

# Referral Program Page UI

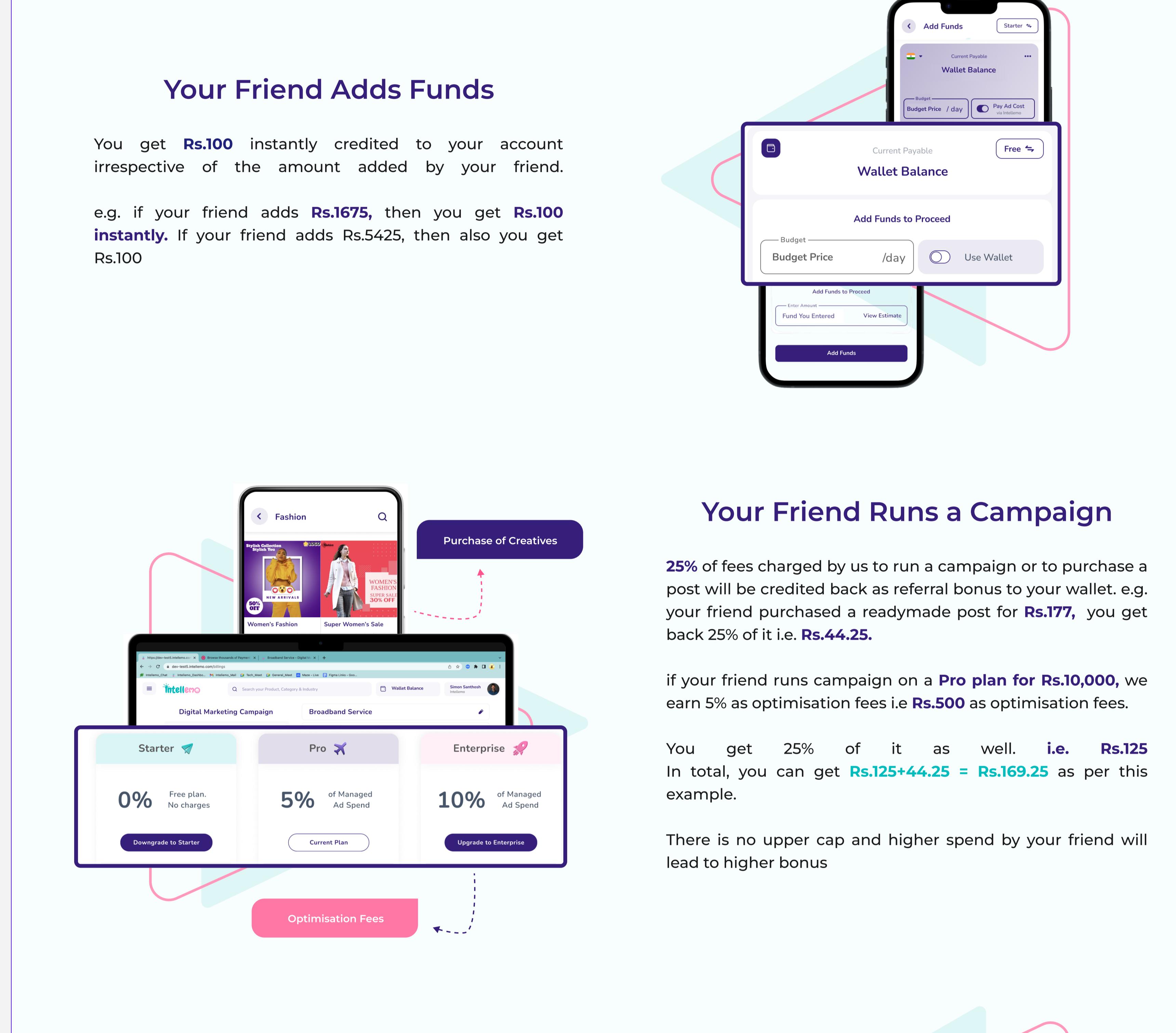
Designed for Intellemo AdTech Pvt Ltd

## Desktop & Mobile Version

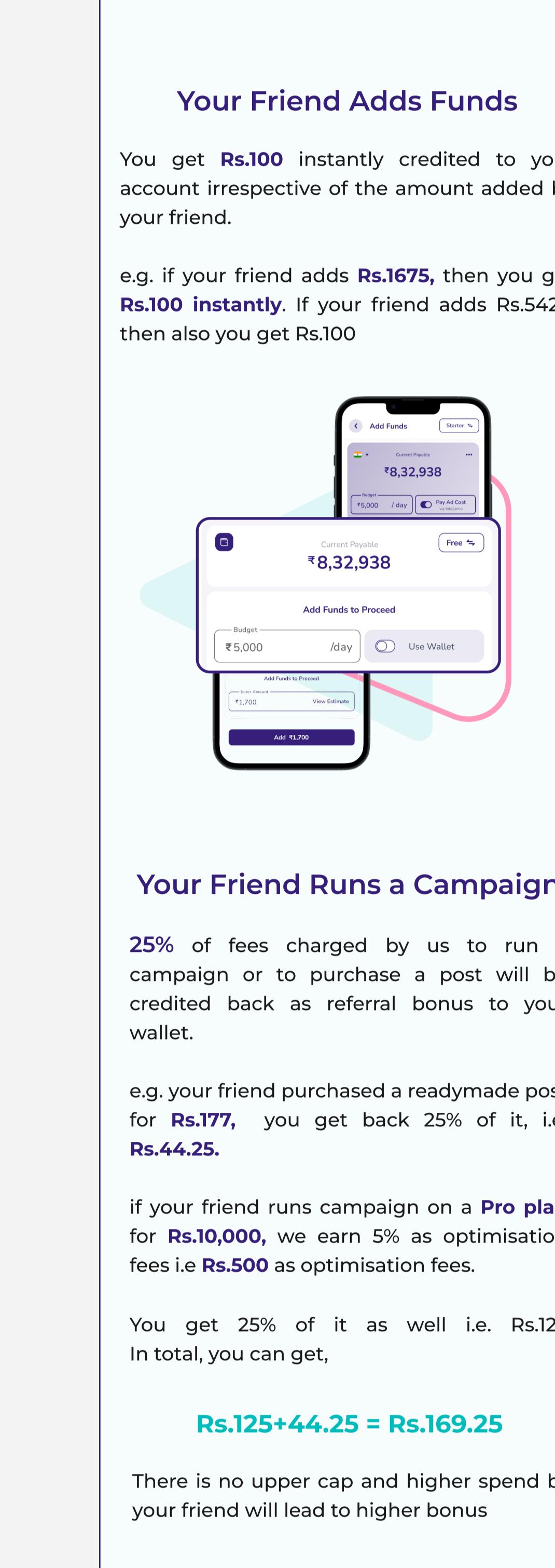
Designed an engaging referral program landing page for desktop and mobile, incentivizing users to refer others, earning rewards and bonus credits for our ad platform. Contributed to increased client visibility, engagement, and business growth.

Please note that the referral program's details may have evolved over time based on the owner's or company's perspective. Sections might have been adjusted or added for continuous improvement. Thank you for understanding.

### Desktop:



### Mobile:



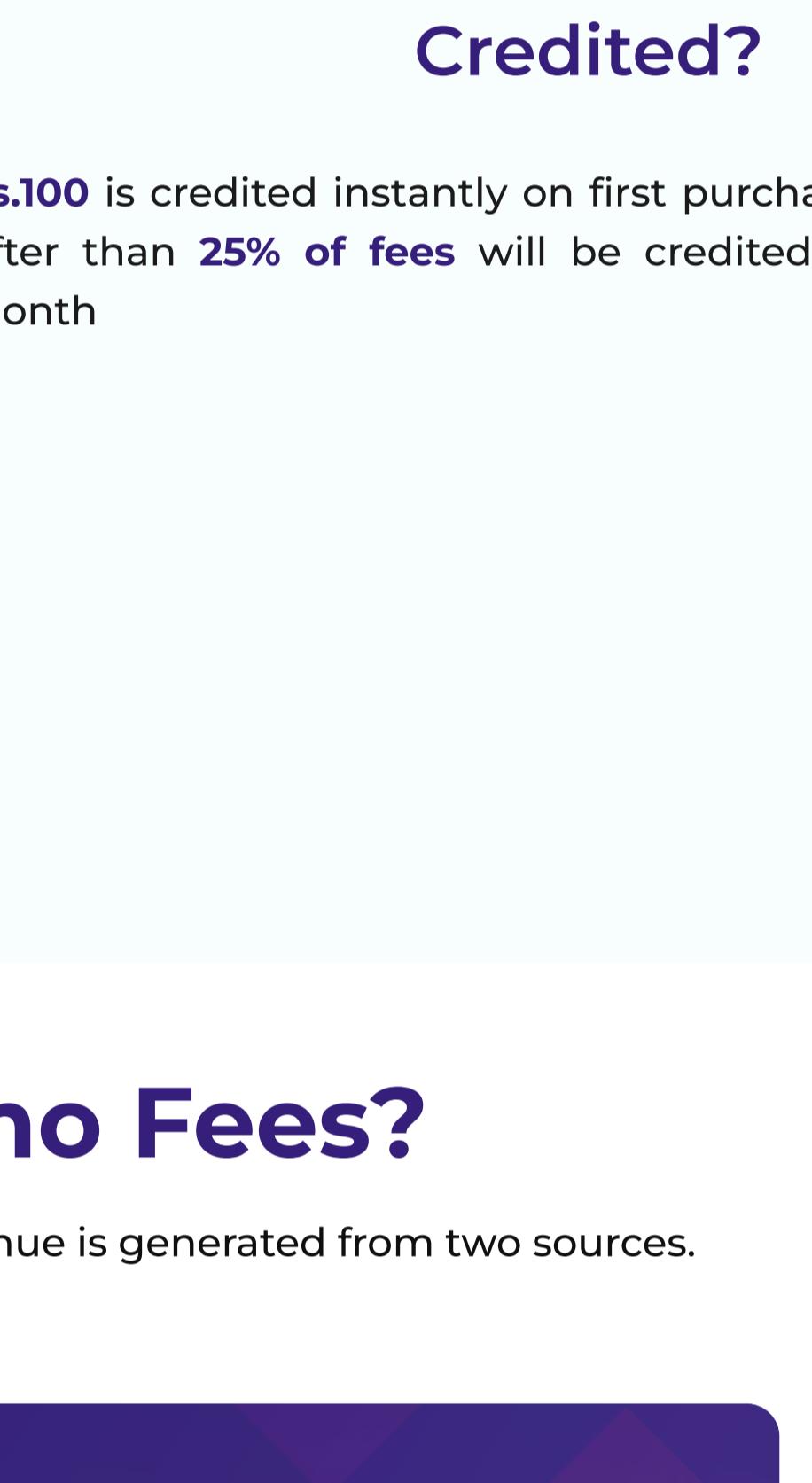
#### Your Friend Adds Funds

You get **Rs.100** instantly credited to your account irrespective of the amount added by your friend.

e.g. if your friend adds **Rs.1675**, then you get **Rs.100** instantly. If your friend adds **Rs.5425**, then also you get **Rs.100**

#### How it Works

Here are the details of the referral program. You get bonus credits on your account for referring your friend through following steps:



#### Your Friend Runs a Campaign

25% of fees charged by us to run a campaign or to purchase post will be credited back as referral bonus to your wallet, e.g. your friend purchased a readymade post for **Rs.177**, you get back 25% of it i.e. **Rs.44.25**.

If your friend runs campaign on a **Pro plan** for **Rs.10,000**, we earn 5% as optimisation fees i.e. **Rs.500** as optimisation fees.

You get 25% of it as well. i.e. **Rs.125**  
In total, you can get **Rs.125+44.25 = Rs.169.25** as per this example.

There is no upper cap and higher spend by your friend will lead to higher bonus

#### Duration of Bonus

Your eligibility of referral bonus begins as soon as your friend adds funds to their account.

You get bonus for **first 90 days** if the campaign run by your friend remains active.

#### Bonus for First 90 Days

Commission will be added to your wallet balance after every month.

#### When is Referral Bonus Credited?

**Rs.100** is credited instantly on first purchase of your friend. After than **25% of fees** will be credited at end of every month

**25% of Intellemo Fees?**

Here are the details of Intellemo revenue. The revenue is generated from two sources.

#### Creative Content

All readymade campaigns have pre-defined textual and media content. We charge a one-time fees for this starting **Rs.177**

Freshly designed Posts, Carousels and premium content is charged higher.

#### Platform Fees

On running a campaign we charge 5% of ad cost on Pro Plan and 10% of Ad cost on Enterprise Plan.

It directly goes to the ad platform and it is not included while calculating referral bonus, as we don't get any part of it as our revenue.

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#### 25% of Intellemo Fees?

Intellemo Pricing includes two main components. You get 25% of this for first 90 days from the point your friend adds funds to their brand.

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