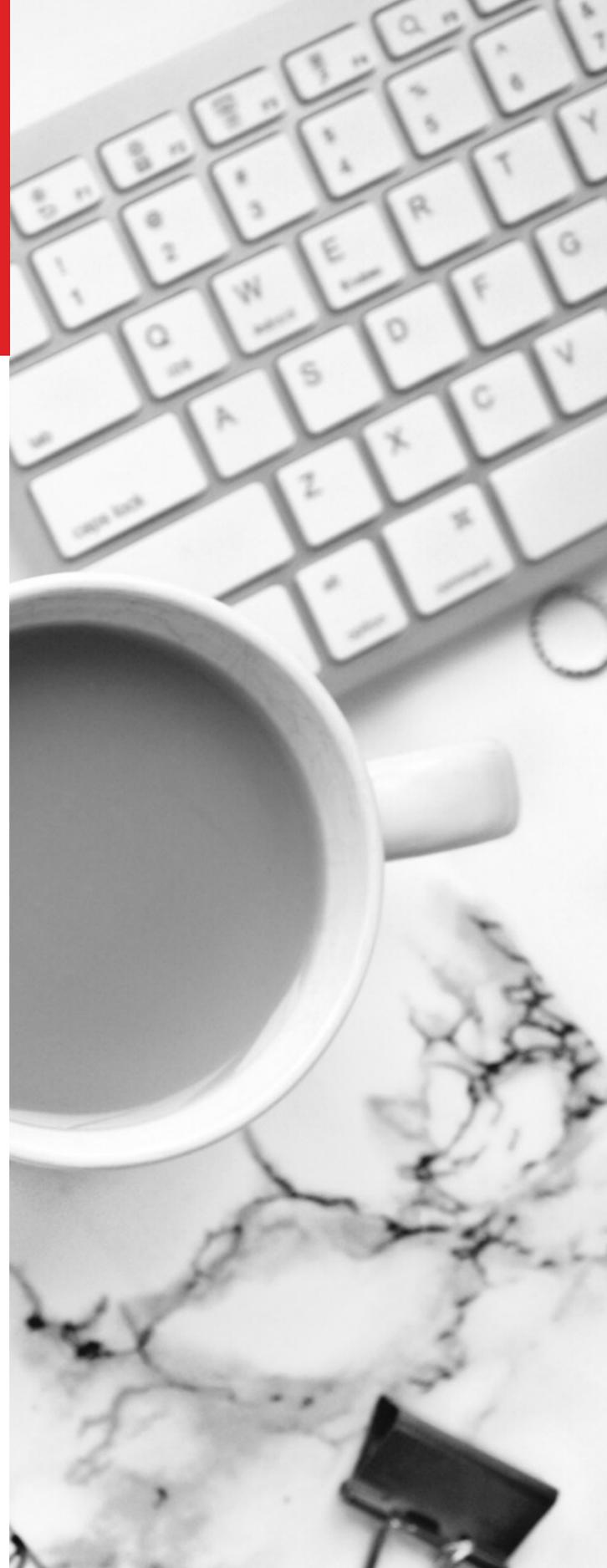




Cloven
Media



What is Cloven Media?

Our existence in the Marketing Industry



Cloven Media was started with one passion : we want to work for and with the Big player in advertising Industry. After working since 2017, we are now producing more realistic results and reaching new heights.

So, What is Cloven Media?

It is a family we have built to bring brands closer to their users. We take pride in understand what our clients needs better ROIs, Installs and their need to get Powerful Engagement.

We believe in a mantra "Connect, Understand, and Perform".





Growth performance

Real data analysis to grow the performance to evaluate user behavior



Strategise

Setting up strategies, planning about the which channels would yield the best output



Optimization for HQ Results

Post-click optimization offers the best lifetime value for mobile app advertising.



Cost effectiveness

Setting us correct targeting and improvement in user lifetime , to cut down cost

Benefits with Cloven Media



Revenue Models

Cost Per Install



CPI

Cost Per Action



CPA

Cost Per Sale



CPS

Cost Per View



CPV

Cost Per Thousand Impressions



CPM

Important Parameters

Awareness

The first step to building a brand is Awareness, making it known to the audience, knowing the name makes a difference

Acquisition

The best mix of media and engagement tools (lead generation and product offers) to gain new customers through targeting them and reaching them through online and offline customer journeys.



ROI

ROI refers to the amount of money you generate after making an investment in something. total ROI should encompass every marketing channel is being used.

Activation

The various steps that an application at hand that helps in converting a potential lead into successful lead.

Retention

Retention/lifecycle or loyal customer, keeping a customer engaged to an application. By delivering relevant and engaging content to your customers, you can increase their customer lifetime value (CLV) and, in turn, overall revenue for your business.

Campaign Stages

1 - The Brief



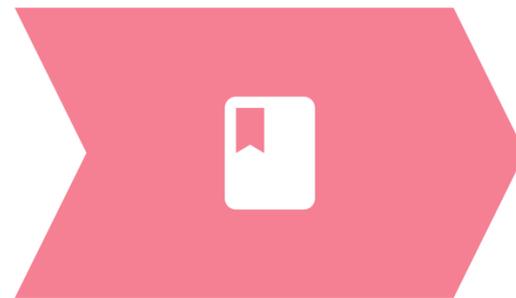
Client tells us of what they want and need. Timelines are set.

2 - Research



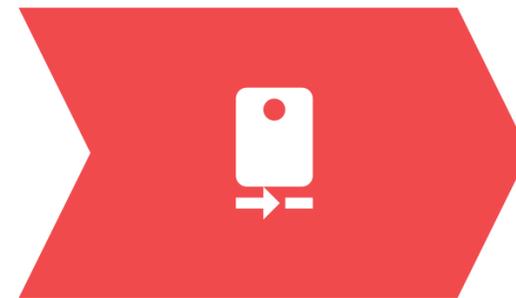
Our team gathers and analyses the requirements of the clients.

3 - Ideation



We brainstorm to get the final layout of our strategy for best budget utilization.

4 - Action



We do the necessary steps to deliver the result.

5 - Relationships



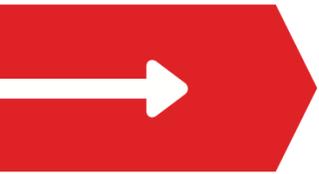
We show our quality and build trust with our client.



Cost per Installation



Cost per Engagement



Cost per Lead



Cost per Sale



Cost per Action- VAS

Performance Division: Cloven Affise





Site Monetization (VAST & oRTB)

Best audience ready with more than 1Mn impressions per day



Video Monetization (VAST & oRTB)

Utilisation of complete video libraries, with instream & ourstream advertising



In-Application advertising (VAST & oRTB)

Video & Banner formats with a huge variety of sizes for direct app monetization



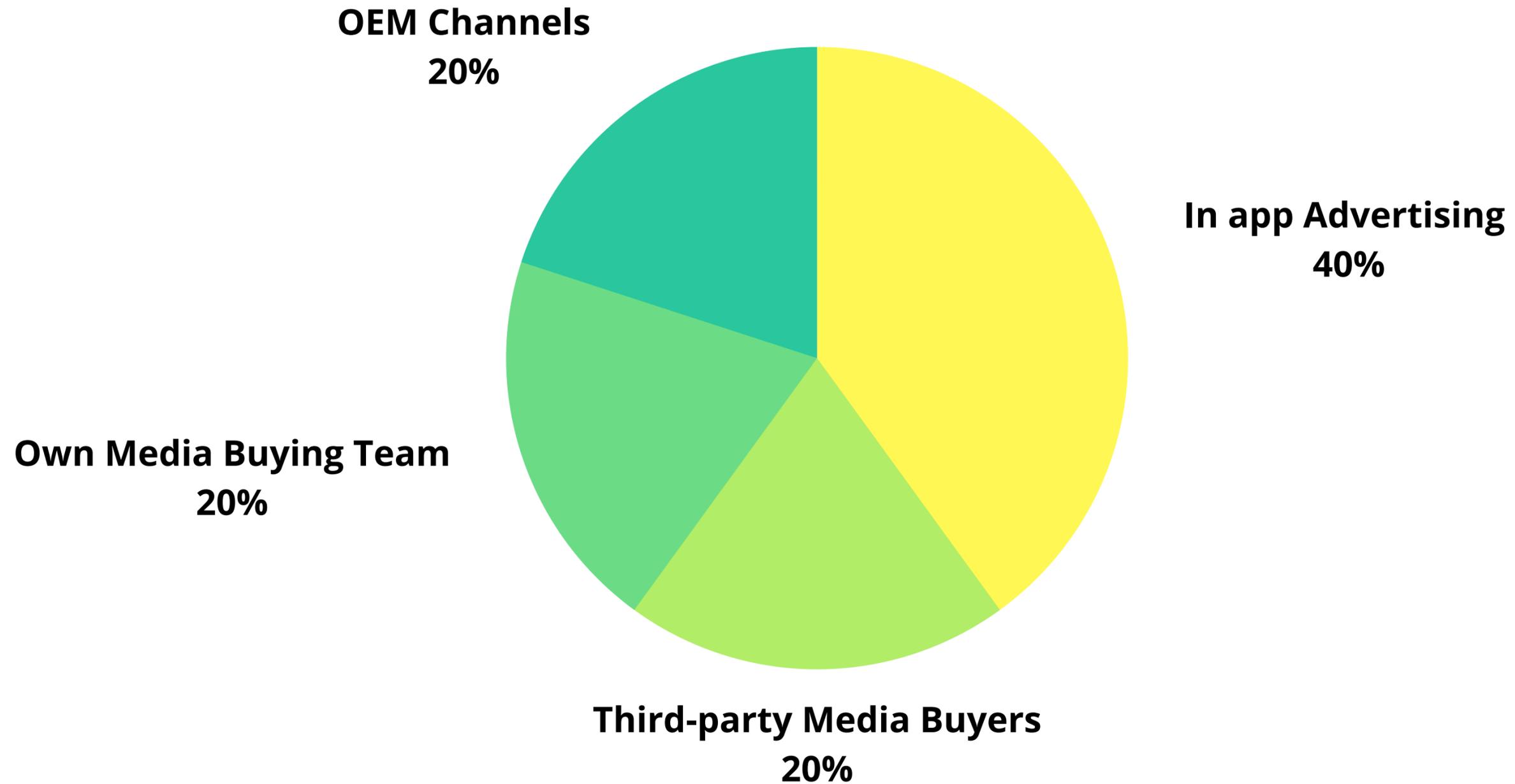
Header Bidding (oRTB & PMP)

Header Bidding via Open auction or Private Market Place to get the highest rate per impression

Programmatic Division : Vidnite



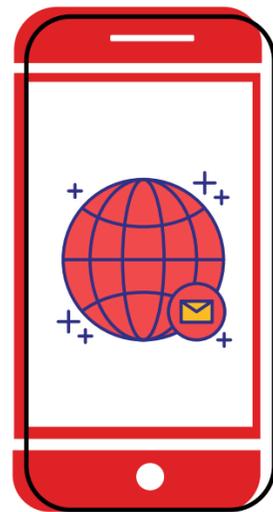
Traffic Sources



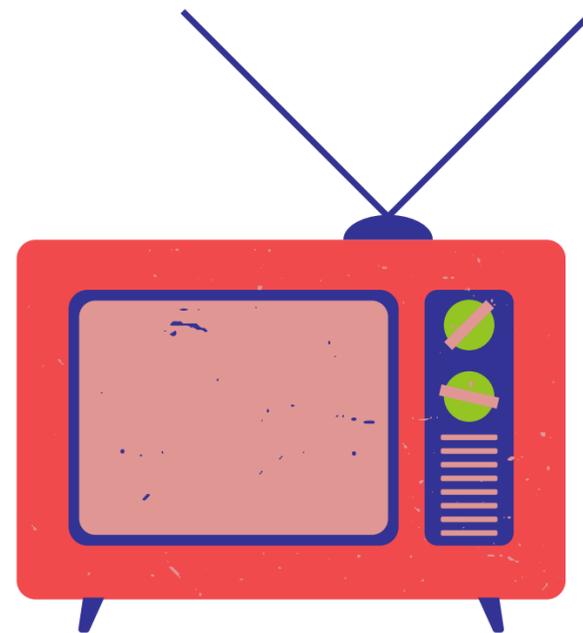
Traffic Environments



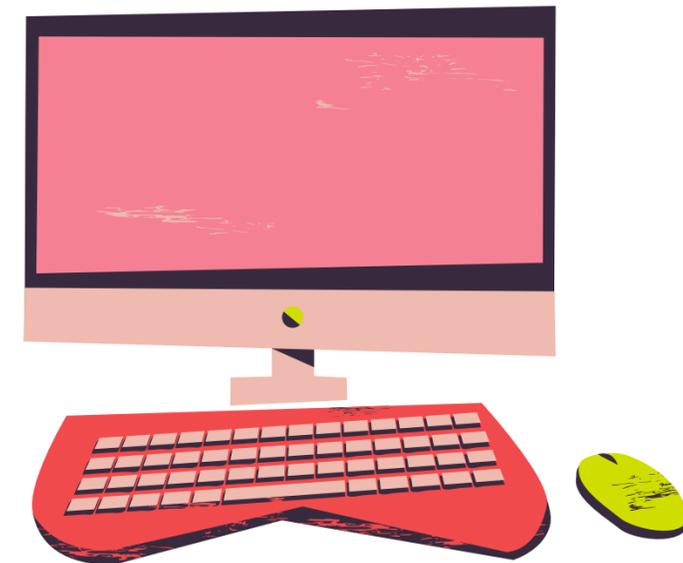
In app Advertising



Mobile Web Advertising

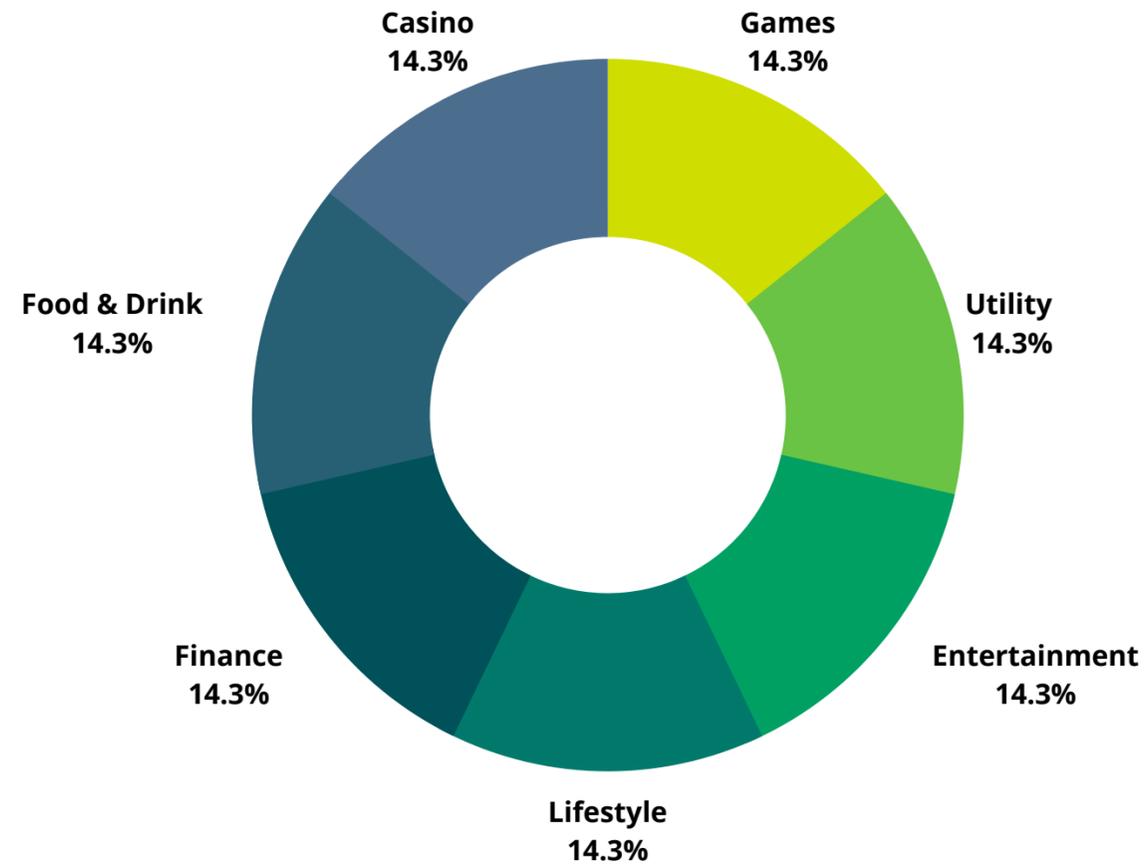


Connected Television Advertising



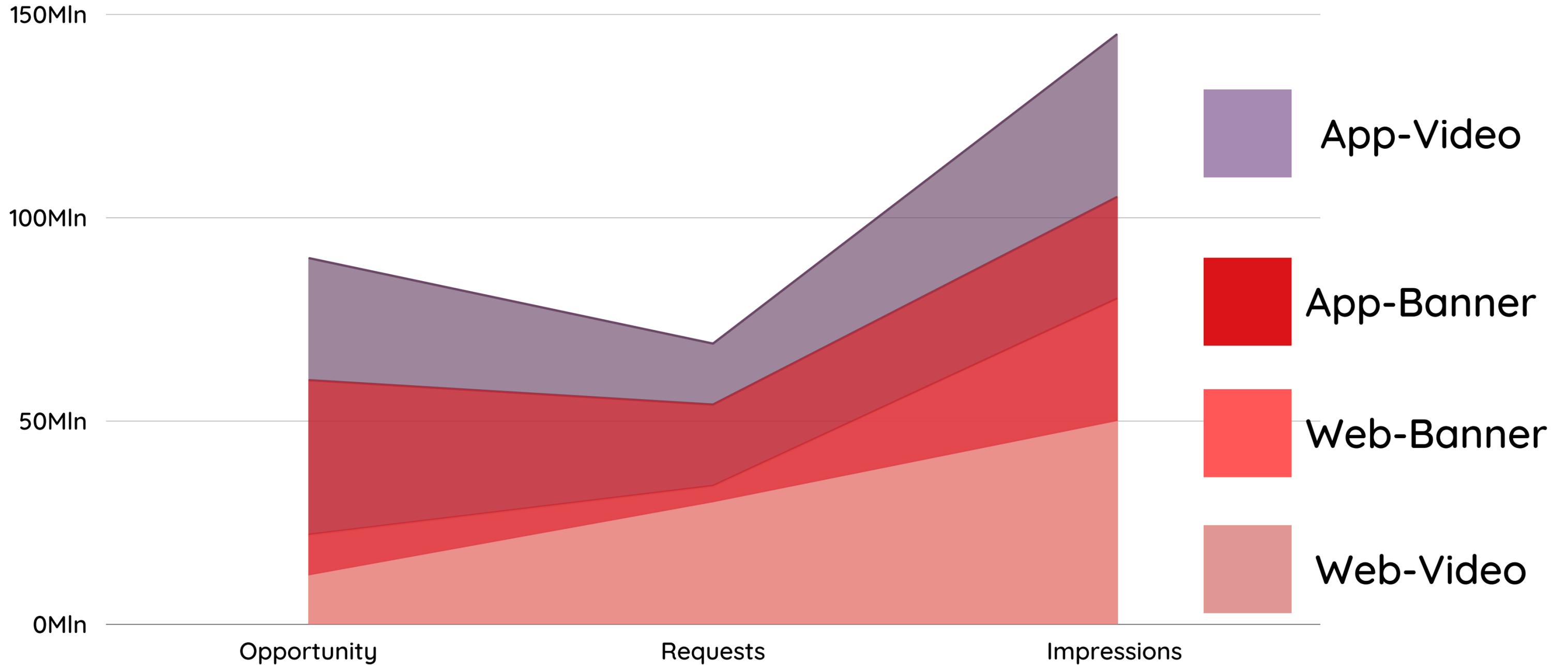
Desktop Advertising

Audience Reach



UNITED STATES	UNITED KINGDOM	KOREA	TURKEY	GERMANY	JAPAN
NEW ZEALAND	UNITED ARAB EMIRATES	AUSTRALIA	QATAR	KUWAIT	HONG KONG
CANADA	FRANCE	ITALY	OMAN	BRAZIL	INDONESIA
POLAND	SPAIN	MEXICO	TAIWAN	SAUDI ARABIA	THAILAND
PHILIPPINES	AUSTRIA	BAHRAIN	INDIA	SINGAPORE	MALAYSIA
SWITZERLAND	NIGERIA	SOUTH AFRICA	CHILE	COLOMBIA	GUATEMALA
VIET NAM	NORWAY	JORDAN	GREECE	SWEDEN	BELGIUM
NETHERLANDS	DENMARK	ZAMBIA	GHANA	UKRAINE	PORTUGAL
RUSSIA	ISRAEL	IRAQ	IRAN	MOROCCO	CZECH REPUBLIC

Our Daily Statistics for Programmatic

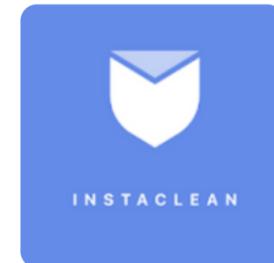


Some of our Partners



nasmedia

AdFlex



TOPTRAFFIC



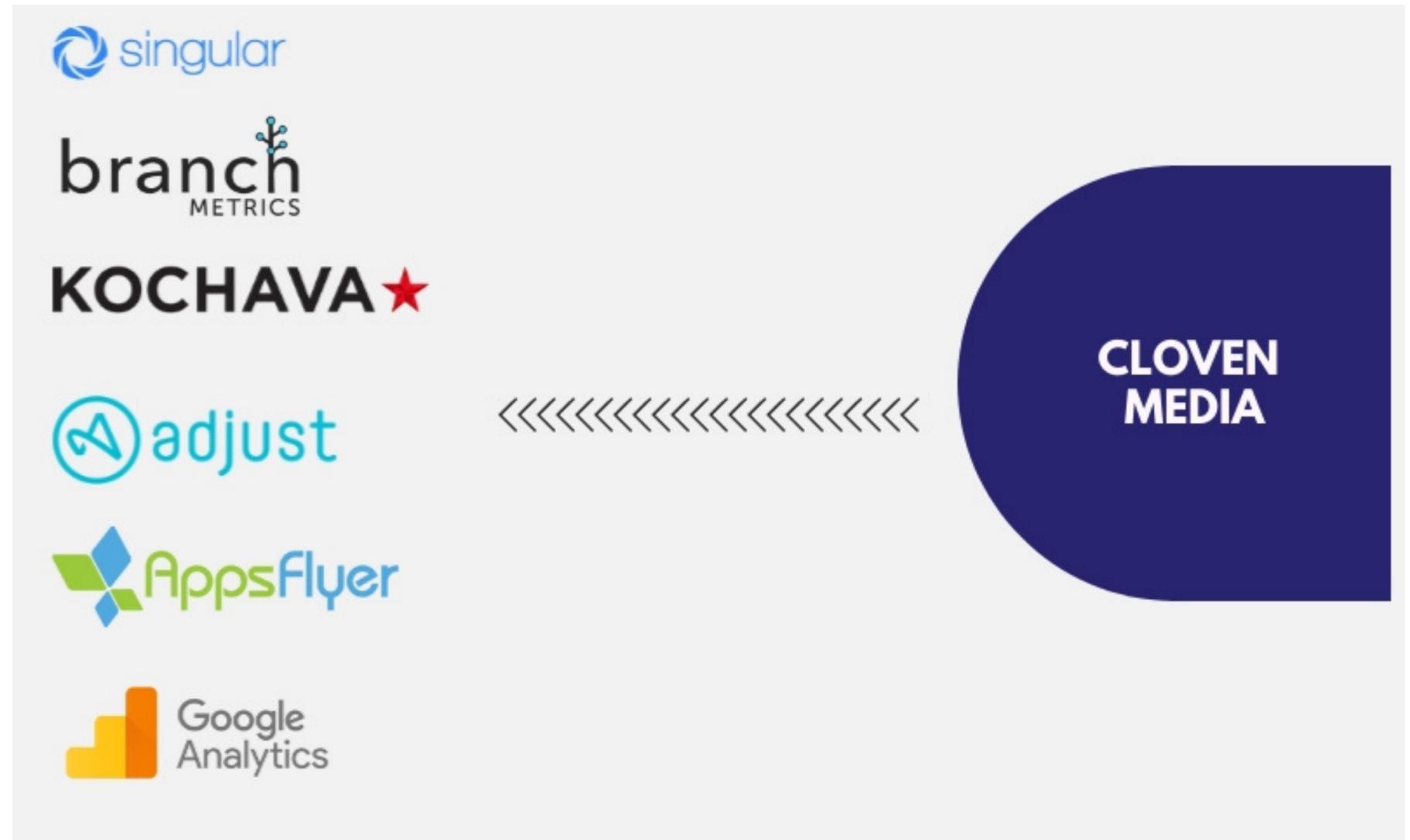
Omega



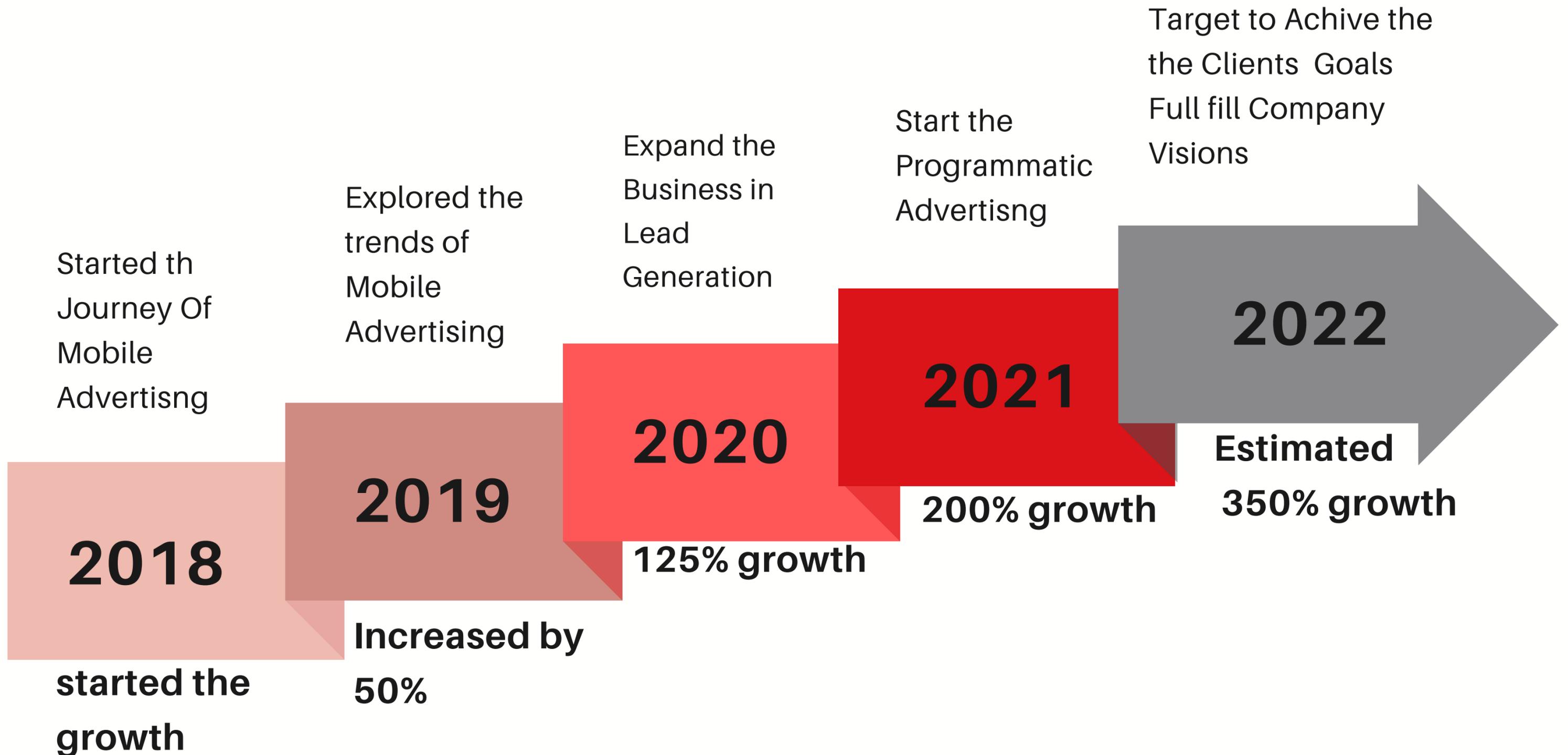
Attribution Partners

In order to measure results and meet your marketing objectives we have successfully partnered with the following Platforms to receive deep analysis of the kind of traffic being sent on a campaign.

This real time data received is analysed by our team which helps us understand user behavior and traffic in depth.



Financial & Revenue Growth



Contact Us

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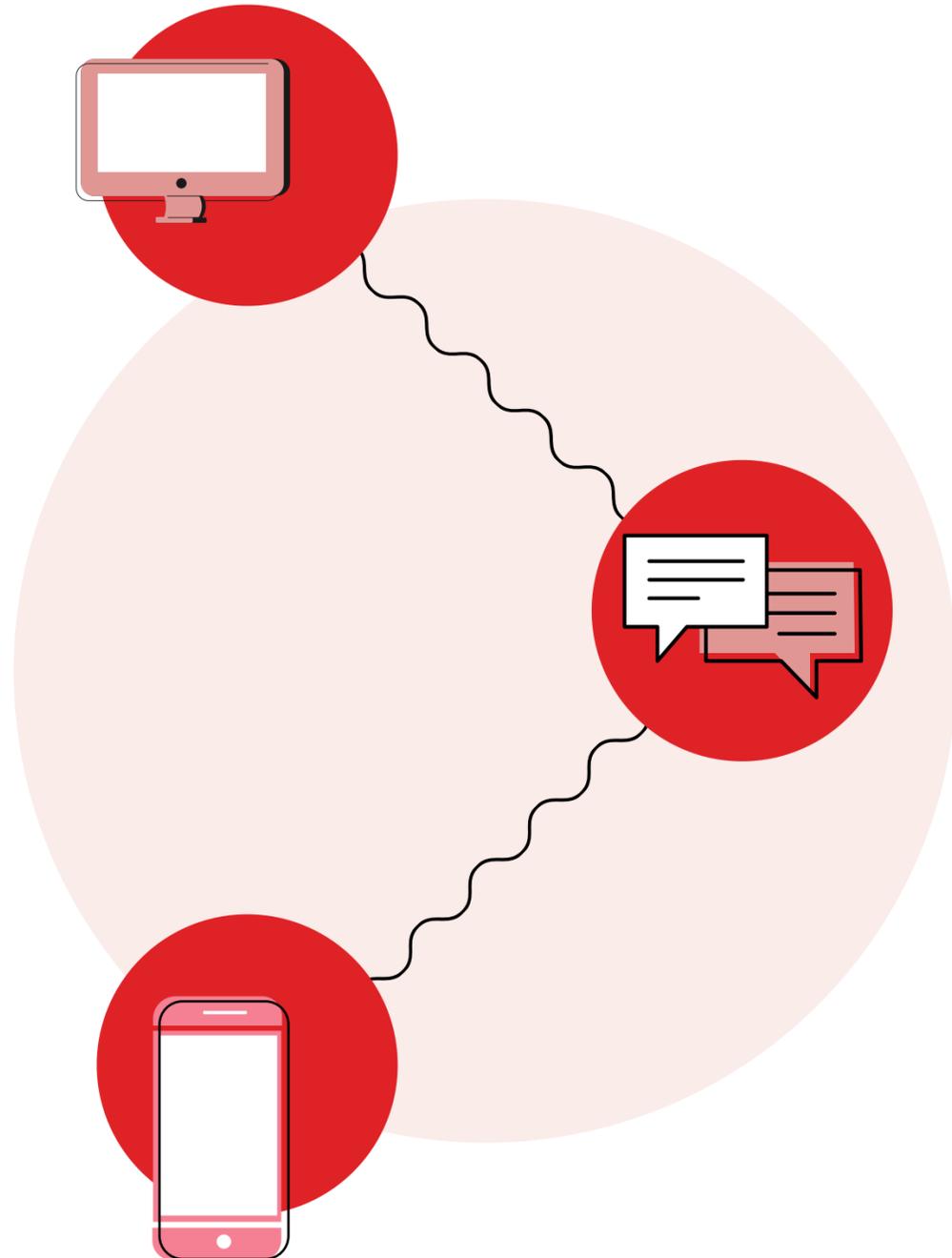
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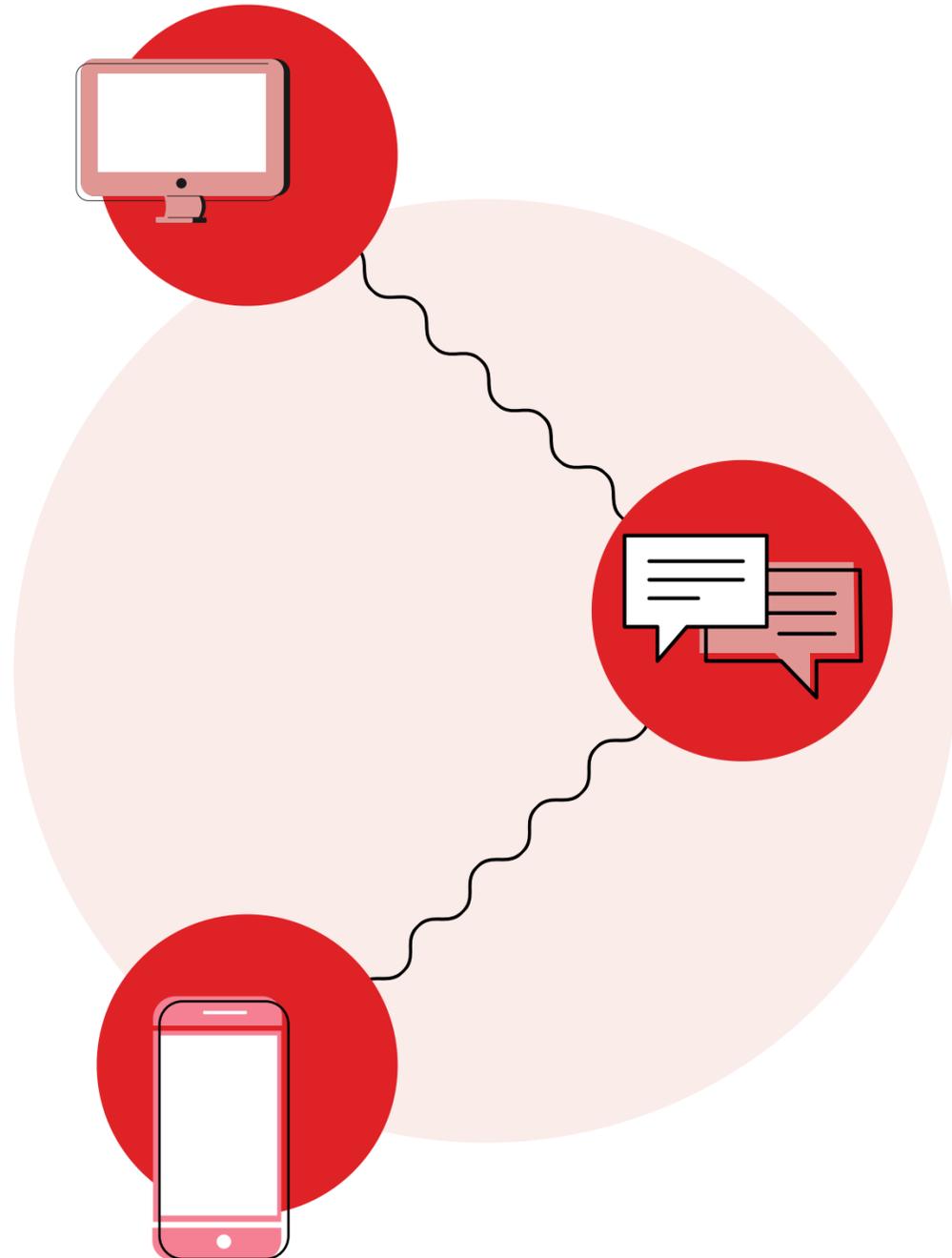
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Thank You