ONENETWORK USER MANUEL

General Marketing & Advertisement

OVERVIEW:

ONE-NETWORK's General Marketing Advertisement is so versatile in nature and supports variety of unique advertisement like Banner Type Marketing, Text Type Marketing, Flash Type of Marketing and Email Marketing. All these types of marketing is available is different sizes except Email Marketing.

ABOUT ONE-NETWORK SERVICES:

- ONE-NETWORK is the only place to control and trigger the marketing activities.

- The General Marketing & Advertisement's price varies depends upon the type of marketing, Size of Adv's View and User's location.

- ONE-NETWORK has variety of neccessary parameters to filtered out the targets to create the Audience Network. These params ensures high end quality targets.

- The ONEIDNET Ads Promotion Engine is flexible enough to meet your requirement. If the Promotion is set to operate at narrowed parameters than Promotion Engine looks stills look for Best Target Match by dropping some of the least important parameters and continues to do till Random Target Match Stage.

- ONE-NETWORK shows the Sponsored Advertisement Ticket's countless time to the end user over the top of modules features unless the period of Advertisment stopped.

- The ONE-NETWORK keep the track of Total Views, Total Clicks and Total Closes. These factor's increment by one when end user viewed, clicked or closed your advertisments.

- The overall resultant success is determined by the factor called *Impression Factor.* The higher Impression Factor tells the success of your Sponsored Advertisments.

- The *Close Factor* is indirect proportional to Likelyness of your advertisement.

- The *Click Factor* is direct proportional to User's Interest towards your advertisment.

GENERAL GUIDELINES FOR USER TO ENSURE COMPAIGN'S SUCCESS

- Know your right audience both demographically & interest wise before get started with Marketing Services of ONE-NETWORK.

- The success of compaign depends upon the How the content and graphics is used?.
  One Must use High Quality Images or Flash, Appealing Text and Keywords, Which can attract user's attention.

- The Content of Marketing like Picture, Title and Description can be changed at any time during promotion in progress.

- The Overall Success of Your Marketing is determined by **Impression** Factor, Which includes the Total Close Count by a User, Total Clicks and Total Views.

<p style="text-align:center">GENERAL MARKETING SERVICES</p>

There are Four Types of Marketing Options in **General Marketing & Advertisment,** It can be seen in Figure 1.1. One can make quick selection from the ONE-NETWORK homepage.

General Marketing & Advertisement
Website Marketing
Banner Marketing
Email Marketing
Flash Marketing

<p style="text-align:center">Figure 1.1: General Marketing & Advertisment</p>

Compiling the advertisment includes a set of four simple steps:

BASIC INFORMATION   ADS STUDIO   AUDIENCE LAB   PAYMENT

Step 1 *(Basic Information)*: Fill out the basic details for compaigns
Step 2 *(ADS Studio)*: Manage the Ads Settings
Step 3 *(Audience Lab)*: Choose the right audience
Step 4 *(Payment)*: Payment!!!

<u>Ticket Positions:</u> The Tickets will be visible in the right hand side of module at top or middle locations.

<u>Pricings:</u> The pricings solely depends upon these factors Geo Location, Type of Marketing, Size of Marketing marketing and ONEIDNET Module wise.

<u>Types of Marketing Services & their Sizes:</u>

Type Of Marketing Option	Square	Half Verticular	CoverUp	Linear
Website Marketing	No	No	No	Yes
Banner Marketing	Yes	Yes	Yes	No
Flash Marketing	Yes	Yes	Yes	No
Email Marketing	PLAIN/HTML based User defined Ads			

<p style="text-align:center">Table 1.2: Marketing Services & Size</p>

Types of Marketing Serives & their Sizes:

Type Of Marketing Option	Square	Half Verticular	CoverUp	Linear
Website Marketing	--	--	--	1
Banner Marketing	2	3	4	--
Flash Marketing	3.5	5	6	--
Email Marketing	10			

Table 1.3: Marketing Services & Price Difference Relative Factor

Modules & their Relative Rates in Percentage:

Module Name	Percentage(%) on Final Price
ISNEWS	5
360Mail	10
Click	15
Vcom	8
Netpro	10
One Network	15
Tunnel	8
CVBank	10
DealerX	10
Corporate Office	18
One Vision	11
Oneidship	6
Findit	10
Oneshop	15
Traveltime	12
Buzzin	9
Oneidnet (Special Events, Undefined Rates)	25

Table 1.4: Modules & their Relative Rates in Percentage

General Marketing Services Description:

1. WEBSITE MARKETING

Website type of marketing includes promotion of webpage or existing business entity lies outside of the system or ONEIDNET entities inside the system. It supports single size of advertisment ticket. Website Marketing is available for both Social & Professional Module.

2. BANNER MARKETING

Banner marketing includes promotion of webpage or existing business entity lies outside of the system or ONEIDNET entities inside the system. Banner's Ticket has a set of three differnt sizes with varying rates.

A user must have to upload the image of mentioned category to make sure to graphic quality don't get tempered. The allowed graphic type should be either PNG or JPG.

3. FLASH MARKETING

Flash marketing includes promotion of webpage or existing business entity lies outside of the system or ONEIDNET entities inside the system. Flash Marketing's Ticket has a set of three differnt sizes with varying rates.

A user must have to upload the file having format Flash or Gif. Follow the size

Ticket Formats & Options Description:

Size 1: CoverUp Size

Size 2: Square Size

Size 3: Half Verticular

Website Marketing Title allowed upto 50 characters

Secondary Sample Text Line upto 20 character..!!!

Size 4: Website Types