



Combining Power of
Data and AI to deliver
Media Efficiencies

Why AdBliss Media?

400 Mn +
deterministic
audiences via 1st
and 2nd party data
signals

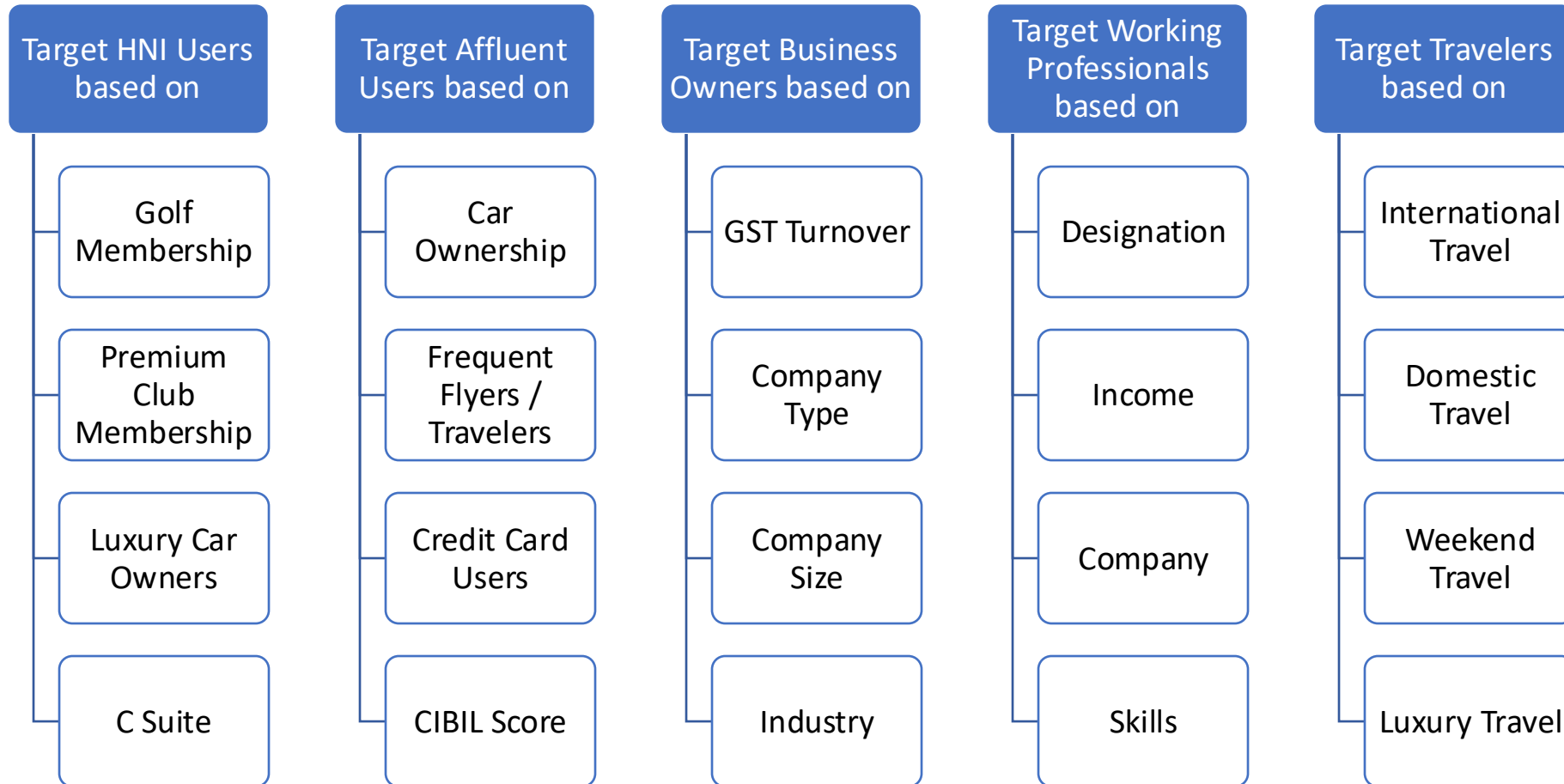
High Impact
platform (CTV /
OTT) and Engaging
Ad Format
solutions

Visibility on high
affinity platforms;
Optimized for
lower funnel KPIs

ABM
(Account Based
Marketing)

















400 Mn+ Audiences Pool

Target based on Deterministic audience signals; based on PII data



5000 + Publishers, Globally

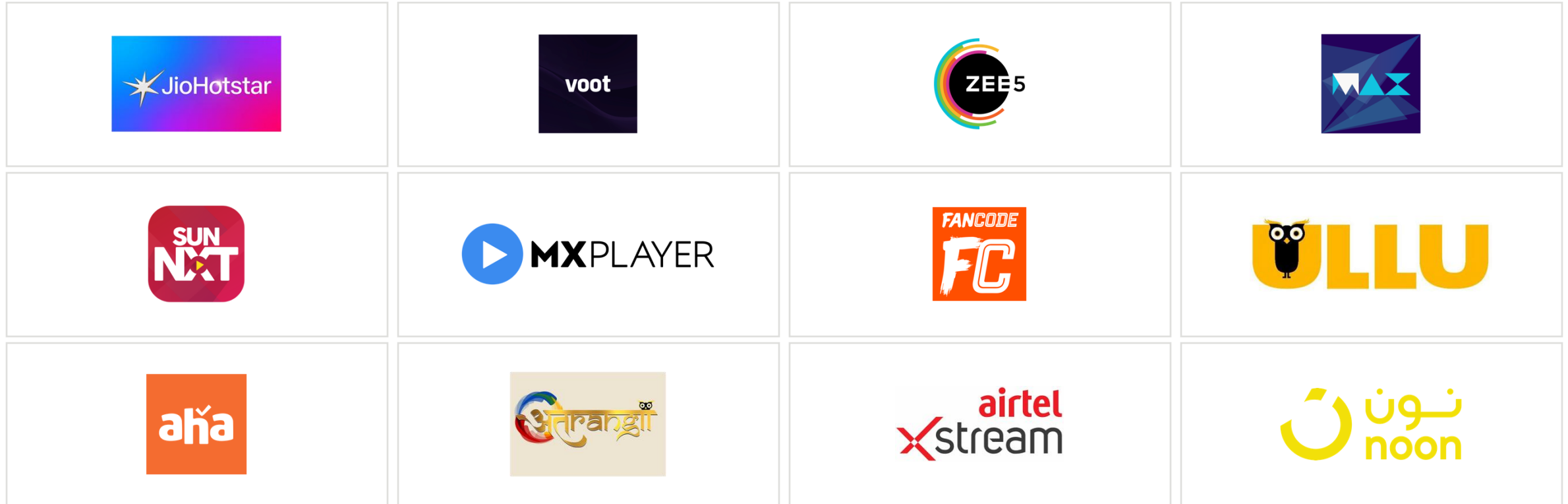
With an inventory of 25 Billion + Ad Impressions / month

					
	<div>Campaigns run only on selected sites (<i>no longtail sites</i>), with audience layering, delivering clean and high viewability brand exposures.</div>				
					
					
				<p><i>And many many more sites across genre!</i></p>	



OTT Visibility Optimized To Drive Traffic!

Maximize reach in your TG with presence across OTT platforms.



Maximized Visibility; Minimized Cost!

Leverage The Growing CTV Landscape

Explosive Growth in Reach

100 MN Connected TV Households ->
Expected to grow to **150 Mn** HH by 2025

Premium, Urban, Young Audiences

CTV users are **digitally savvy and ad-receptive**
Ideal for **high-value audience** targeting

Full-Screen, Non-Skippable Brand Experience

High attention span: **ads are full screen, non-skippable, and brand safe**

Cross-Device Impact

CTV enables **household-level sync** with mobile
Retarget and measure CTV users on other devices

Be visible across OEMs and OTTs



SAMSUNG



And many more!

Creative Built To Elevate Media Performance

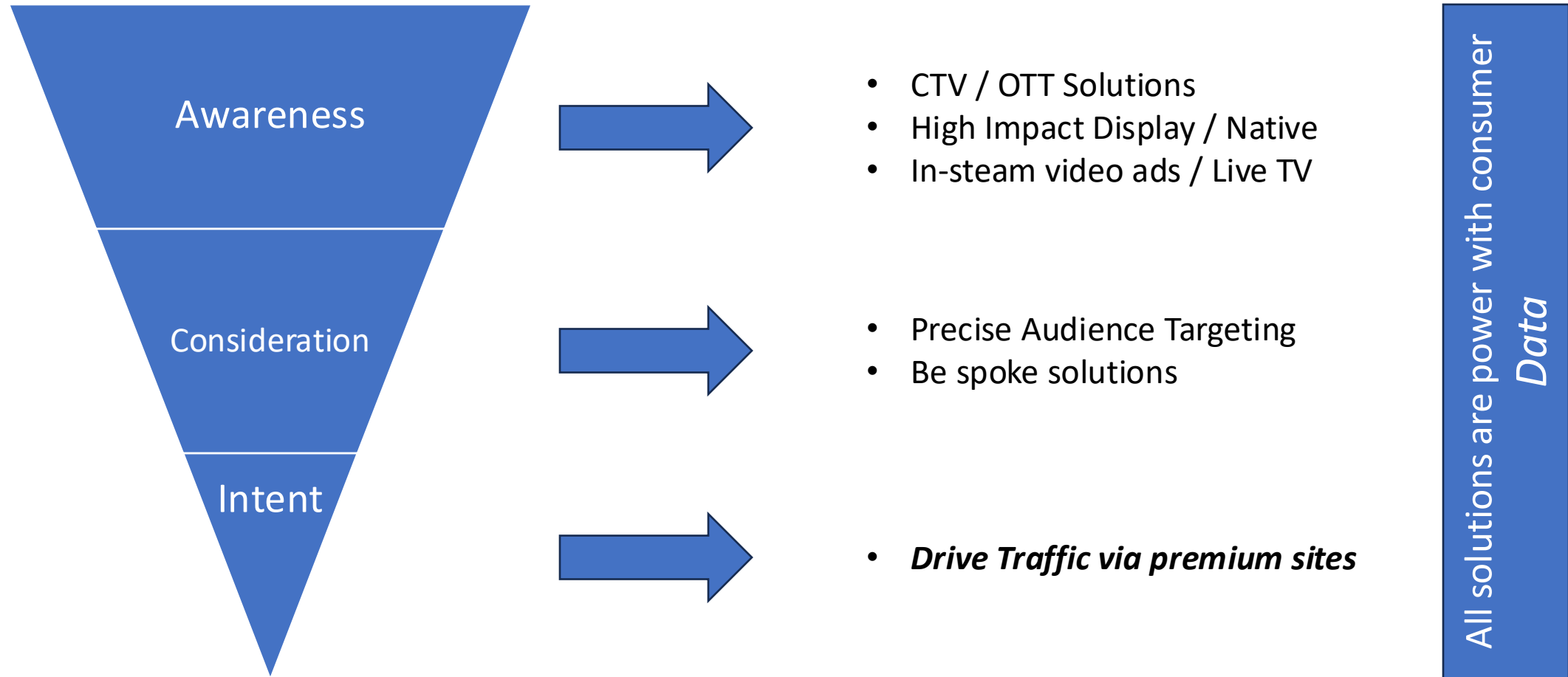
AI-Driven Creative Work; Built for scale and faster TAT



- **AI Creatives** – Design smarter. We help scale the visual content at lightning speed. Our AI tools generate stunning static and motion creatives; perfectly aligned with the brand guidelines and optimized for performance.
- **AI Videos** – Turn ideas into scroll-stopping motion. Generate high-quality videos, scripts, voiceovers, edits, without lifting a finger.
- **Rich Media** – Interactive storytelling that converts. From interactive infographics to immersive media formats, we use AI to create rich content that keeps users engaged longer.
- **Short Films** – Looking for cinematic storytelling with a smart budget? Our AI-assisted short films use synthetic media, voice cloning, and generative visuals to bring your stories to life quickly and beautifully.



We Provide **Audience Led** Solutions Across The Funnel

Our expertise lies in using quality / precise data segments across our solutions



Research Partner   Measure the brand lift delivered by the media investments

Our ABM Approach

Display
Advertising

Connected TV

Social
Advertising

ABM Leads

ABM Display Advertising

Reach Business With Precision



Drive awareness and shorten the sales cycles with precise advertising targeted at accounts showing in-market activity



Reach your best accounts across the globe



Reach to buying committees with precise messaging



Deploy ABM display ads in multiple formats like display ads, native ads, video ads and text ads.

ABM Connected TV



Grow your multi channel ABM strategy with highly targetable connected TV advertising



Show CTV campaigns to your targeted account with AdBliss audience



Cross device targeting of CTV ads to mobile ads in same household with AdBliss Household Sync

ABM Leads



Lead generation from your focused accounts



With ABM lead generation content can be interactive, targeted, and designed to deepen the relationship with each potential account.

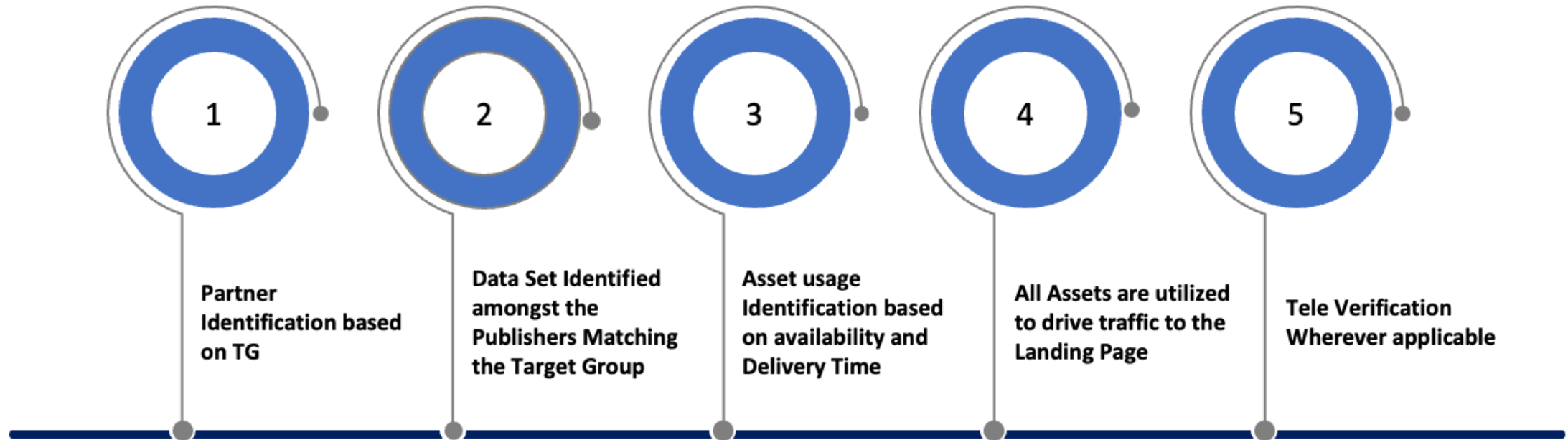


Use to best 3rd party multi channel audience and targeting to reach decision makers in the potential accounts



Lead generation via emailer, display, native and content syndication

ABM Process



Size of 1st & 2nd Party Audience

ITDMs – 1.5 Million

Business Owners – 10 Million

Software Engineers – 6.5 Million

Engineers – 15 Million

BDM – 3 Million

Manages – 5.5 Million

Ever evolving user persona via AI led enrichment

- AdBliss with 400+ million audience data points creates a persona of the users through multiple data points from various sources
- These Persona gives our system a 360degree understanding of the users and ability to target them with much precision.
- Our platform aggregates first- and third-party data for a full view of account and persona behavior.
- This helps us to know in depth about user behavior and to deliver better results / performance



Clients who believe in us!

B2B

BFSI

OEM

Real Estate

Others



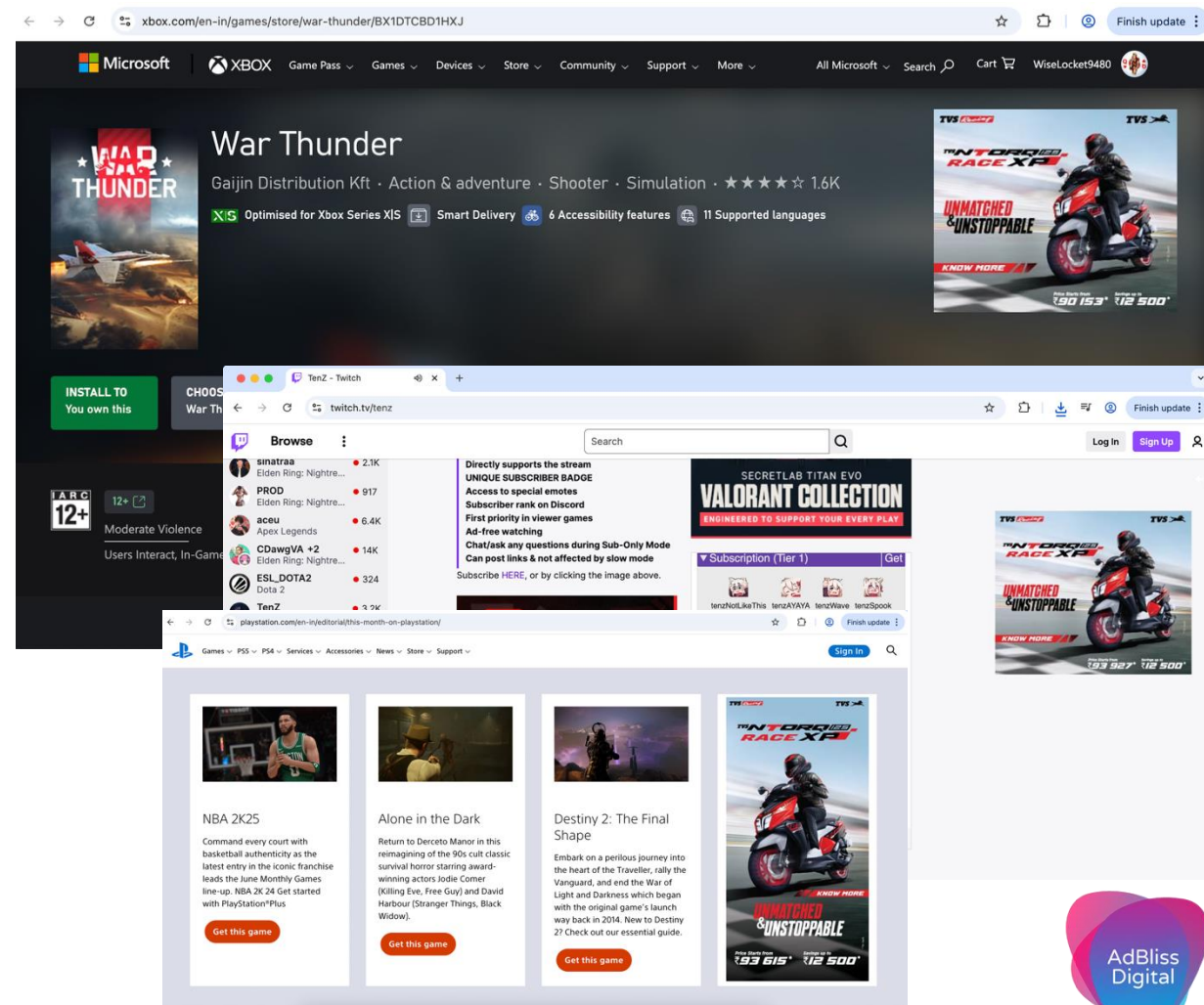
- More client logos

Case Studies

TVS Motors – Ntorq

~32% lower Cost per Reach; 45% lower CPC wrt to CPM campaigns with similar approach

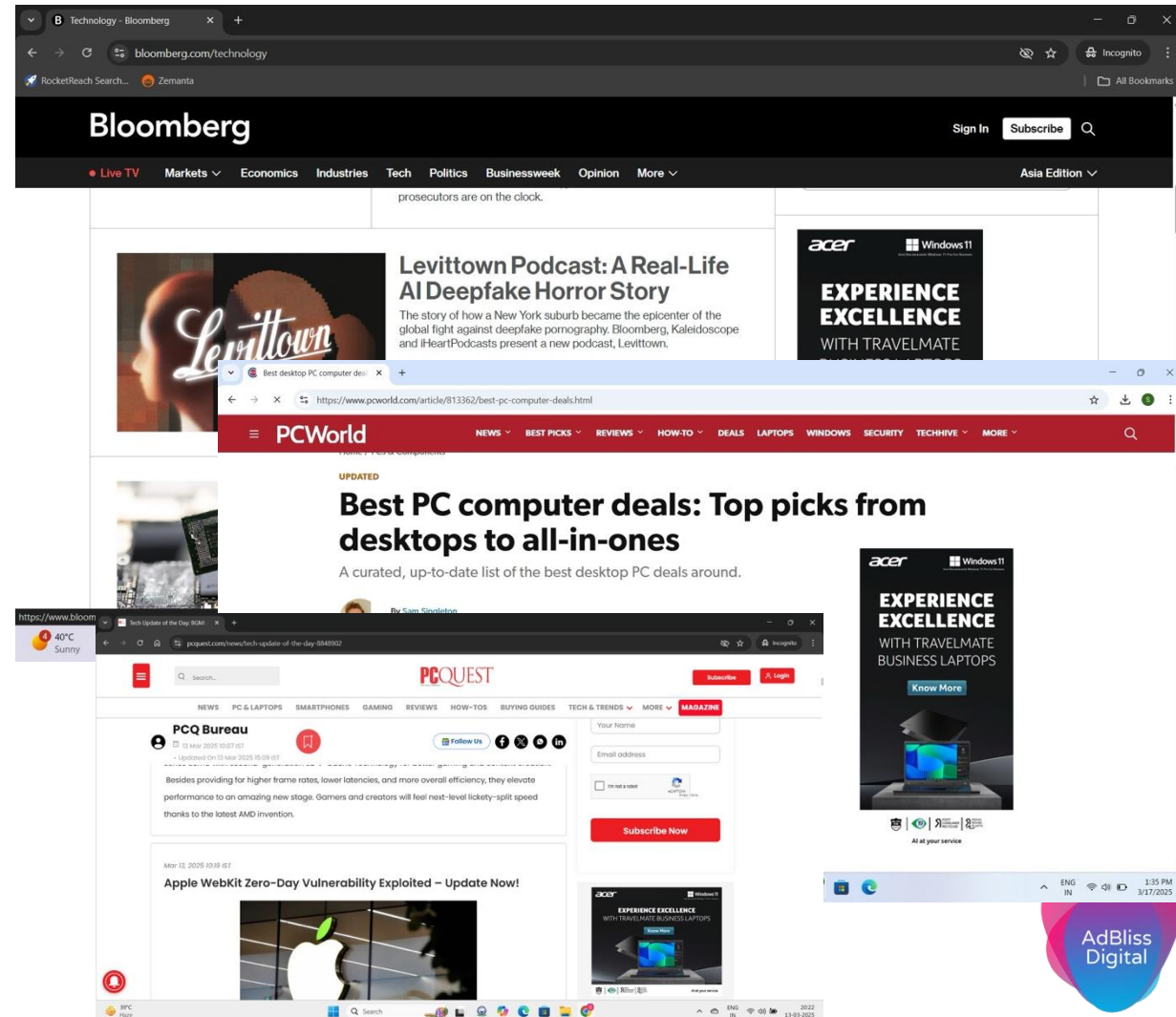
- **Objective:** Drive awareness among gaming audiences
- **Approach:** Target auto enthusiast, Science fiction, 1st time jobbers, sports and adventure fans across select Live Gaming Streaming platforms (Twitch, Xbox and Playstation)
- **Primary KPI:** Awareness;
- **Secondary KPI:** Quality visits on TVS Ntorq Website
- **Buy Type:** CPC
- **Campaign delivery:** 33% reach @ avg freq of 4.5
- **CTR goal:** 0.5%; **CTR achieved:** 0.73%



Acer – Travelmate Laptops

52% lower cost per visit wrt to CPM campaigns with similar approach

- **Objective:** Drive awareness among business travel audiences
- **Approach:** Target Business users, Frequent Flyers, In market audience (Laptop), Business decision makers, Targeting business users in top affinity sites (*only select websites; No longtail websites*).
- **Primary KPI:** Awareness;
- **Secondary KPI:** Quality visits on Acer Website
- **Buy Type:** CPC
- **Campaign delivery:** 36% reach @ avg freq of 4
- **CTR goal:** 0.5%; **CTR achieved:** 0.67%



- More case studies

Thank You

