

## OneMedia Platform

The Leading Real-Time Advertising Platform for Brands and Advertisers.

Manage display advertising through a single platform. Get insights, Take actions, Achieve results.

## Features



### Plan, Run, Analyze

Define your audiences and set your targeting conditions. Run



### Data-driven Marketing

Realize the full potential of your marketing spend through data-driven



### Turn insights into results

Know how effectively your marketing budget is being spent. Know how your audiences are reacting by any

### OneMedia Platform

The Leading Real-Time Advertising Platform for Brands and Advertisers.

Manage display advertising through a single platform. Get insights, Take actions, Achieve results.

## Features



### Plan, Run, Analyze

Define your audiences and set your targeting conditions. Run campaigns according to your strategy. See what's working in real-time, adjust accordingly.





Home



Features



Case Study and Testimonials



Contact us for a demo

one media. This is introduction to the  
ction to the one media. This is  
edia.



### Data-driven Marketing

Realize the full potential of your marketing spend through data-driven marketing and technology. With our



### Turn insights into results

Know how effectively your marketing budget is being spent. Know how your audiences are reacting by any

Sign in

User Name

Password

Sign In

[Forgot Password?](#)

### Account Creation

Get is touch with us for an account creation

Name

Organisation

Email

Phone Number

Submit

Sign in



Account Does not Exist

User Name

Password

Password is a required information

Sign In

[Forgot Password?](#)

Account Creation

Get is touch with us for an account creation

Name

Organisation

Email

Phone Number

Submit

## Campaigns Admin

Active

Archive

10 Campaigns							<div>+ New</div>	
Campaigns	Period	Impression	Clicks	Spend	CTR	CPC	Status	
Festival	11 Jan 2016 to 30 Feb 2016						Pending	<div>Start</div> <div>▼</div>
Holiday Sale	11 Jan 2016 to 30 Feb 2016	1234	123	100000	100	100	Running	<div>Stop</div> <div>▼</div>
New Launch	11 Jan 2016 to 30 Feb 2016	1234	123	100000	100	100	Stopped	<div>Archive</div> <div>▼</div> <div>Run</div> <div>Modify</div> <div>Delete</div>

Campaign Dashboard

Active Archive

Selected date: Last 7 days (11 Jan to 18 Jan 2-16)

Festival

11 Jan 2016 to 30 Feb 2016



1234

12%

Impression

1234

12%

Clicks

12 %

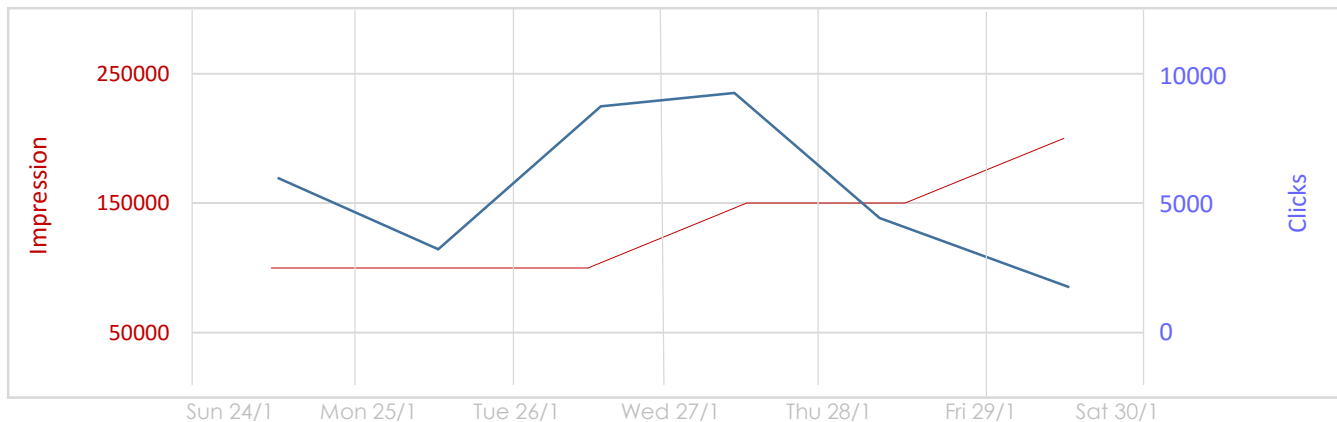
12%

CTR

1234

12%

CTC



Last Day [Sat 23 Jan 2016]

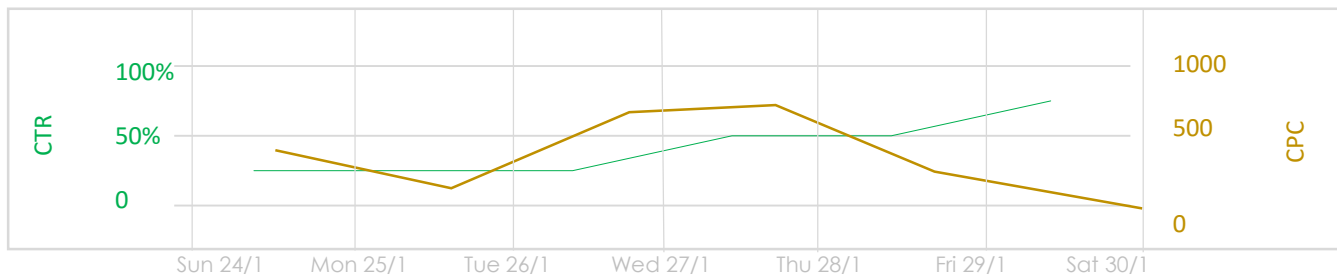
123 Impressions

123 Clicks

1000 Spend

100 CTR

80 CPC



Campaign Dashboard

Active Archive

Selected date: Last 7 days (11 Jan to 18 Jan 2-16)

Festival

11 Jan 2016 to 30 Feb 2016



1234

12%

Impression

1234

12%

Clicks

12 %

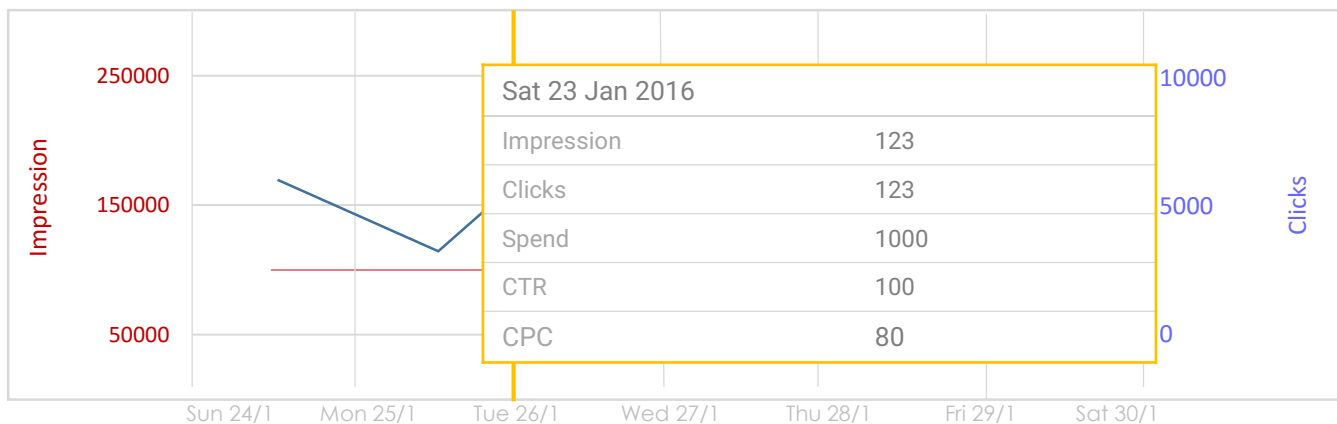
12%

CTR

1234

12%

CTC



Last Day [Sat 23 Jan 2016]

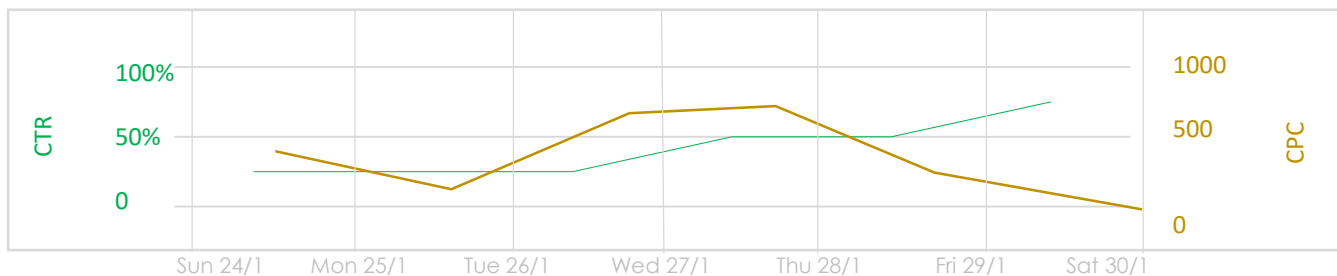
123 Impressions

123 Clicks

1000 Spend

100 CTR

80 CPC





# Campaign Dashboard

Active Archive

Selected date: Last 7 days (11 Jan to 18 Jan 2-16)

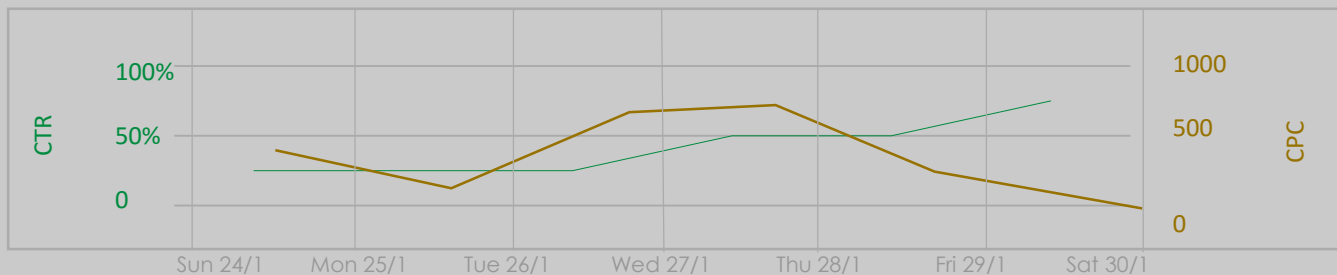
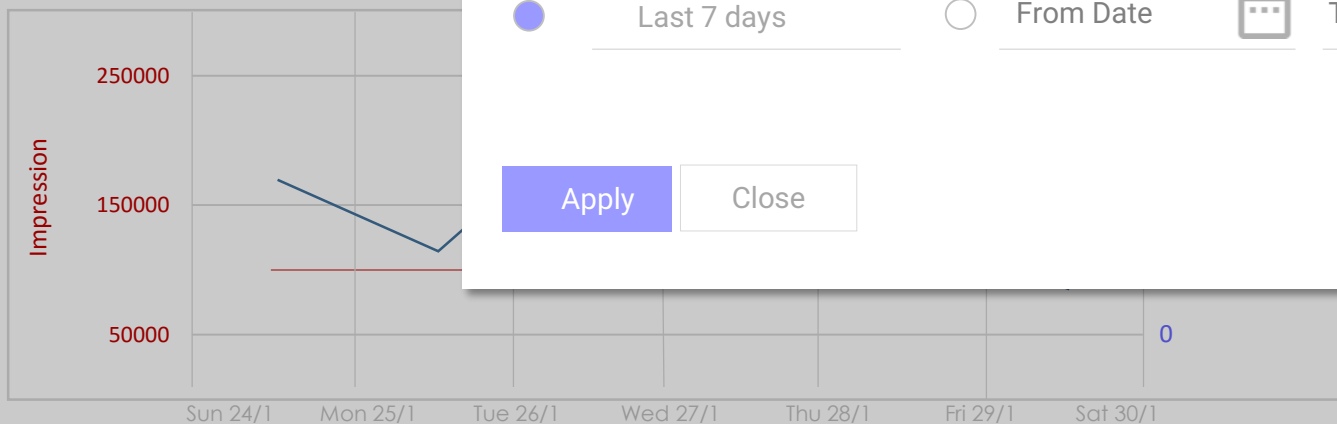
Festival

11 Jan 2016 to 30 Feb 2016



Impression

1234



## Display Period



Last 7 days



From Date



To Date



Apply

Close





## Campaign Dashboard

Active

Archive

▼ ● Festival

11 Jan 2016 to 30 Feb 2016



1234

12%

Impression

1234

12%

Clicks

12 %

12%

CTR

1234

12%

CTC



Graphs



**Last Day** [Sat 23 Jan 2016]

123 Impressions

123 Clicks

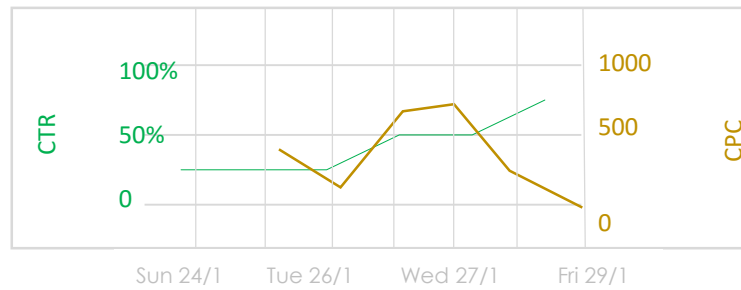
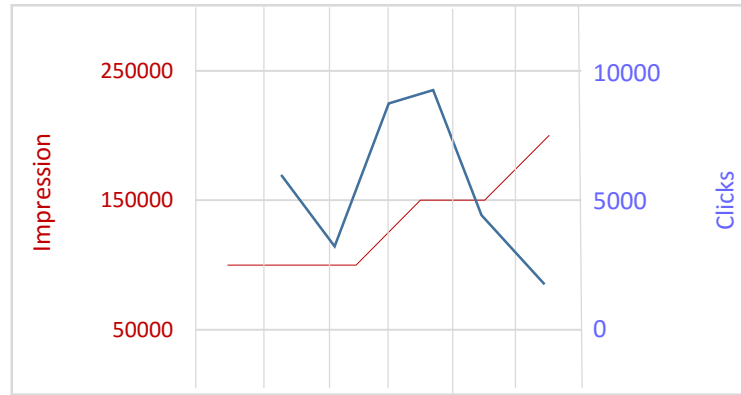
1000 Spend

100 CTR

80 CPC



## X Festival



Campaign Dashboard

Festival

11 Jan 2016 to 30 Feb 2016

- Day View

7 Days View

Lifetime View

Custom Range

1234

12%

1234

12%

12 %

12%

1234

12%

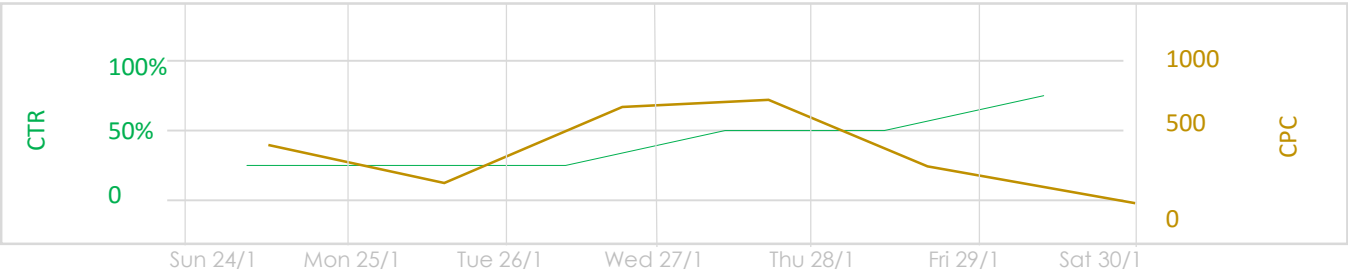
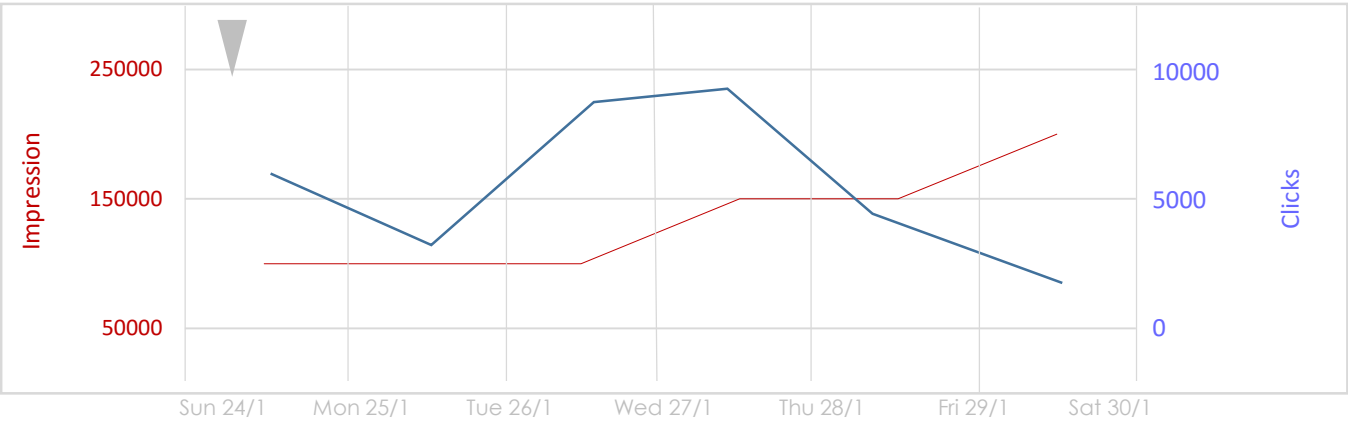
Impression

Clicks

CTR

CTC

View Graph



Break Up

Impression

Gender

Male

Female

Last Day [Sat 23 Jan 2016]

123

Impressions

123

Clicks



Campaign Dashboard

×

Festival

11 Jan 2016 to 30 Feb 2016



Day View

7 Days View

Lifetime View

Custom Range

1234

12%

Impression

1234

12%

Clicks

12 %

12%

CTR

1234

12%

CTC

Last Day [Sat 23 Jan 2016]

123 Impressions

123 Clicks

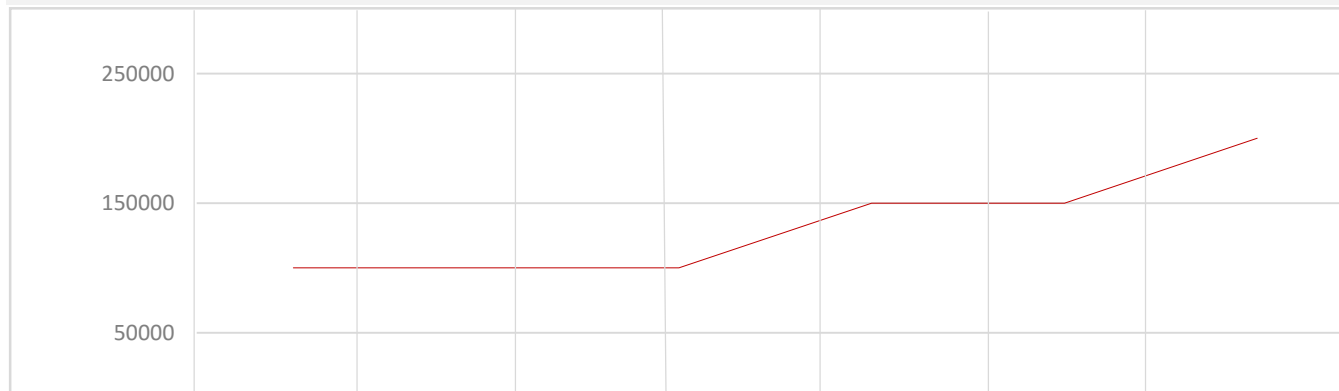
1000 Spend

100 CTR

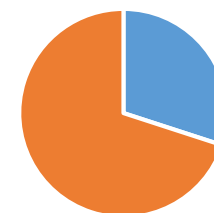
80 CPC

∨

Impression



Gender



■

 Male
 

■

 Female

# Campaign Dashboard


Festival

11 Jan 2016 to 30 Feb 2016



Day View

7 Days View

Lifetime View

Custom Range

12 Feb 2016



+ Compare

1234

12%

Impression

1234

12%

Clicks

12 %

12%

CTR

1234

12%

CTC

Last Day [Sat 23 Jan 2016]

123 Impressions

123 Clicks

1000 Spend

100 CTR

80 CPC

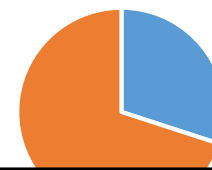
View Graph


Impression

250000

150000

Gender



Campaign Dashboard

✕
● Festival

11 Jan 2016 to 30 Feb 2016



Day View

7 Days View

Lifetime View

Custom Range

12 Feb 2016



Comparing with

24 Feb 2016



1234

12%

Impression

1234

12%

Clicks

12 %

12%

CTR

1234

12%

CTC

Last Day [Sat 23 Jan 2016]

123 Impressions

123 Clicks

1000 Spend

100 CTR

80 CPC

View Graph

12 Feb 2016
24 Feb 2016

▼
Impression

250000

150000

Gender



# Campaign Dashboard

✕ Festival

11 Jan 2016 to 30 Feb 2016



Day View

7 Days View

Lifetime View

Custom Range

## ✕ Filters

> Time Period

> Ad

▼ Target Audience

▼ Gender

☐ All

☐ Male

☒ Female

> Age Group

> Income group

> Interest

> Tags

> Location

Apply

Close

Sun 24/1

Mon 25/1

Tue 26/1

Wed 27/1

Thu 28/1

Fri 29/1

Sat 30/1

Clicks

123

Spend

1000





Campaign Dashboard

X

Festival

11 Jan 2016 to 30 Feb 2016



Day View

7 Days View

Lifetime View

Custom Range

Ad 1

Mumbai

1234

12%

Impression

1234

Clicks

12%

12 %

12%

CTR

1234

12%

CTC



View Traffic

Last Day [Sat 23 Jan 2016]

123 Impressions

123 Clicks

1000 Spend

100 CTR

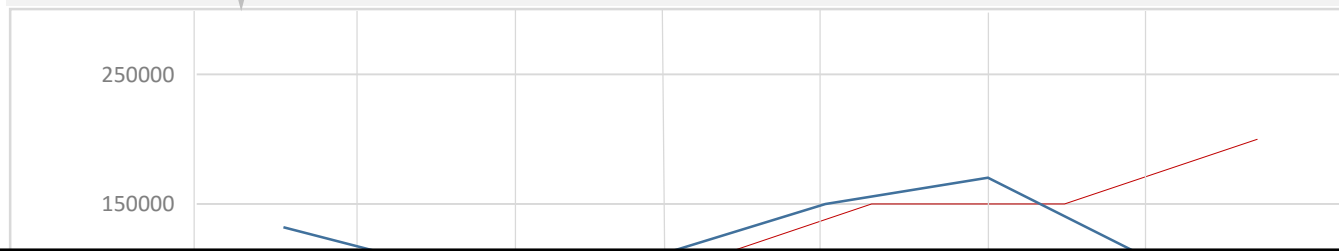
80 CPC

View Graph

12 Feb 2016

24 Feb 2016

Impression



Gender



Site Traffic

Channel: Web Site      Selected date: Last 7 days (11jan to 18 Jan 2-16)

123456

12%

Visitors

12345

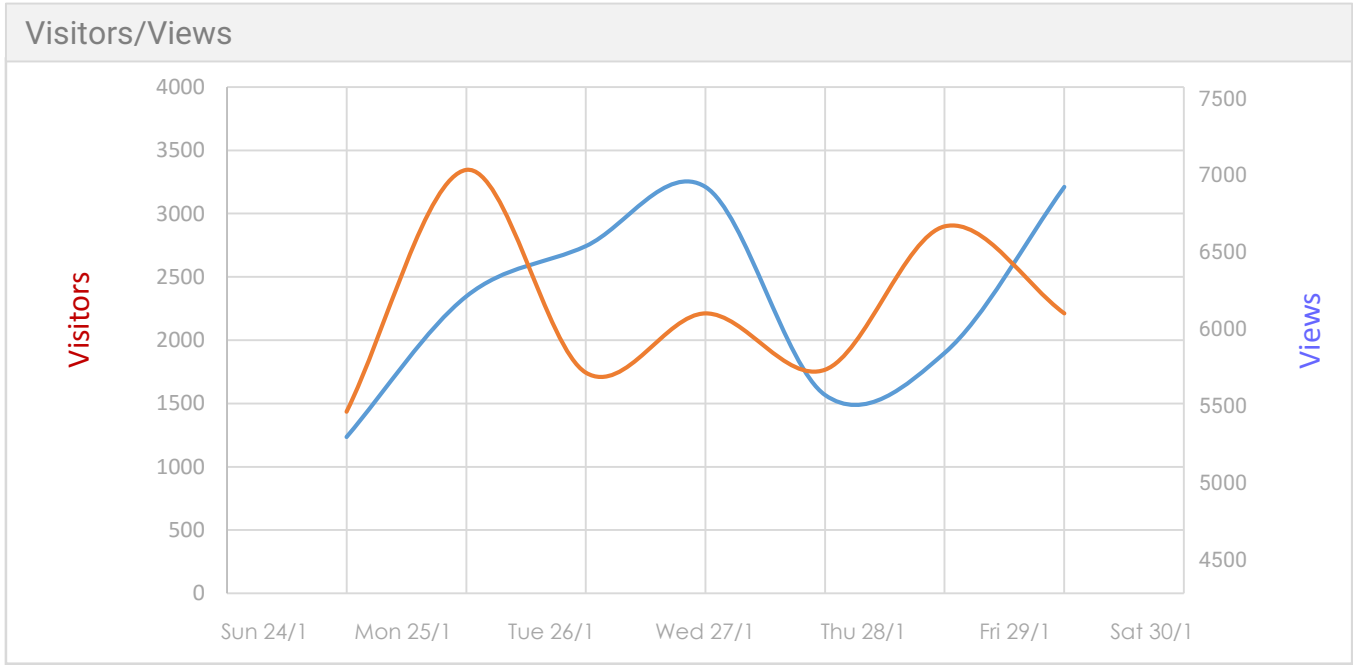
12%

Cart Users

1234

12%

Buyers



Todays Stats		
Buyers	214	+ 18%
Cart Users	726	+68%
Visitors	32001	-11%
Page Views	32301	-9%



Site Traffic

×

Filters

Channels

☒ All

☐ Web

☐ Mobile App

Period

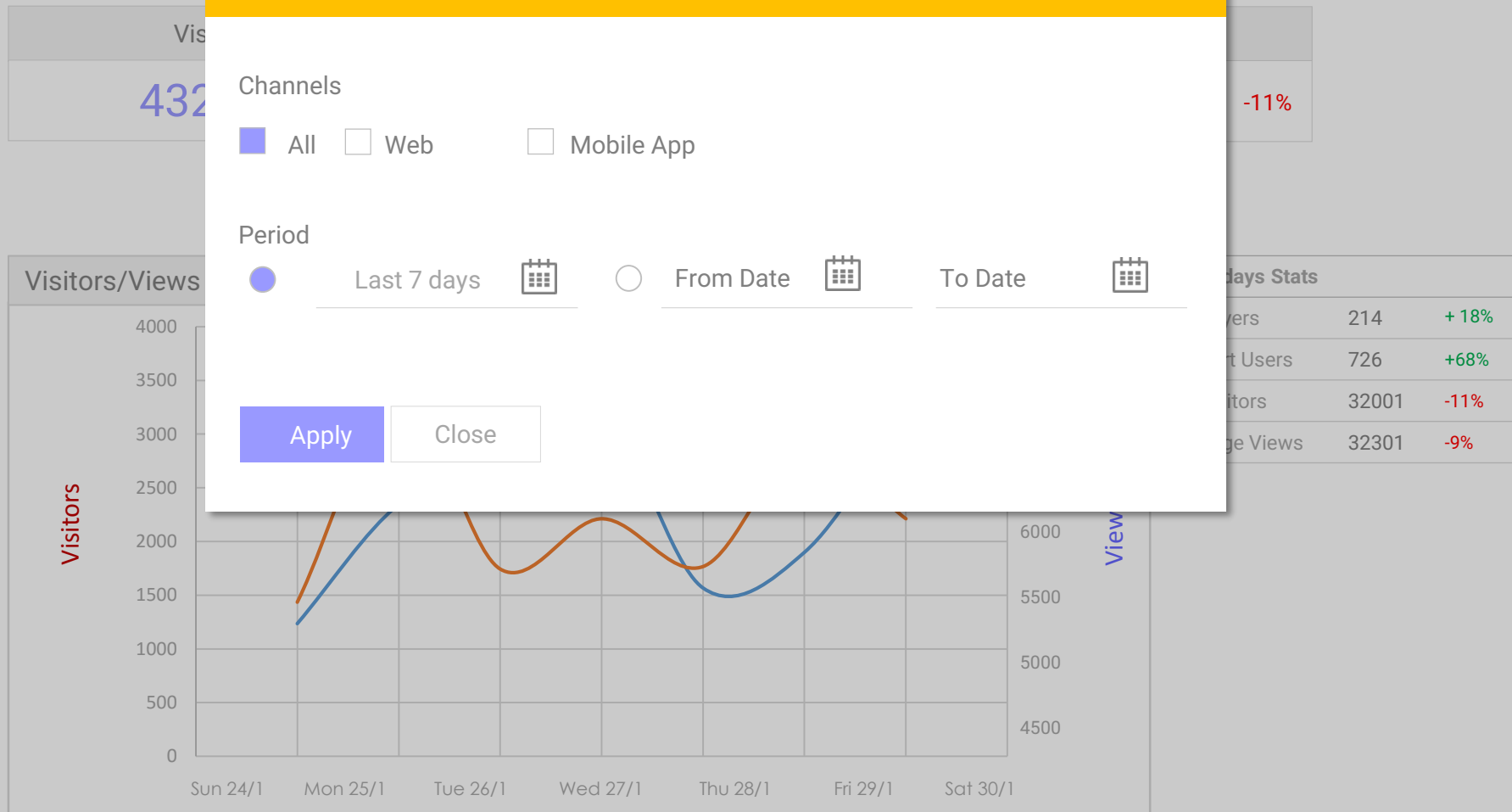
☒ Last 7 days

☐ From Date

☐ To Date

Apply

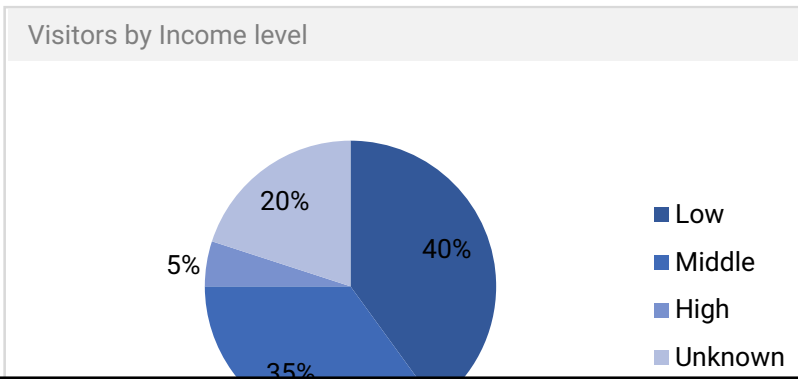
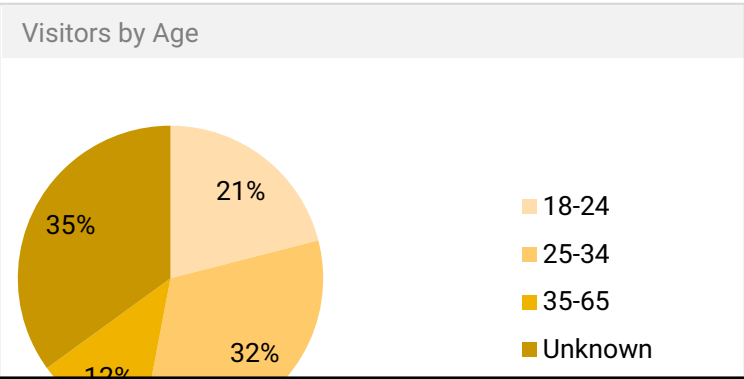
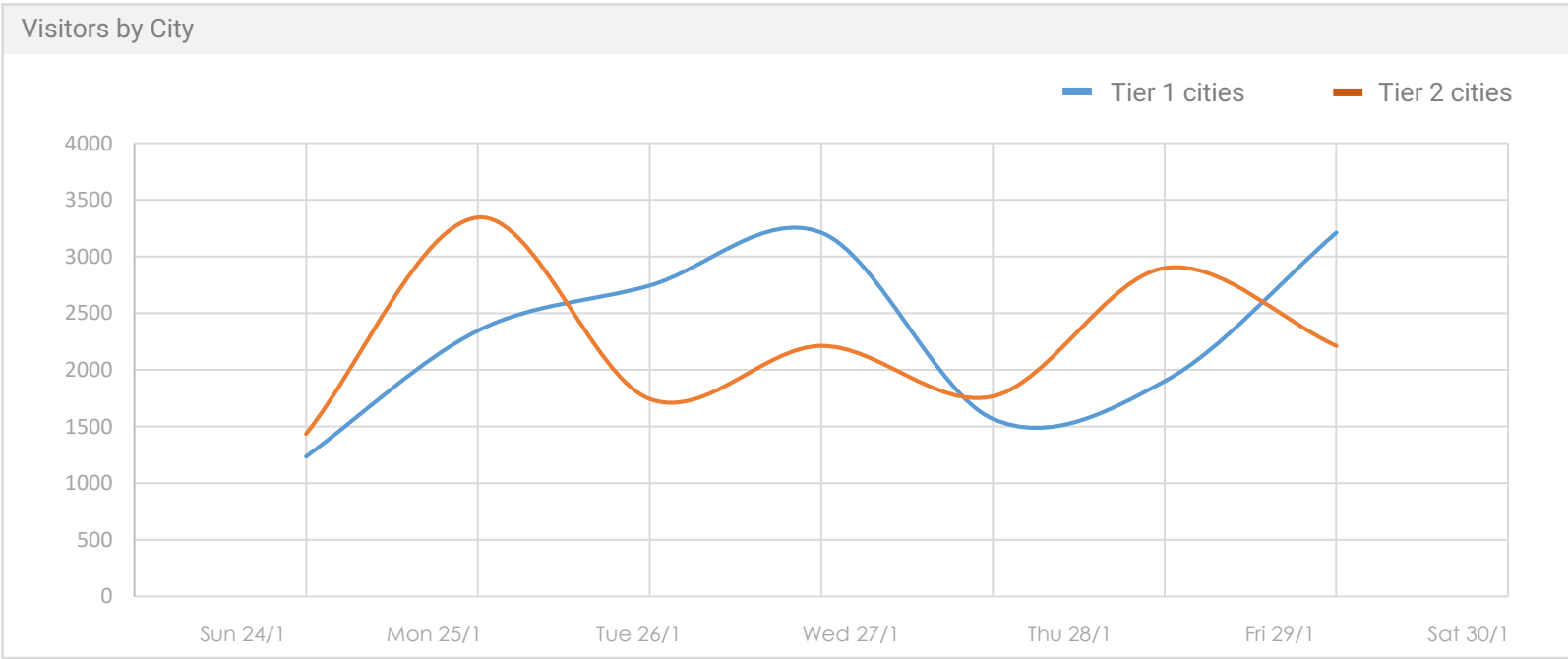
Close



Site Traffic

×

Visitors Details



- Home
- Campaigns Dashboard
- Campaigns Admin
- Site Traffic
- New Campaign

one media. This is introduction to the  
ction to the one media. This is  
edia.



### Data-driven Marketing

Realize the full potential of your marketing spend through data-driven marketing and technology. With our



### Turn insights into results

Know how effectively your marketing budget is being spent. Know how your audiences are reacting by any

New Campaign

0%

Target Reach   Too wide audience to determine

1



Objective

☒ Create Afresh   ☐ Copy from Existing Campaigns

Campaign Name \* 

Brand Category \* 

Campaign Objective \*

Campaign Type \*   ☒ Web   ☐ Mobile   ☐ Hyperlocal

\* Essential Information

Continue

Cancel

Save Draft

2



Creative

3



Target

## New Campaign

20 %

Target Reach

Too wide audience to determine

1



Objective

2



Creative

Drag/Drop or Upload Ad Creative [Image, code Snippets or Text]

Performing banner sizes 800X400, 600X300

Continue

Cancel

Save Draft

New Campaign



Target Reach    Too wide audience to determine



Objective

2




Creative

Drag/Drop or Upload Ad Creative [Image, code Snippets or Text]

Performing banner sizes 800X400, 600X300

AD1 800X400 



600X300 




600X300 



AD1 800X400 



600X300 



600X300 



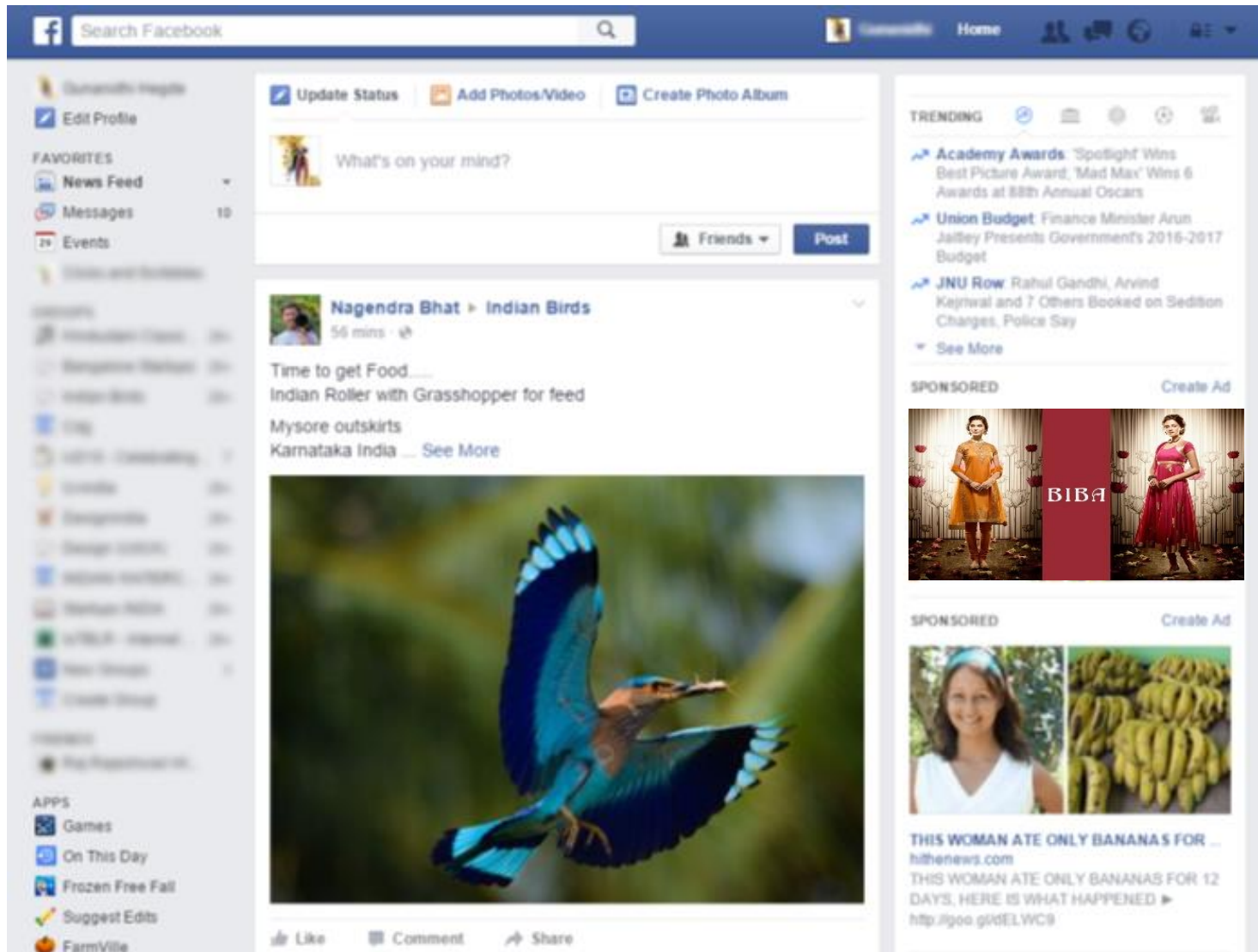
Preview Ad    Remove

Continue

Cancel

Save Draft





New Campaign



Target Reach    Too wide audience to determine



Objective



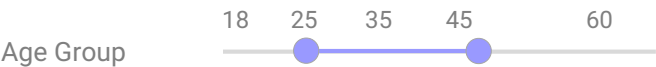
Creative

Ads Are Not Specified



Target

Gender    ☒ All    ☐ Male    ☐ Female



Interest    Include ▼

---

Interest group not specified

Tags    Include ▼

---

Web Sites    Include ▼

---

New Campaign

40 %

Target Reach

123456



Objective



Creative



Target

Gender

☒ All ☐ Male ☐ Female

Age Group



Income group



Interest

Include ▼

Tags

Include ▼

Web Sites

Include ▼

Continue

Cancel

Save Draft

New Campaign

40 %

Target Reach

123456



Objective



Creative

3



Target

Gender

☒ All ☐ Male ☐ Female

Age Group



Income group



Interest

Tech

Fashion

Electronics

Sports

Travel

Include ▼

Tags

Buyers

Include ▼

Web Sites

New Campaign

60 %

Target Reach

123456

  Objective

  Creative

  Target

  Location

Tip Type and select states, regions, cities, city type (Tier 1, Tier 2) or select region grouping

Location

Include



Region Groupings

Northern States

+

?

Southern States

+

?

Western States

+

?

Eastern States

+

?

North Eastern States

+

?

Tier 1 Cities

+

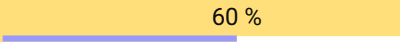
?

Tier 2 Cities

+

?

New Campaign



Target Reach	123456
--------------	--------



Objective



Creative



Target



Location

Tip

Type and select states, regions, cities, city type (Tier 1, Tier 2) or select region grouping

Location

Ba

Include



Bangalore

Bareilly

Region Groupings

Northern States



Southern States



Western States



Eastern States



North Eastern States



Tier 1 Cities



Tier 2 Cities



New Campaign

60 %

Target Reach

123456



Objective



Creative



Target



Location

Tip

Type and select states, regions, cities and city type (Tier 1, Tier 2) or select region grouping

Location

Bangalore



Mumbai



Delhi



Tier 1 Cities



Include



Region Groupings

Northern States



Southern States



Western States



Eastern States



North Eastern States



Tier 1 Cities



Tier 2 Cities



New Campaign

60 %

Target Reach	123456
--------------	--------

✓

 Objective

✓

 Creative

✓

 Target

4

 Location

City 

Continue

Cancel

Save Draft

5

 Budget & Schedule

6

 Review



## New Campaign

60 %

Target Reach

123456



Objective



Creative



Target



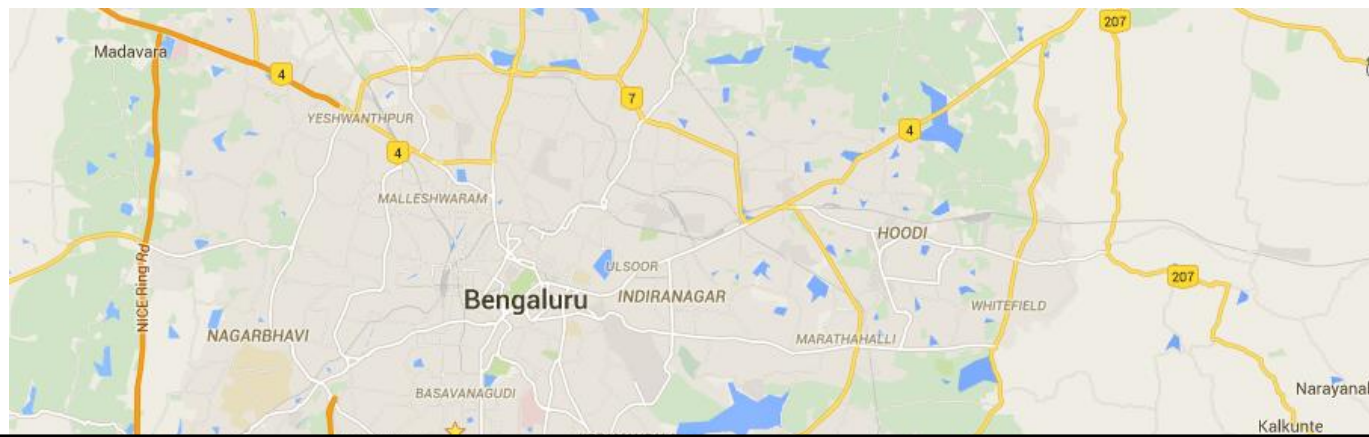
Location

City

Bangalore



Place of Interest



New Campaign

60 %


Target Reach

123456

✓  Objective

✓  Creative

✓  Target

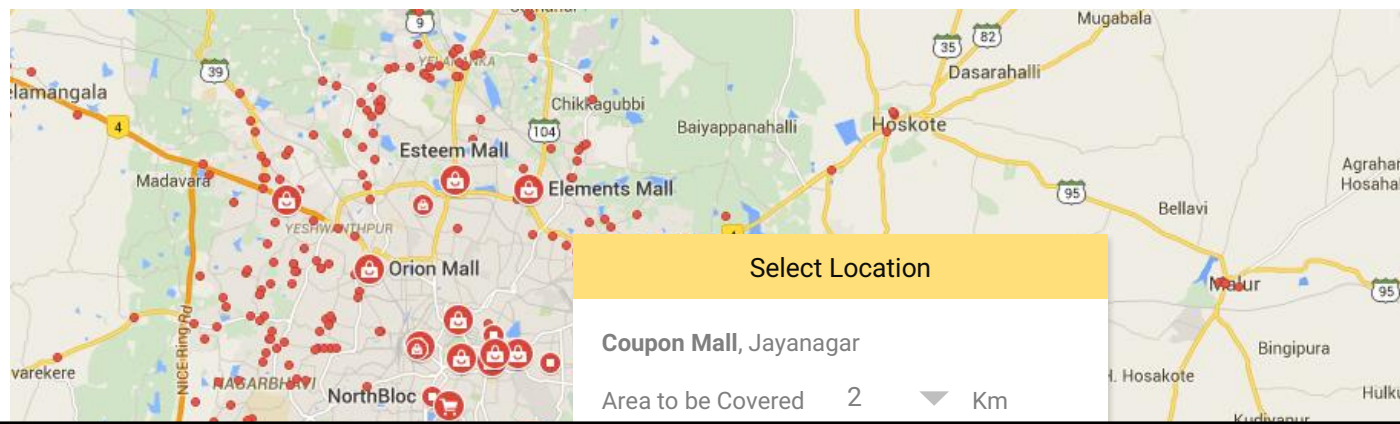
4  Location

City

Bangalore

Place of Interest

Malls



New Campaign

60 %

Target Reach	123456
--------------	--------

✓  Objective

✓  Creative

✓  Target

4  Location

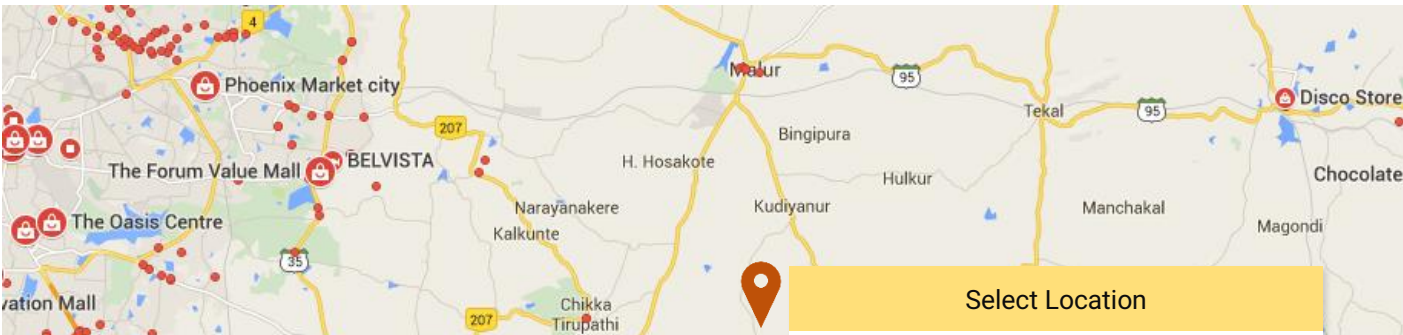
City

Bangalore

Place of Interest

Forum Mall | 5 km

Orion Mall | 3 km





## New Campaign

60 %

Target Reach

123456



Objective



Creative



Target



Location

City

Bangalore

Place of Interest

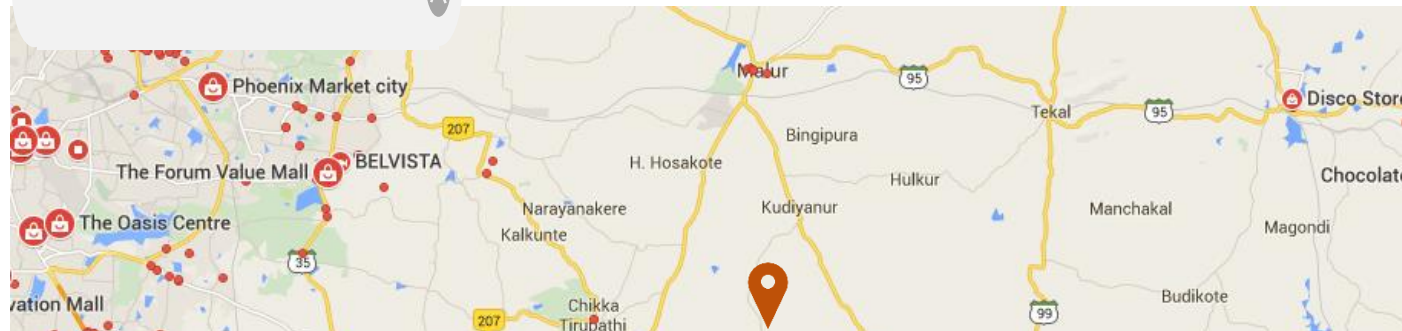
Forum Mall | 5 km



Orion Mall | 3 km



12.976212, 77.590909 | 3 km



New Campaign

80 %

Target Reach

123456



Objective



Creative



Target



Location



Budget & Schedule

Budget

Total Budget

CPM

Average Daily Budget

Schedule

Customise

New Campaign

80 %

Target Reach

123456



Objective



Creative



Target



Location



Budget & Schedule

Budget

Total Budget  
100000

CPM  
100

Average Daily Budget    Rs 20:00    [Customise](#)

Schedule

[Customise](#)

## New Campaign

0%

Target Reach

Too wide audience to determine

1



Objective

2



Creative

3



Target

4



Location

5



Budget & Schedule

Budget

Total Budget

100000

CPM

100

Average Daily E

Schedule

Upload Customised Budget & Schedule

Drag/Drop or Upload the excel sheet

Customise

New Campaign

100 %

Target Reach	123456
--------------	--------



Objective



Creative



Target



Location



Budget & Schedule



Review

Objective

EDIT

Campaign Name  
Festival Season

Category  
Fashion

Campaign Type  
Drive Conversion





## New Campaign



Campaign is successfully Created



## Campaigns Admin

Active

Archive

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Festival	11 Jan 2016 to 30 Feb 2016						Pending	<div>Start</div> <div>▼</div>
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New Launch	11 Jan 2016 to 30 Feb 2016	1234	123	100000	100	100	Stopped	<div>Archive</div> <div>▼</div> <div>Run</div> <div>Modify</div> <div>Delete</div>