

# eHeadway Media



 **Headway**

# WHO WE ARE

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eHeadway Media is a performance driven entity. We are an end to end digital marketing solutions. We work aggressive towards the revenue growth of our advertiser – exploring new avenues of ads formats and inventories.

We are comprise of fresh and energetic bloods, who are passionate for Digital Marketing as a domain and specific leaders in core domains – **Email Marketing, SMS Marketing, Media Buying, Rich Media, Native Ads and Social Media Marketing.**



*eHeadway Media*

**KEEPS YOU ALWAYS  
AHEAD**



We are delivering over a million installs and registration, guaranteeing the retention and ROI.

Mobile is just the future, has revolutionized business.

Recent innovation and inventories are fused together to scale up the installs, registrations and engagements to advertiser.

## MOBILE MARKETING



Email and SMS keeps on being an incredible e-promoting inventory for brands.

We offer the complete solution for successful Email and SMS delivery.

We have in-house segregated data for email and SMS marketing which we use to facilitates Lead and Sale for our Advertiser.

## EMAIL & SMS MARKETING

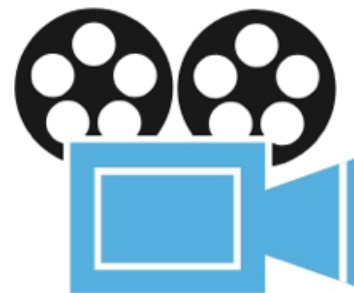


We provide a full suite of video solutions that drives your brand awareness and could connect audience to your brand in better ways.

Certain inventories are listed below -

- Pre-roll, Mid-roll, Post-roll videos
- Rewarded Ads
- Video Tag
- In-banner

## VIDEO MARKETING



Since informing the customers about products is our top priority, we choose Display and Rich Media Ads that are informative and interesting.

You could serve a customer explicit advertisement messages which depend on the person's profile and past conduct.

Behavioral targeting is key of Display and Rich Media Marketing.

## DISPLAY & RICH MEDIA





Since Social Media is the highly used forum to talk about any product, we invest time carefully in managing public relations which are crucial for fetching engagements.

Our creative and content team help us with highly engaging post which help Brand to boost organic reach enhancing traffic and revenue.

Our Key drivers for Social Media platform:

- Page Management
- Audience Engagement
- Paid Promotions

## SOCIAL MEDIA MARKETING



Native advertising is a type of paid media where the advertisement experience pursues the characteristic structure and capacity of the client involvement wherein it is put.

A native video ad is an independent user-initiated video ad on video platforms e.g. YouTube. consumers can choose to see the native video ad as compared to pre-roll video ads which play automatically.

Results are 2X better than the conventional pennant promotion

## NATIVE ADS



# VERTICALS

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We serve to large of vertical. We are happy to say that our clients are happy from our services. Some are the vertical listed below -

- Education
- Automobiles
- Banking and Finance Services
- Insurance Sector
- Real Estate
- Gaming
- Ecommerce
- Travel
- Health Care
- Others and etc



We try to provide the best model suited to Brand focusing the ROI metric as a major driver.

Below are the model we work upon -

- Cost per Mail
- Cost per Open
- Cost per Click
- Cost per Visit
- Cost per Lead
- Cost per Install
- Cost per Acquisition
- Cost per Registration
- Cost per Sale

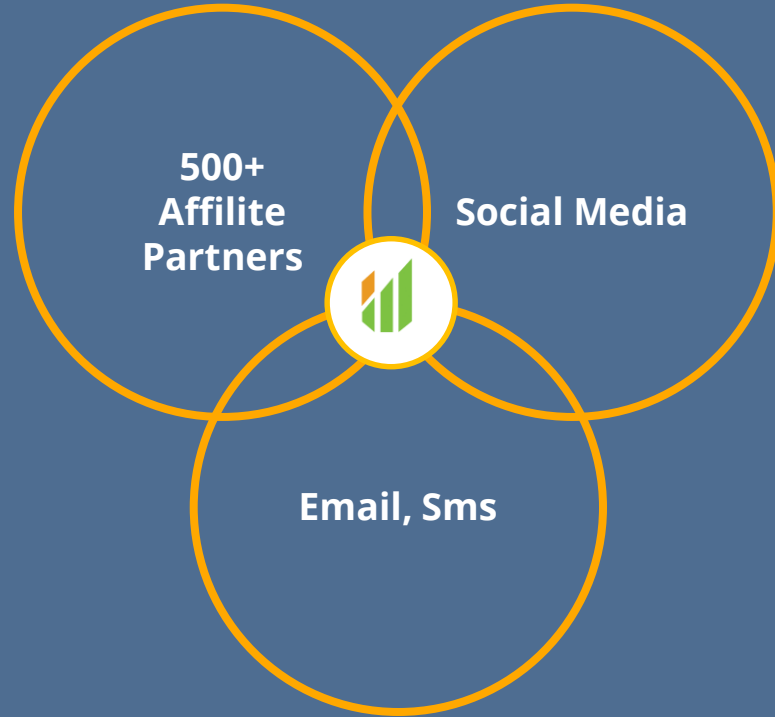
## MODELS



# EXPERT ZONE

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We provides better solutions by **Planning & Managing** different inventories to maximize the ROI



# OUR HAPPY CLIENTS

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# CONNECT US

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**THANK YOU**

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