

alpha & clinic



# ABOUT ALPHAACLIIX



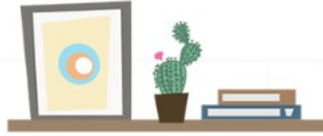
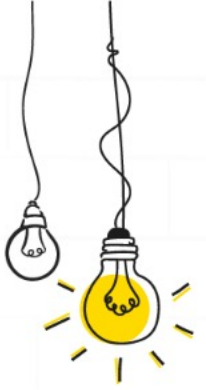
Offering Integrated service offerings in Creative Solutions, Brand Promotion & Performance Marketing

We collaborate with our clients for :-

- Brand Promotion
- Brand communication
- Creative Solutions
- Display Advertising
- Performance Advertising

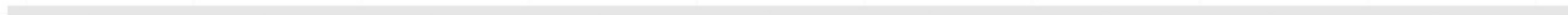


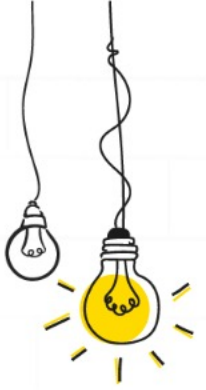
# SOME OF OUR CLIENTS





# ALPHAACLIX ADVERTISING CERTIFICATIONS AND CAPABILITIES





# ALPHAACLIIX DIGITAL ADVERTISING CAPABILITIES



Search Engine Marketing  
(Google Ads)



Search Engine  
Optimization



Social Media Ads  
(FB/Instagram/Snapchat  
/ Twitter)



Ecommerce  
Marketing (Amazon,  
Flipkart & Others)

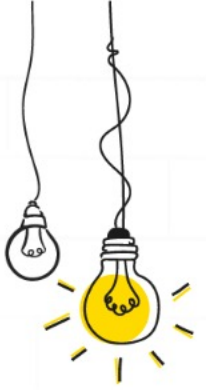


Programmatic Media



App Marketing





# ALPHAACLIIX MARKETING & CONTENT SKILL MATRIX



## DIGITAL MARKETING

### CREATIVE & CONTENT

- Content Strategy
- Website UI/UX Experience
- A Plus Content
- Story boarding & Branding Solutions
- Design - Banners & Videos
- Pre Sales Collaterals
- Adaptation of Master Creatives
- Social Media Creatives
- Performance Creatives

### PRODUCT OPTIMIZATION

- Conversion Rate Optimization
- Product Information Management
- Website Personalization
- First level tech Support
- Business interaction Support
- Website/App Administrative Management



# VALUE WE CAN BRING IN



## Brand Modules

Create Brand modules for each ASIN to establish brand voice and capture more space on detail page

Capturing more space will reduce distraction and improves sales

## Standardization

Standardization on repeat modules to establish brand lingo across brands and categories

Peta, Alcohol free, Paraben free, Non comedogenic

## Robust Delivery

Well defined processes with quality checks in place along with strong feedback mechanism

Continuous improvement cycle to ensure we deliver the best

## Metric Driven

We not just create visually appealing catalogs but we also understand the metrics that need an uplift

DPVR, Conversion rate, Brand positioning, Customer recall

## Landscape

A robust understanding of Unilever brands and categories. Knowledge of the competition and the end customers

Gives us an edge to deliver what's required from day 1



# CASE STUDY: THE QUINT



Category: Publisher

## About

The Quint is an English and Hindi language Indian general news and opinion website founded by Raghav Bahl and Ritu Kapur

## Problem Statement / Goal

The Quint works with leading brands in helping deliver branding mandates that include advertising solutions across channels such as YouTube, FB, Instagram among others. The mandate was to execute these campaigns on their behalf within record time and cost metrics

## Our Solution & Result

YouTube & Social Media campaign specialists were able to deliver accelerated results and with cost savings that enabled The Quint greater revenue share

**100Mn+**

Impressions Delivered

**27%**

Cost Savings



# CASE STUDY: TEIKAMETRICS



Category: Managed SAAS

## About

Marketplace (Amazon, Walmart) Optimization Platform for brands across the world.

## Problem Statement / Goal

Acquire MQL & SQL from businesses doing revenue of **1 million \$** on Marketplaces.  
Challenge:-

## Our Solution & Result

Integrated marketing approach with LinkedIn ads, Facebook Ads, ABM results in 1000+ registrations with 30% leads from targeted audience range. SQL % has gone up from 4% to 7.2% in last 6 months, with effective growth of 230%>

Lex Josephs & Jason Magee have cracked the code on how advertising, clubbed with the latest best practices, can amplify the success for brands on [Walmart.com](#). Watch the On-demand session today!

ON DEMAND WEBINAR  
**The Walmart Advertising Playbook for Success**

 **Jason Magee**  
Senior Director of Sales  
teikametrics

 **Lex Josephs**  
VP, Ad Sales & Ad Tech Partnerships  
Walmart Connect

Advertising tactics for growth hacking on Walmart.com  
[go.teikametrics.com](#)

[Register](#)

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[Register](#)

# +48%

Growth in Advisor Base in 3 Years

# 520\$

CPA for 12000\$ LTV

# CASE STUDY: AXTRIA



Category: Services - Pharma Analytics

## About

Axtria is a leading solution & service provider in AI, ML & Analytics space with special focus on Pharma Industry.

## Problem Statement / Goal

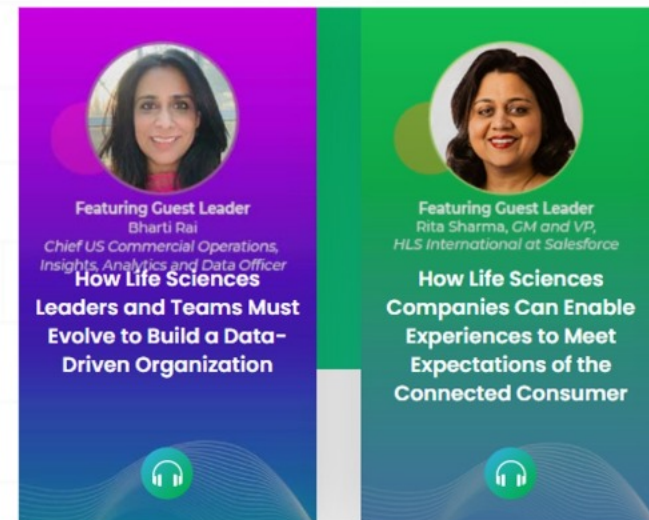
Lack of trust of senior leadership in digital as an effective medium of demand generation, as Pharma being a very close knit community.

## Our Solution & Result

Improving discoverability of their content by SEO & better content strategy. After gaining initial trust we got involved in Remarketing & CRO initiatives



From Multichannel to Omnichannel:  
How AI/ML Techniques Help Pharma  
Organizations Achieve Customer-  
Centricity

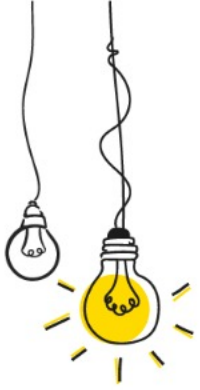


**+70%**

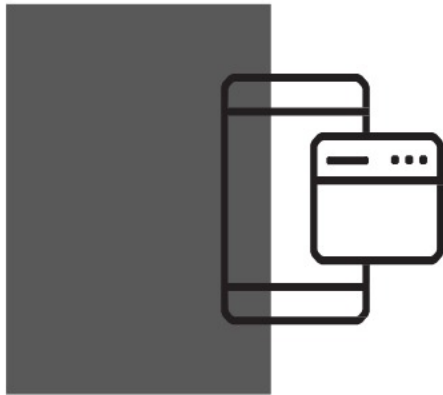
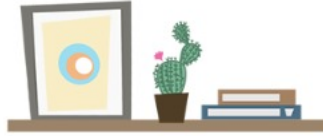
Growth in traffic

**120%**

Growth in SQL



# ALPHAACLIIX BEST SERVICES



## Web & Mobile Advertising

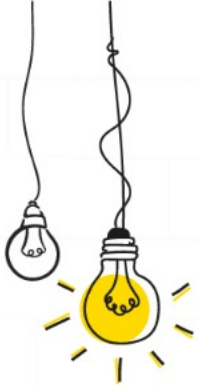
The Web & Mobile Advertising ads we choose reach the maximum number of smartphone users across the globe 10 million + Mobile App Installs.



## Display Advertising

Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs.





# WHY TO WORK WITH US!



**Comprehensive Marketing Solutions:** Offering a wide range of branding, performance, and social media campaigns on various payment models across major platforms.

**Global Reach and Extensive Inventory:** Access to a fully in-house inventory capable of delivering over 10 million impressions daily across 36 diverse verticals.

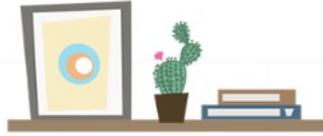
**Targeted Audience Engagement:** Ability to precisely target audiences based on specific criteria like geography, gender, and language, ensuring optimal results.

**Video Promotion Expertise:** Boosting video visibility and engagement across multiple social media platforms through genuine audience interaction and up to 30-second view rates.

**Impressive Client Portfolio:** Trusted by leading brands worldwide for website and mobile monetization, with notable clients including Voot, ESPN, and Amazon.

**360-Degree Campaign Optimization:** Dedicated campaign optimization team ensuring comprehensive and effective strategies.





# THANK YOU

FOR YOUR TIME TO GO THROUGH THE ELABORATE DETAILS BUT  
THERE IS STILL A LOT LEFT TO SAY :)

## Contact:

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**Virtual** Chai on us!

