



# --- VVhat is Sponsdo?

Advertisements suck, don't they?

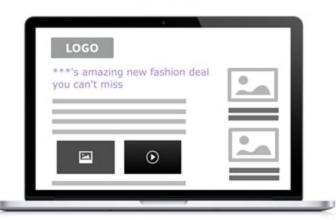
The main reason being they are not great at influencing others! People dislike seeing advertisements. It can be proved by the ever expanding popularity of the Adblockers. This further threatens the future of advertising, because ads are dying. Apparently, we need to move on with superior and brighter 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.





Now order food

from home using \*\*\* app Drink \*\*\* and

get a chance to

win Sydney trip

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# 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!



# VVhy Sponsdo?

### Increase your Revenue by upto 2 times!

Sponsdo in a way gives you the opportunity to earn more in addition to existing advertisements on your Site like Adsense etc etc.and that thus, you can earn more revenue from sponsored contents!

#### Visible all the time

Sponsdo makes the Advertisements sought from being unsought! We know that Adblock affects revenue a lot but that has no solution since no audience likes advertisements. So, as Sponsdo doesn't offer advertisements, so Adblockers don't stand a chance against us. Why not we troll the Adblockers in this way?

### Keeps the user engaged

Users like quality, interesting and immersive content and that's obviously what we would be going to provide, just by curating it as per the needs of the companies! Also as the content is available on site only, so user will not go to company's site which would keep your traffic intact. And also, unlike the flash based advertisements, there are data saving too, so consumers wouldn't shy away from the website. That would result in more people reading content, so more revenue.



Why Sponsdo?

## Easy integration!

It's in a way, just a child's play! We will give you html content of campaign. Just put the html of awarded campaign on the website or the application just as a regular blog. You can check awarded campaigns and progress of running campaign on your dashboard at sponsdo.com

### AdBlock: 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 revenue .It is alarming! But since Sponsdo doesn't offer advertisements, adblockers can't come in our way.

#### **Next Generation**

World is changing fast, very fast. But advertisements haven't experienced innovation since long time. And thus comes Sponsdo! Brace yourself.