



**Billion**<sub>tags</sub>

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MEDIA KIT - 2018  
Ad-Tech-Media Company

# ABOUT US

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EAT SLEEP 'AD' REPEAT

Billiontags is a Global Ad-tech company connecting brands to consumers. We are integrated with leading platforms to buy inventory to deliver the best online content experience for an incredibly broad range of industries and brands. We partner with brands to help them redefine their digital strategies and ultimately improve their business success. Our deep understanding of the relationship between technology platforms and digital marketing help us to deliver best results.



## Headquarters: India

CEEDEEYES Tyche Towers, Third Floor,  
Block II, No 1, MGR Road, Veeranam  
Bypass Road, Perungudi, Ch, TN- 600096.



## Branch office: United States

431, Ellison Street, Columbus, Ohio  
43203

## Why Billiontags



**Strategy:** Our marketing team will help brands create innovative marketing and communication strategies to get connected with their target audiences.



**Create:** Our digital team will create and optimize compelling, intriguing and personalized digital customer experiences on websites and native apps to fuel brand-customer conversation.



**Perform:** Our optimization team will ensure the campaign is in right place at the right time by targeting and optimizing across all screens to increase conversion and deliver results.



**Measure:** Our measurement solutions will provide support throughout the entire process of validation of campaign success beyond standard performance metrics.

**A complete  
advertising partner to  
get your audience  
hooked with an artistic  
experience.**

**Creative** - Intellect ~ Anytime & **Everytime**

# TOP 20 GEO's

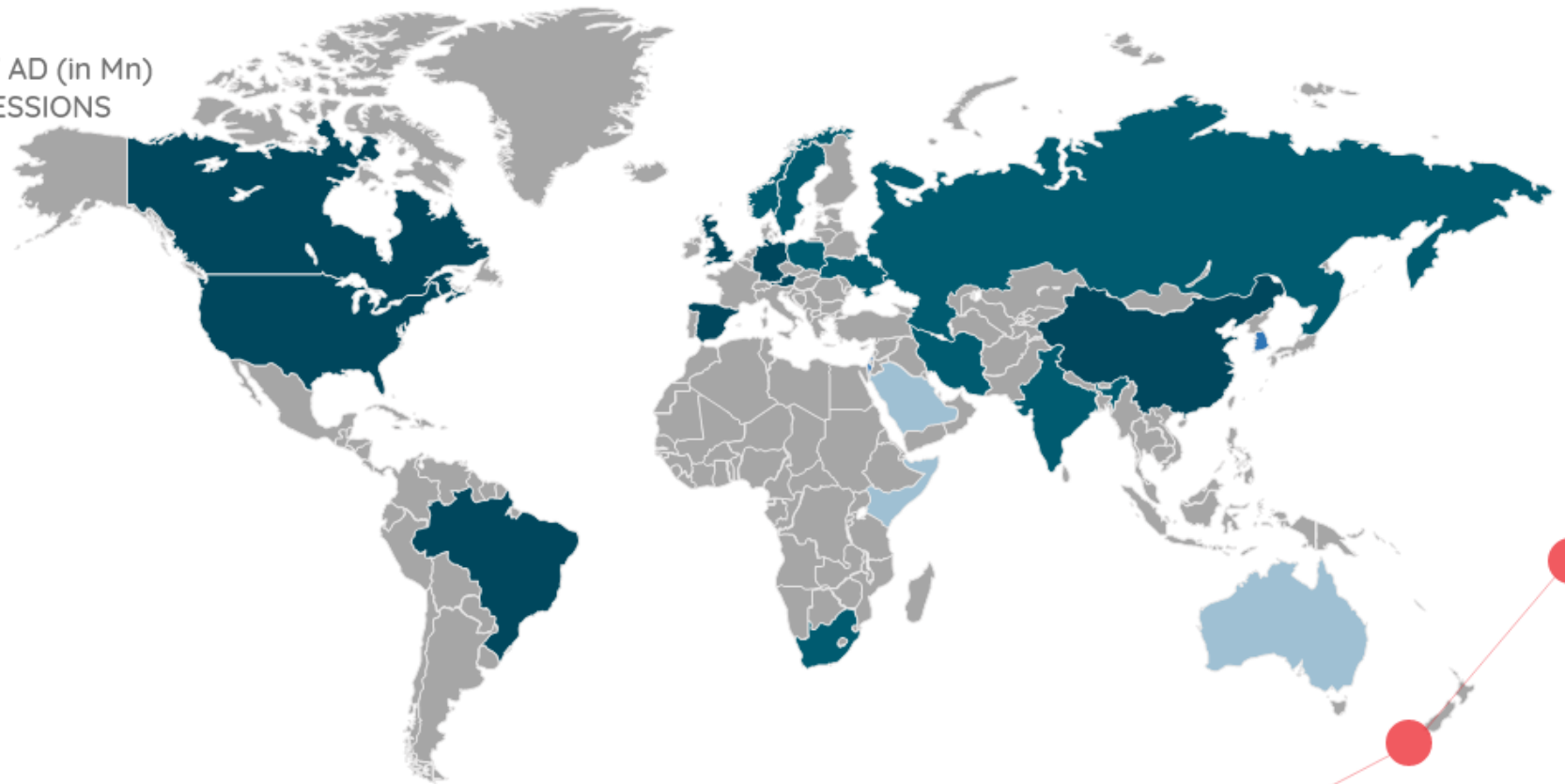
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## Country

DAILY AD (in Mn)  
IMPRESSIONS

United States	862
Germany	362
India	342
Thailand	231
France	205
Brazil	195
United Kingdom	183
China	179
Italy	159
Russia	155
Spain	155
Japan	138
Indonesia	126
Mexico	113
Canada	111
Turkey	110
Malaysia	95
Philippines	90
Taiwan	90
Poland	88



26%  
FEMALE

74%  
MALE



## AGE



# ADVERTISERS

Billiontags helps brands explore new ways to connect with consumers operating across various screens and formats. Billiontags delivers cost-efficient premium inventory across all screens, enabling brands to leverage technology to plan, target, measure and optimize the ad spend. We develop a media strategy to distribute content across cross platforms helping brands achieve their brand marketing objectives. We recommend formats by unifying the requirements of programmatic native buyers to create ad engagement and to increase brand awareness.

## TARGETING



Country/City  
/Language



Device Type



Time/Frequency  
Cap



Browser/OS



Mobile Carrier



IP range / ISP

## ADVANTAGES FOR ADVERTISERS



**MANAGED & SELF SERVICE**



**HIGH IMPACT INVENTORY**



**MORE VIEWABILITY**



**COMPETITIVE RATES**



**VERIFIED TRAFFIC**



**BRAND STRATEGY COVERED**

**CREATE AD,  
GET LEAD  
GO AHEAD**

# PUBLISHERS

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Billiontags has an amazing portfolio of top advertisers around the world which enables quality publishers connected with us to effectively monetize their inventory and attain higher CPMs through advanced data targeting and audience insights. Our portfolio publishers will have access to top-tier network access, exclusive offers and daily optimization to ensure 100% fill rate. We will follow up with every detail to maximize your profit.

## Available Payment Modes



## ADVANTAGES FOR PUBLISHERS



**MULTICHANNEL MONETIZATION**



**SITE-RELEVANT TRAFFIC**



**FLEXIBLE ON-TIME PAYMENTS**



**HIGHEST CPM RATES**



**EFFECTIVE AD FORMATS**



**WORLD CLASS CUSTOMER SUPPORT**

**CREATE AD,  
GET LEAD  
GO AHEAD**



WE EXCEL AT

Deliver Advertising  
across any screen in  
any format.

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## VIDEO

The most immersive, engaging, interactive ad format.



## BANNER

High- impact rich banners such as page takeovers, over-the-page formats



## MOBILE

Mobile actions such as tap to call, tap to map, tap to video to target consumers on the go and on small screens



## NATIVE

Responsive matched content unit across devices



Search



Social



Connected TV



Audio



Email



Digital Out Of Home

# OUR PARTNERS

Everything you  
can imagine is real,  
we help to  
make it real



Programmatic Ads

Real Time bidding

Custom Creative

Full Stack Development

Audience Insight

Reporting & Analytics





**CLIENTS** Over 20000 businesses of all sizes trust

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Here's why brands choose us

They know what they are doing and they're doing it really well. They are experts in their field and are doing an amazing job. They always come up with suggestions and ideas to improve the performance of the campaign.

**SNAPDEAL**

We were blown away when we saw Billiontags. The combination of social, email, knowledge base, mobile and service altogether are what sealed the deal for us.

**VIA.COM**

An aerial night view of a dense city skyline, likely New York City, with numerous skyscrapers illuminated. A large, white, stylized star graphic is overlaid on the center of the image, with its points extending towards the corners. The text "THANK YOU" is written in large, white, bold, sans-serif capital letters across the middle of the star.

**THANK YOU**