

# Blossom Publications India Ltd

Type your text

## CAPTIVATING DIGITAL ADVERTISING SOLUTIONS



' Digital 360 '  
P o w e r e d

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# WE HELP ADVERTISERS ENGAGE THE PROSPECTS, **DIGITALLY**

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1. Cutting Edge **Display Ads**' Targeting



2. Impactful **Video Ads**



3. Engaging **Rich Media Ads**



4. Blazoned **Digital TV Ads**  
**Connected TV (CTV) Ads**



# Advanced Targeting | Make your ads SEEN



Demographic & Psychographic



Geo-Targeting- Pin code Level



Custom Audience  
Email, Mobile



Content Type and Category  
Keyword



Device / Mobile / Web /  
In-App Targeting



User Device ID / App id



O.S. and O.S.  
Version Targeting



Carrier/ISP/ Connection Type



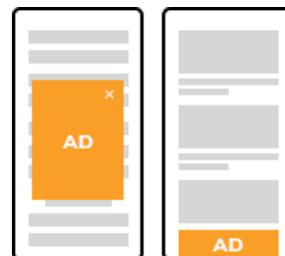
Interest and Behaviour

# Omnichannel approach | Reach your prospects – any time, anywhere, on any device

Today, an average global consumer has more than 4 connected devices. We help you ensure that you reach your consumers - through every device and each channel



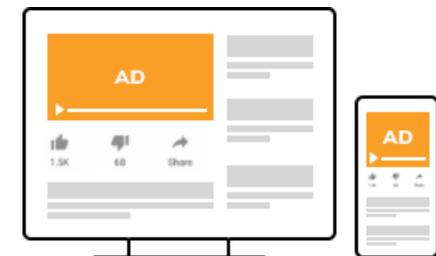
DISPLAY



MOBILE IN-APP



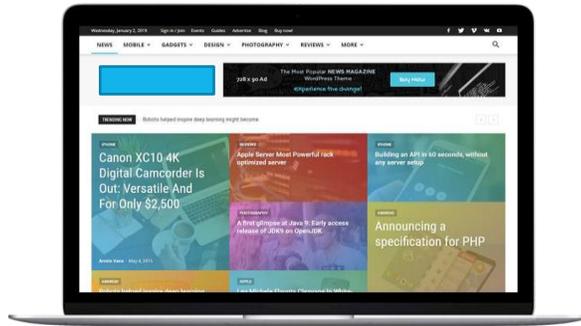
NATIVE



VIDEO

# Display Ads with Cutting-Edge Targeting

## DISPLAY

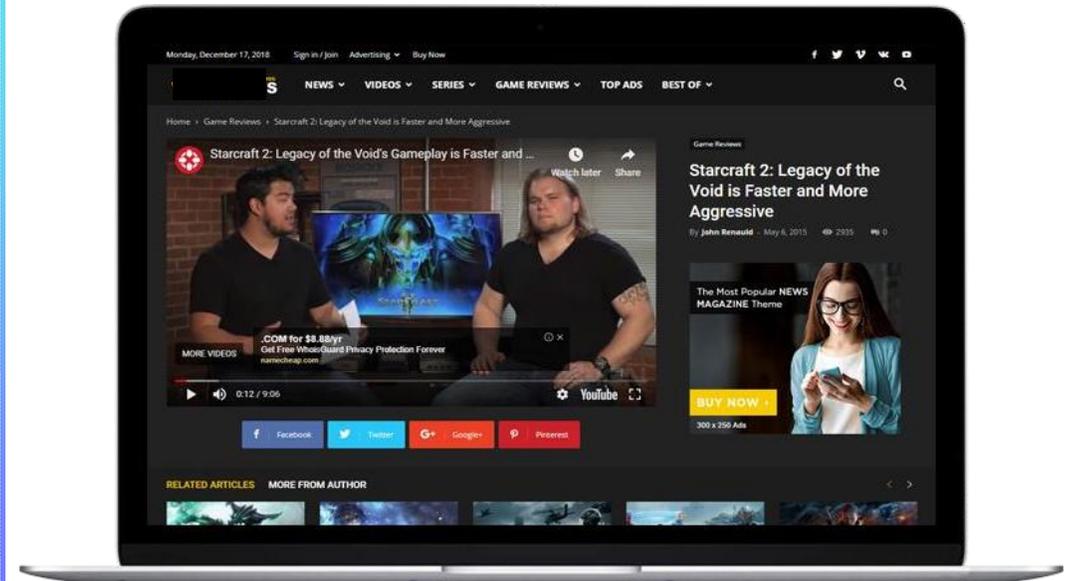


- Powered By Digital 360
- Target Highly Converting Audience
- Advertise On Premium Websites And Apps From The Relevant Categories
- Live Reporting Dashboard With Granular Insights

# Video Ads With High Brand Recall

- YouTube Ads With DV360 Precision
- Premium Network Out-stream and In-stream Video Ad Partners
- Story telling with Pre-roll, Mid-roll and Post-Roll ads
- Quartile and Engagement Reporting

## VIDEO

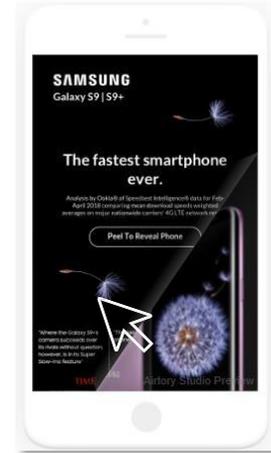


# Engaging Rich Media Ads

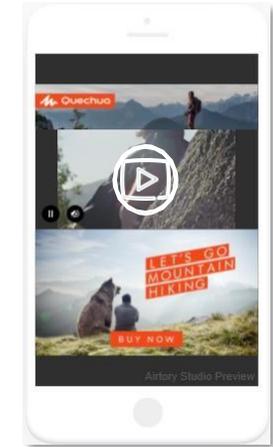
Scratch and Win



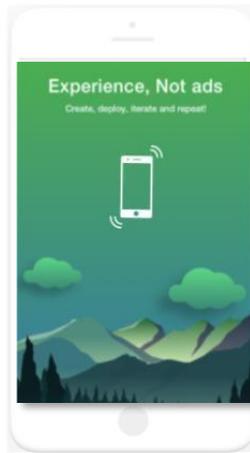
Peel to Reveal



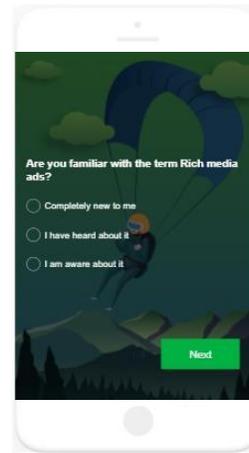
Video Wall Interstitial



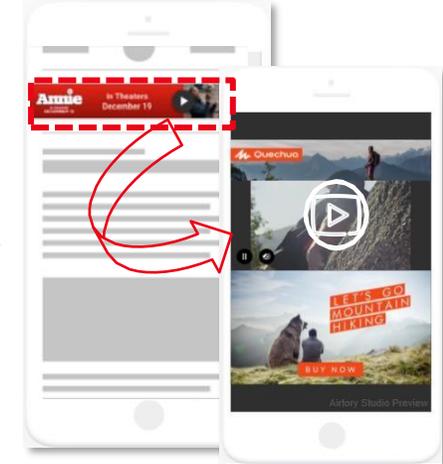
Shake-Shake Ads



Survey Ads



Expandable Banner



Example- Shake phone to get discount on Peri Fries

Many More ad formats.  
Same are available in the Desktop Format

# High Impact Digital TV /Connected TVAds



- Advertise your brand on Digital enabled TVs
- High Brand Recall
- Digital last-mile tracking and granular targeting
- ▶ Enhanced advertising experience
- Place your ads in TV-like content without having to pay TV prices

# Blossom Publications India Ltd

Here Interactive Advertising Solutions Meet the Power of Technology



Holistic Media Buying



Personalized Targeting



Live Detailed Reporting



Real-Time



Multi-Device and  
Multi-platform Support



Campaign Audience Analysis



Maximum Engagement



Result Oriented



Transparent & Brand-safe

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CONTACT US FOR THE BUSINESS ENQUIRY

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