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Strategic Partnership

Who We Are

Vertoz is an AI Powered MadTech & 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

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Your Trusted Partner for Consumer Engagement

We’re experts in delivering data-driven, creative advertising campaigns that ensure measurable outcomes.

Consumer-First Approach

Innovative Campaign Strategies

Seamless Execution

Proven Expertise

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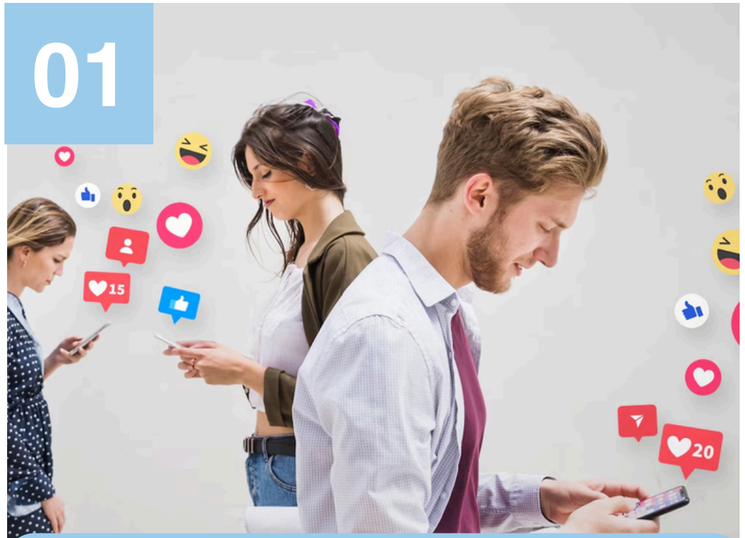
Creating Value Beyond Impressions

Nestlé and Vertoz are coming together to redefine the way brands interact with consumers.

With the D2C market in India projected to hit **$100 billion** by 2025, this campaign is designed to achieve three key objectives:

01



Build Seamless Consumer Engagement

02

Generate Actionable Insights

03

Enhance Brand Recall

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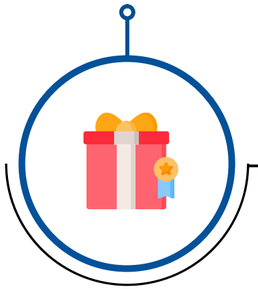
More Than Ads – A Conversation With Consumers

We’re not just running ads; we’re creating moments of interaction. These moments allow us to capture consumer preferences, enhance engagement, and deliver value for both Nestlé and it’s audience.

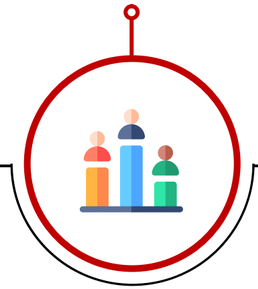
The strategy revolves around 7 concepts:

Interactive Polls with instant rewards

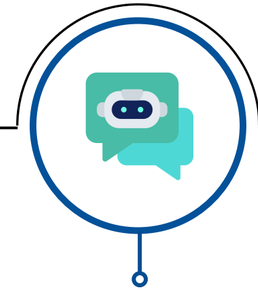


Product Reviews with a Twist

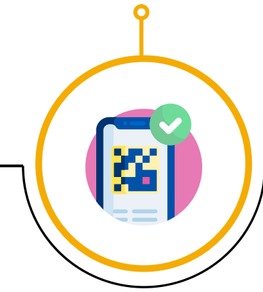
Quick Poll with Data Opt-In for Future Insights



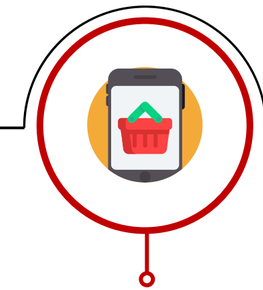
AI Integration Through Chatbots



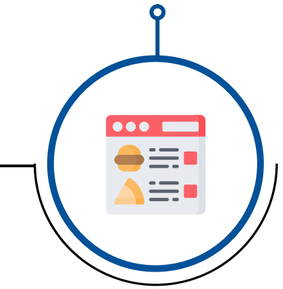
QR Code Integration



Ad Slots on Q-Commerce Platforms



Recipe-Based Ads on Food Platforms



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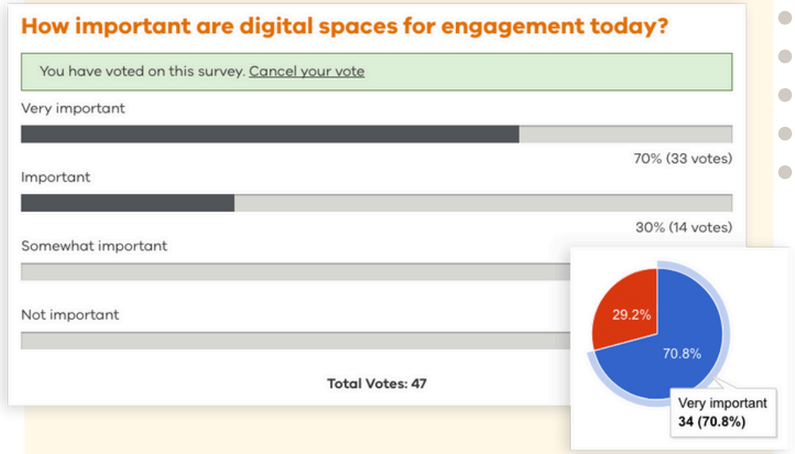
Interactive Polls with Immediate Rewards

Engage Consumers, Reward Loyalty

Category
CRM

Objective
Capture quick consumer preferences while encouraging participation.

Execution
Polls like *"What's your favorite Nestlé product?"* with instant rewards such as discounts or vouchers.



Campaign Details

Format
Quick polls embedded in banners or pop-ups.

Platforms
Recipe sites, social media, and Q-commerce platforms.

Incentive
Small rewards like discounts or early access to product launches.

Metrics to track

- ✓ Click-through rates (CTR)
- ✓ Number of email opt-ins
- ✓ Redemption rate of the discount codes

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Product Reviews With A Twist

Love It? Say It. Hate It? Let Us Fix It.

Category

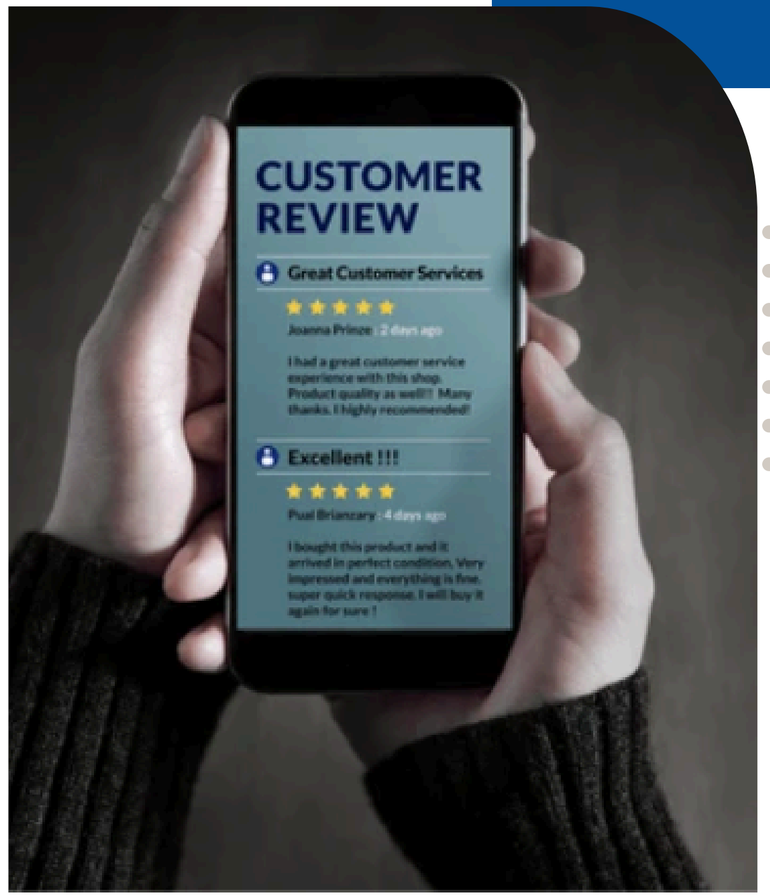
CRM

Objective

Empower consumers to share their thoughts (and earn rewards).

Execution

Create banners leading to review forms with discounts as a thank-you for feedback.



Campaign Details

Format

300x600 banner ad linking to a feedback page.

Platforms

Q-commerce sites, Nestlé's website, post-purchase emails.

Incentive

20% discount code on the next purchase.

Metrics to track

- ✓ Feedback submission rate
- ✓ Engagement levels (time spent on the page)
- ✓ Discount code usage

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Quick Polls with Data Opt-In

Know What They Crave, Before They Checkout

Category

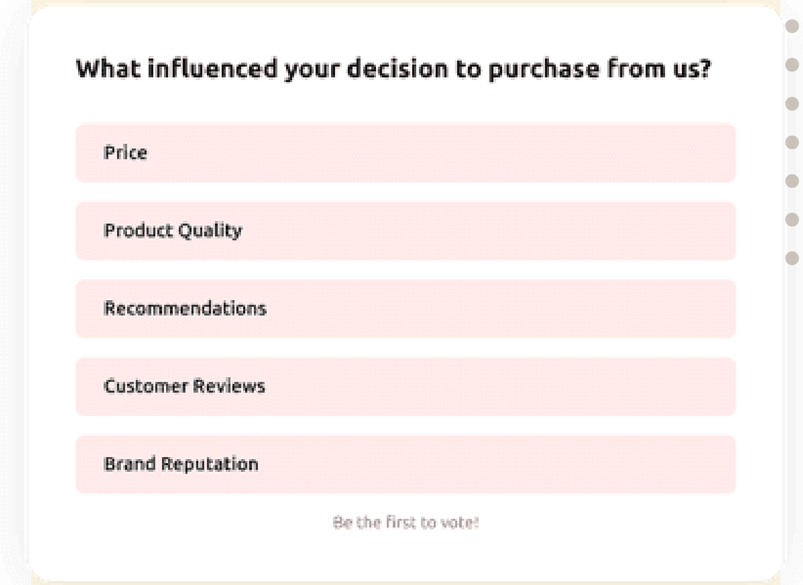
CRM

Objective

Gather actionable insights while building a qualified email list.

Execution

Integrate single-question polls with opt-ins for exclusive content or sneak peeks.



Campaign Details

Format

Polls embedded in ads or product pages.

Platforms

Recipe sites, social media, and Q-commerce platforms.

Incentive

Sneak peeks, discounts, or exclusive content.

Metrics to track

- ✓ Number of responses collected.
- ✓ Email opt-ins.
- ✓ Engagement rates

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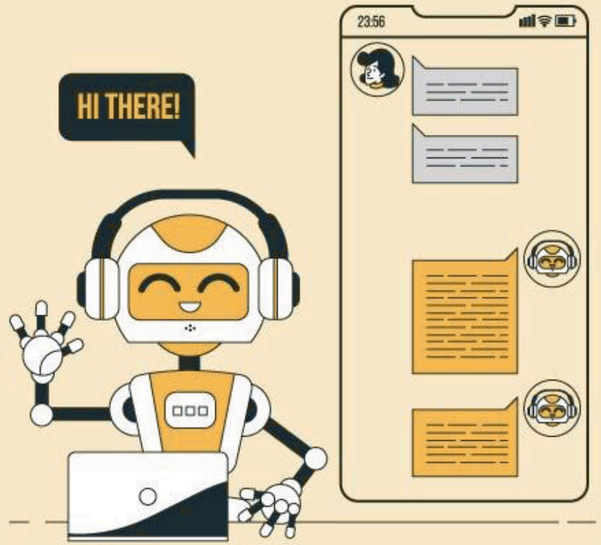
Chatbot

AI With Human Touch

Category
Technology Tools

Objective
Enhance consumer experience and drive cross-selling opportunities.

Execution
Deploy conversational AI bots to suggest products and offer exclusive deals.



Campaign Details

Format
Interactive chatbot integrated into the website or apps.

Platforms
Nestlé's website, Q-commerce apps, & social media messengers.

Incentive
Discount vouchers, free recipes.

Metrics to track

- ✓ Completion rate of chatbot interactions
- ✓ Data points collected
- ✓ Engagement duration with the chatbot

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QR Code Integration

Scan, Engage, Discover

Category

Technology Tools

Objective

Drive users from banners to a personalized experience off-banner.

Execution

Embed scannable QR codes on packaging to unlock recipes or discounts.

Campaign Details

Format

QR codes embedded on product packaging.

Platforms

In-store products and Q-commerce channels.

Incentive

Links to exclusive recipes, how-to videos, or surprise discounts.

Metrics to track

- ✓ QR code scan rate
- ✓ Landing page conversion rate (data submissions)
- ✓ Redemption rate of discounts or offers

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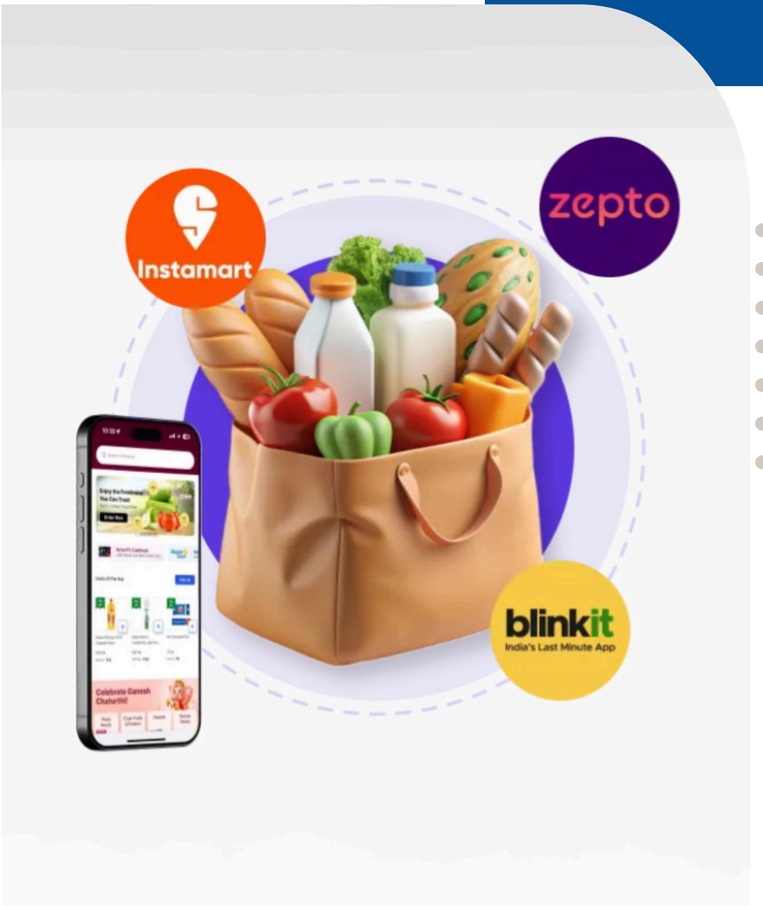
Ad Slots on Q-Commerce Platforms

Own the Checkout Moment

Category
Campaign & Category

Objective
Boost sales by targeting consumers at the point of purchase.

Execution
Run banners at checkout to prompt add-ons with savings benefits.



Campaign Details

Format
Banner ads on checkout and confirmation pages.

Platforms
Q-commerce platforms like Zepto or Blinkit.

Incentive
Offering discounts on specific added products.

Metrics to track

- ✓ Ad impressions and CTR
- ✓ Redemption rate of discounts
- ✓ Incremental sales generated

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Recipe-Based Ads on Food Platforms

From Craving to Cart

Category

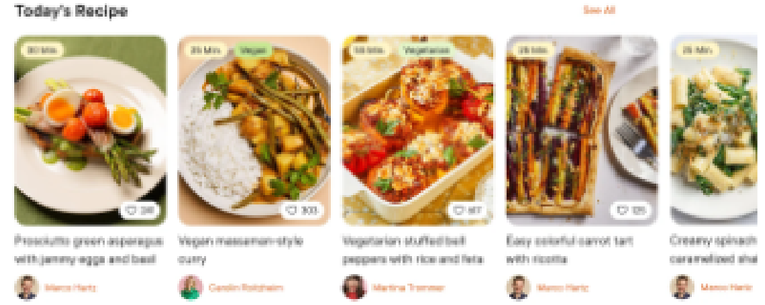
Campaign

Objective

Inspire consumers to buy Nestlé products through engaging recipe content.

Execution

Use visually compelling recipe ads with direct shopping links for ingredients.



Campaign Details

Format

Video or banner ads linking to recipes.

Platforms

Recipe apps, food blogs, and YouTube cooking channels.

Incentive

Access to exclusive recipes or discounts on featured products.

Metrics to track

- ✓ Video completion rates
- ✓ CTR to purchase pages
- ✓ Engagement with recipe content

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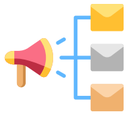
What Nestlé Gains from This Campaign

Utilize actionable data to enhance marketing strategies, refine product positioning, and build long-term consumer loyalty.

Consumer Preferences



Email Database

Enhanced Product Positioning

Long-Term Engagement

Interactive Data Collection

Personalized Experiences

Incentivized Participation

Seamless Integration

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Let’s Turn Insights Into Action

Next Steps:

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

Hindustan Times

YOURSTORY

afaqs!

moneycontrol

Entrepreneur INDIA

ET BRAND EQUITY An initiative of The Economic Times

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ICANN Accredited Registrar

Accredited Registrar **ICANN, Arin**

ARIN American Registry for Internet Numbers

A member of the **Arin**

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Your audience is ready.

Are you?

Let’s start redefining engagement

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