Events
	Single Image, Video, Text
	Video, Carousel, Image, Text, Twitter Ads for App Promotion, Twitter Lead Generation Card
	Text, Image, Video Ads, Promoted Answers, Promoted Questions, Lead Gen Form, Carousel Ads, Display Ads
	Search Ads, Shopping Ads, Display, App Install, Video, Local Service Ads, Call Ads



OFFERINGS- PERFORMANCE

Non-Biddable



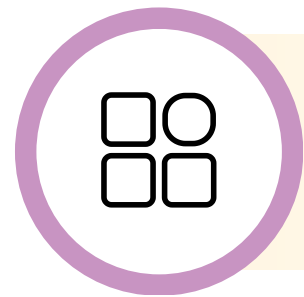
Empowering Digital Landscape

Performance / Affiliate Marketing

Powered by  **Adzurite** VERTOZ

Success Metrics	Leads, Sales, Acquisition - Appointment, Walk-in, Booking, Sign Ups, Registrations, Subscriptions, Installs, In-app events and Calls
Buy Types	CPL, CPS, Pay-Per-Call, CPA (CPAppt, CPW, CPB, etc.)
Platforms	Affiliate Networks, SMS & Email Marketing, WhatsApp, OTTs, etc.
Ad Formats	Video, Display, Search, Native

Performance > CPI, CPL, CPA, CPS, Pay Per Call



Integration Options

- E-Commerce
- Food & Grocery
- Retail
- Fashion Industry
- Electronic Gadgets
- Gaming
- Finance
- Real Estate
- Travel
- Education
- Travel
- Hospitality
- CTV & OTT
- Entertainment
- Health & Fitness
- Automobile



Placements

- Display
- Video
- Carousel
- Push
- Contextual



Inventory Types

- SMS
- Emailer
- WhatsApp
- Telegram
- OTT

Performance > Affiliate Program Management

Powered by  **Adzurite** VERTOZ

Connect you with top-tier affiliate platforms and manage publisher relations.

Our Services

Affiliate Platform Integration

Publisher Outreach Programs

Performance Optimization

What Sets Our Affiliate Management Apart?

Expertise in Affiliate Marketing

Customized Strategies

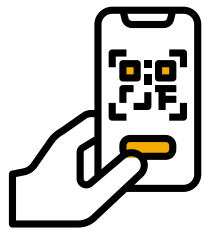
Transparent Reporting

OFFERINGS- RICH MEDIA

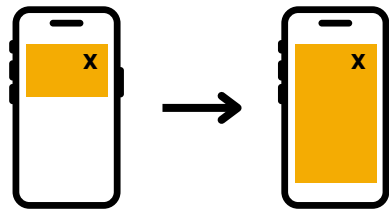


Empowering Digital Landscape

Rich Media Ad Formats



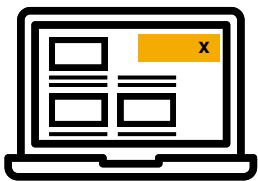
Interactive Banners



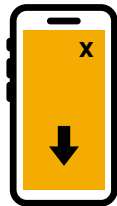
Expandable Ads



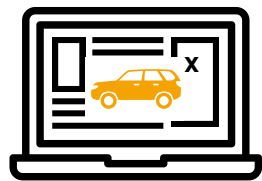
In-Banner Video Ads



In-Page Ads



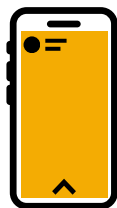
Interstitial Ads



Floating Ads



Swirl Ads



Story Ads



Cube Ads

VERTOZ

Empowering Digital Landscape

Let's Discuss Further!

Listed on
 **NSE**

**Great
Place
To
Work®**
Certified
DEC 2023 - DEC 2024
INDIA™

