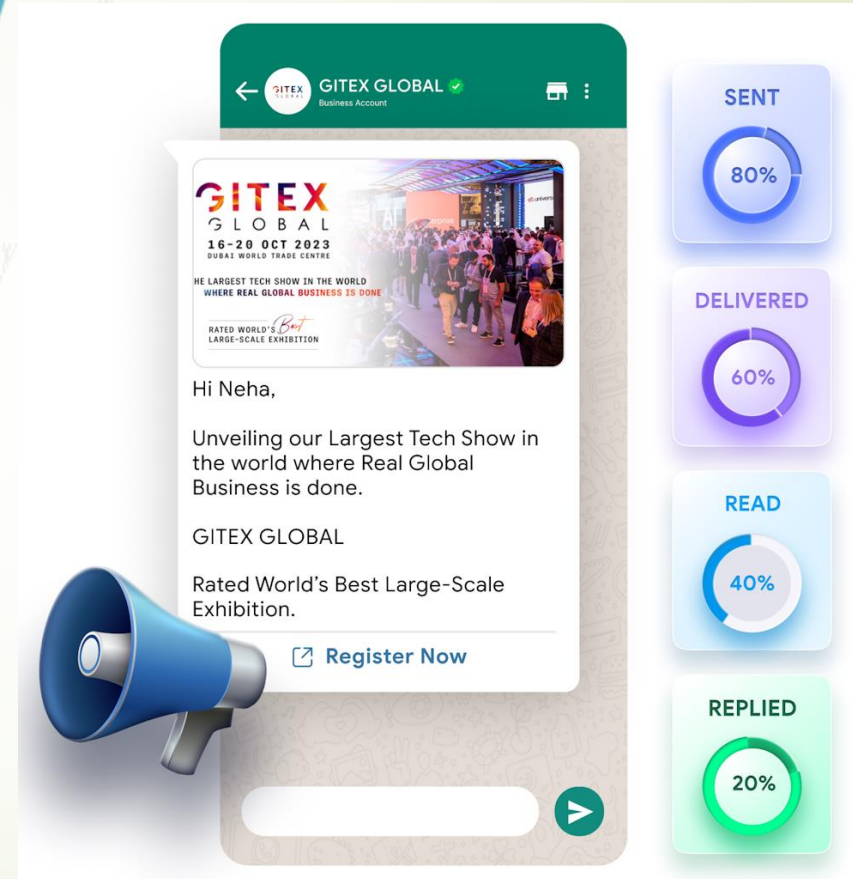




D I G I T A L

GT Digital Solutions

A self-serve marketing
communications platform



What is GT Digital Reach?

Communication Platform –

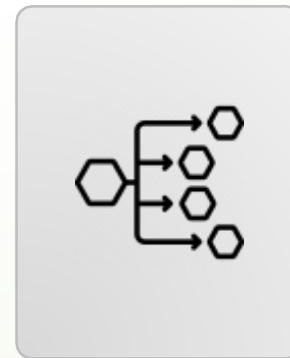
A single platform for

- ✓ creating and managing campaigns
- ✓ tracking and measuring campaign effectiveness



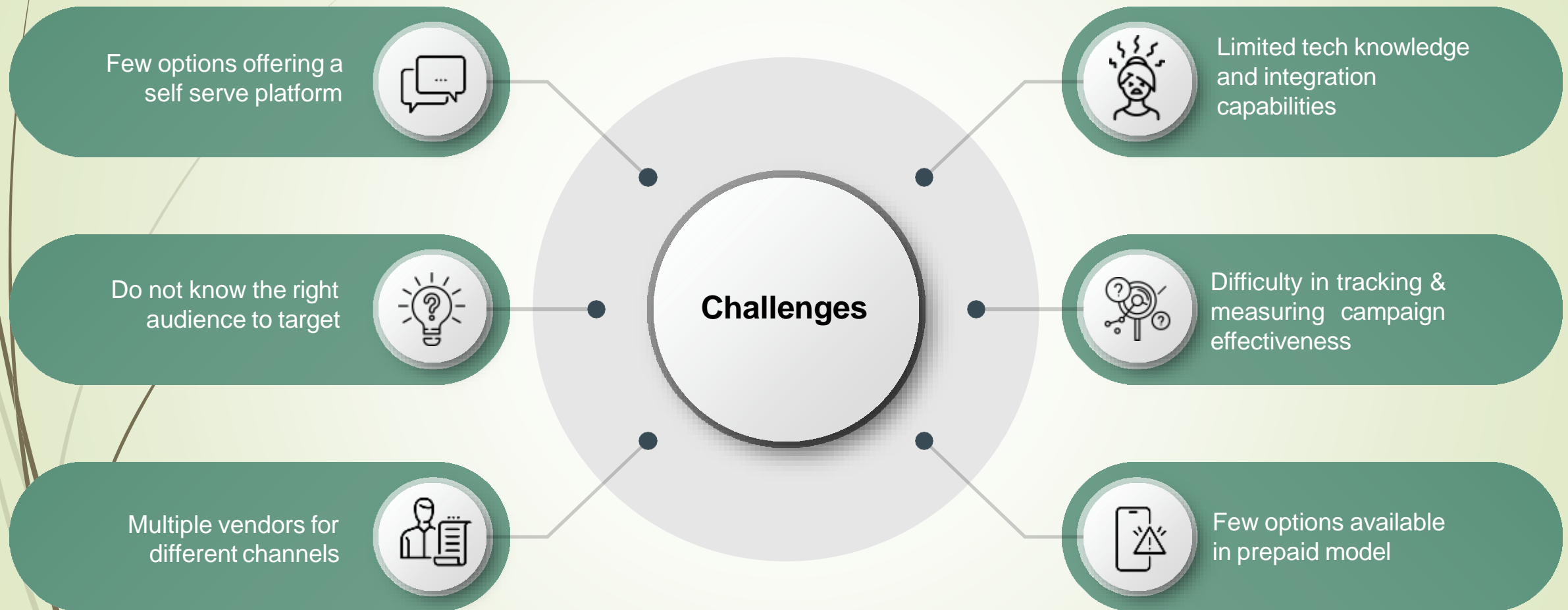
Self-Serve – The platform is simple, intuitive and easy to use

Audience Insights – Leverage insights from 1/3rd of the country's population on GT Users for highly targeted campaigns



Multiple Channels – Provides users with an option of channels to choose from

Challenges faced by Marketers



Key Features

4



Campaign Management

- Create, edit & manage campaigns from a centralized dashboard.
- User-friendly interface to set campaign parameters
- Quick campaign execution



Message Creation and Personalization

- Design and customize messages within the portal
- Easily import contacts from a CSV or Excel document
- Personalize your message for each customer



Audience Targeting and Segmentation

- Choose audiences from 5 key parameters and 50+ different interest cohorts
- Run campaigns by getting the number of users according to location



Scheduling of Messages

- Schedule the delivery of messages real time or at specific date, time and frequency
- Send bulk messages anytime



Real-time Analytics and Reporting

- Comprehensive analytics and reporting capabilities
- Real-time insights and measurement of campaign effectiveness

5

Use Case Examples



1

Target college students from nearby campuses for your newly opened cafe



2

Promote an offer on umbrellas during the monsoon season to customers in your locality



3

Send a personalized servicing reminder to your existing clients and other car owners nearby



4

Convey your exclusive offer to be send with a promotional message only to ladies



5

Run a promotional offer for the upcoming festive season by targeting all the travel enthusiasts

GT Digital - Differentiators



Experience the
Power of
Insights from
20+ mn users



Amplify your
communication
through pre-
defined
audiences or
Cohorts



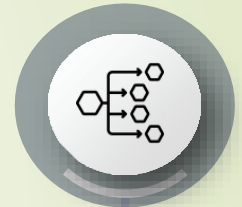
Easy to use,
self-serve
platform with
minimal
documentation
for registration



Flexible prepaid
payment
options



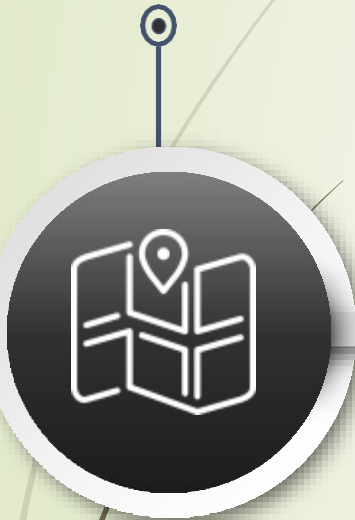
Robust and
scalable product
widely used by
large enterprises
for their
communication
needs



Choose from
multiple channel
options best
suited for your
business needs

There are 5 parameters for audience segmentation

Zone - Location



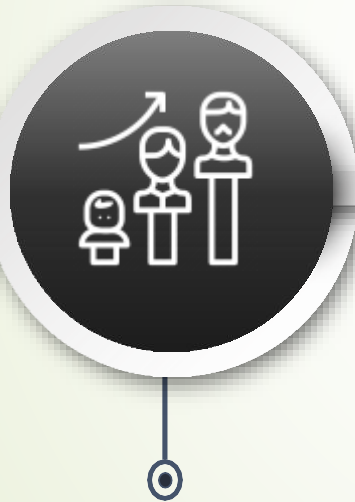
Gender



Affluence



Pin code



Interest



Billing and Payment Management



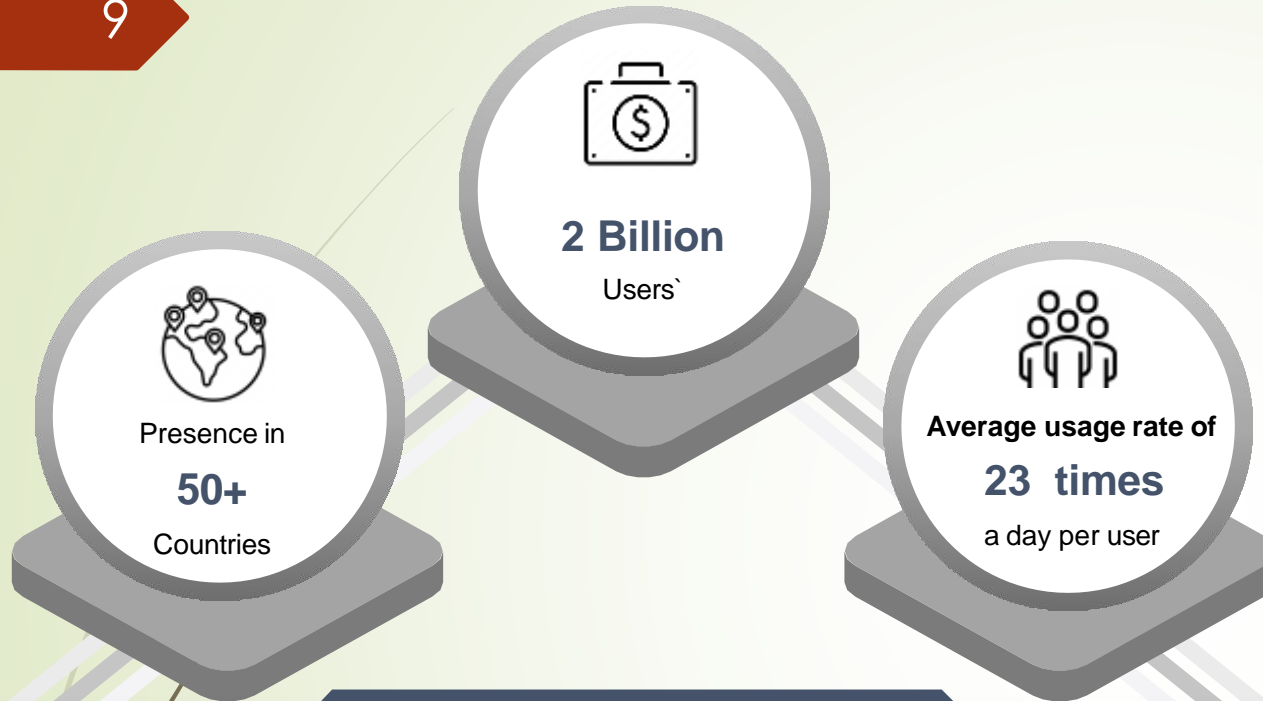
Prepaid wallet recharge through different payment methods such as UPI, Debit, Credit Cards and Net Banking



View billing history, manage payment methods, set campaign budgets, and monitor spends

WhatsApp for Business

9



Advantages

- ✓ Convert transactions to Conversions
- ✓ Rich media support (PDF, Videos, List & Buttons)
- ✓ Quantifiable analytics (read, delivery and CTA analysis)
- ✓ Role based access
- ✓ Faster time to market & Convenience

