



BECAUSE ADVERTISEMENTS SUCK!

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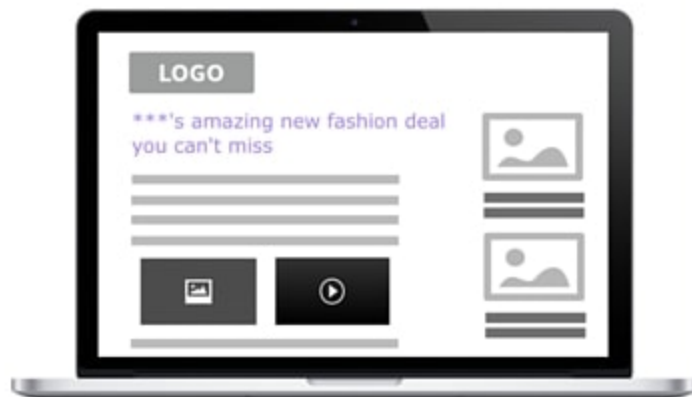
What is Sponsdo?

Advertisements suck, don't they?

The main reason being they are not great at influencing others! People dislike seeing advertisements. It can be proved by the ever expanding popularity of the Adblockers. This further threatens the future of advertising, because ads are dying. Apparently, we need to move on with superior and brighter idea which keeps user engaged and is adblock proof, so here we are with Sponsdo: a new channel to influence masses to use their products without being as arduous, interruptive and annoying as the advertisements are today!!

How does content look like?

Imagine some mobile company has launched it's new mobile and they are publicizing it through sponsdo. Now our content experts will build an engaging and interesting article in a storytelling way.. Article would include brief introduction of mobile with it's specification and plus points against other mobile. Here people are getting information about the product without clicking any annoying flash banner which would lead it to mobile company's website. All the information is in article only and that too on the publisher's website. That will keep user engaged on your website only.





How does Sponsdo work?



**Step 1 - Check
the awarded
campaigns**

- Initially, You login to check the awarded campaigns. Campaigns are basically the article or blog which actually, to advertise, include the sponsored content of any company or its products!

**Step 2 - Put the
content on work**

- The next step for you would be to publish the content of awarded campaign on the website as a blog just in the way the other regular blogs are published.

**Step 3 - Sit back
and see the
revenues grow!**

- Now you would finally be seeing the earnings grow and checkout to as low as \$50 in just 7 working days!

Why Sponsdo?

Influential

Imagine blog/article, in a storytelling and interesting way mentioning about your product on publisher's website instead of flash ads. People read articles naturally, and it's more trustworthy. And best thing is article about product is not kind of forced as ads are so user will get to know about your product, So it's way more influential then traditional ones.

Wider reach and more engaging

People read about the product/company on website only where they can comment, share. Plus content will be immersive itself, increasing engagement. Additionally, as it is adblock proof so every user get to know about the product/company.

Organic growth and Higher conversion

People don't like the Advertisements, because they are annoying interrupting and consume high data Which actually gave rise to the Adblockers which people are even ready to pay for! As sponsdo is more influential and tell about your product in much better way, so sponsdo helps businesses to achieve higher conversions.



Why Sponsdo?

AdBlockers:Alarming stats

Stats show that penetration of Adblock will be 50%by 2017 in EU and by 2018 in the US. Basically AdBlockers will be eating your half of potential customers .It is alarming ! But since Sponsdo doesn't offer advertisements, As adblockers can't block content of publisher's website, so why not lets troll AdBlockers?

Cost Effective

For a regular flash based advertising , the customer needs to click on the advertisement/banner to know more about the product but here , it is way simpler owing to the fact that the Customer is actually getting to know about the product through the Sponsored content itself.Also, thus in a away, our cost-per-view would effectively prove 80-90% cheaper than the regular cost-per-click (CPC) system by other advertisement services.

Next generation

World is changing fast, very fast. But advertisements haven't experienced innovation since long time. So,why not this platform be the future of Advertising? And thus comes Sponsdo!