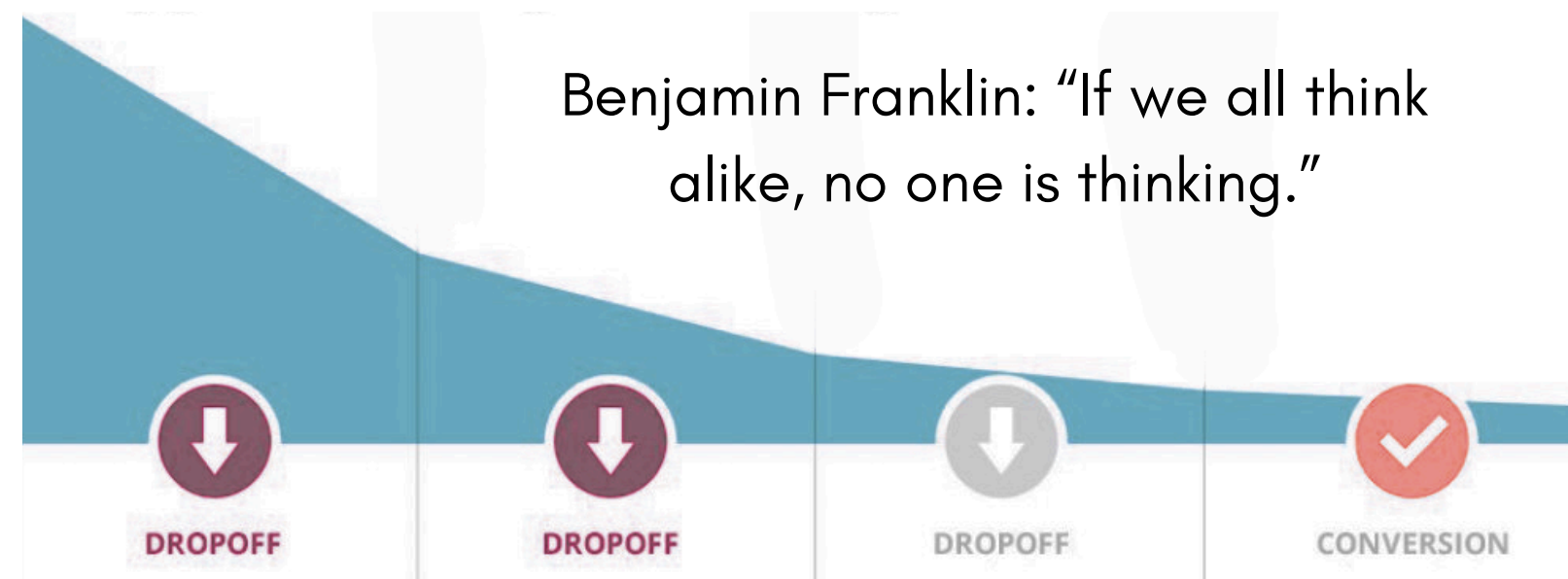


Breaking Through the Noise in NFO Marketing

- Highly competitive mutual fund space
- Limited time window for acquisition
- Traditional marketing = slow, generic, inefficient



Winning with Integrated Ad-Tech + MarTech

- Hyper-targeted reach with AI-based segmentation
- Real-time data activation using Meta, Google & CleverTap
- Personalized investor journeys from awareness to subscription

Gold - Integrated Campaign



Smart Segmentation + Real-Time Nudging = Precision in Action

A high-intent user drops off before final subscription →
✓ Real-time signal triggers WhatsApp with personalized nudge + link to contextual landing page
✓ AI chatbot answers questions → Confidence regained
→ Subscription completed

Impact: Precision Retargeting + Instant Closure

From Lag to Leap – Tangible Results

- **45% increase in NFO subscriptions**
- **78% faster optimization cycles**
- **70% higher cost efficiency**

Ad-Tech + MarTech = Speed, Scale & Smarter Growth