

ADCHAKRA

Adchakra is a Unified Online Ad service across platforms capable of serving advertising to online, mobile and other digital media with real time lead and affiliate revenue optimisation. Adchakra has constantly been on the lookout for ideas to connect advertisers and marketers to their audience through internet and mobile. Today Adchakra reaches out to millions of consumers worldwide with Adchakra's cross-channel targeted advertising.

The Adchakra Advertising Network has been built on the best of the breed advertising and marketing technologies available. We run targeted campaigns across Display – Video – Social – Search – Mobile. Our aspiration has been to bring in a transparency to publishers and advertiser relationship and support both with best targeting and ad serving technologies available. Our Platform enables clients to choose multiple media formats and channels for your campaigns. The aim is to constantly innovate and connect online & mobile users with advertisers & marketers in more ways.

Businesses

Advertisers - Adchakra specialises in cross-channel targeted advertising. Reach out to millions of consumers worldwide. Gain from our deep expertise in precise targeting and optimisation capabilities. Adchakra helps advertisers drive not only reach, consumer engagement and brand recognition but also leads and sales. Our dedicated team in media planning, client servicing and operations ensure that advertiser needs are well understood, the campaigns are optimised and the result are delivered. In depth experience in executing online display, mobile app download, PPC, PPA and video campaigns has been possible due to a cohesive team and focus on technology and processes.

Publishers – The Mix of Brand and Performance campaigns enable publishers to get the best payouts in the industry. Our payouts have been consistently higher than the pure blind networks that operate in the market. We have eliminated guesswork from online ad publishing. Clients can approve or reject any ads purchased for their site and never worry again about inappropriate content or competitor ads. Adchakra works with the widest range of publishers that offer differentiated content and collaborates with publishers to ensure that they can maximise their eCPMs. By partnering with our publishers through a host of models like Cost-per-Metric (CPM), Cost-per-Click (CPC) Cost –per-Search (CPS) and Cost-per-Lead (CPL), Adchakra ensures a variety of brands and campaigns.

Cross Channel Reach - Adchakra offers comprehensive solutions across search, social, display, video, mobile advertising. It is the foremost ad network in the country to focus on optimising campaigns across channels. Adchakra leverages its in-house technology platform and deep partnerships with leading companies to provide advertisers with campaign solutions that deliver consistent results. Adchakra can help you break through the clutter to engage the user meaningfully across channels.

Innovations - Adchakra continuously pushes the envelope to innovate not on banner formats but also create new media vehicles on mobile and internet. Our rich media solutions are rightly placed to reach out to the Indian consumers over internet and mobile.

Clients

- AMEX
- Canon
- Wipro
- Acer
- Fedex
- HDFC Bank

- Makemt trip
- Airtel
- Cosmopolitan
- Times of India
- Magicbricks
- Makaan.com
- Zoomtra
- One India

PK Online Corporate Office

86, 2nd Floor, SS Commercial Zone, Nagavarpalya,, Viswa Vihar, C V Raman Nagar, Bengaluru, Karnataka - 560093. INDIA.

Network Offices

Mumbai, Gurgaon

Media Contacts

Mr. Viraj Malik, MD & CEO, PK Online

Ph: +91-9560614848 **Email:** viraj@pkonline.in

Corporate Communications Department, Percept Limited

Ms. Sangeeta Chacko, Head-Corporate Communications, Percept Limited

Ph: +91 22 30448400

Email: corporatecommunications@perceptindia.in

For more information, please visit www.pkonline.in

About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 700 people and 42 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
 - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media

INFORMATION

- **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit www.perceptindia.in

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