

digital out-of-home (DOOH)

ads
made
simple.



**DO YOU WANT YOUR BRAND TO
STAND OUT IN THE MARKET?**

**ARE YOU CONFUSED ABOUT WHICH
COMMUNICATION MEDIUM TO USE?**

**DO YOU WANT TO REACH YOUR
TARGETED AUDIENCE WITH A FEW
CLICKS?**

We are thrilled to introduce an innovative digital out-of-home (DOOH) advertising platform.

“Touchbase – An ad-tech network of strategically placed digital screens that displays content at high footfall areas on a loop.”

It allows brands to run promotions, product launches, store openings, and events – possibilities are limitless. Touchbase’s advanced technology platform enables single-click creative changes and context-driven customization.



HOW 'TOUCHBASE' WORKS

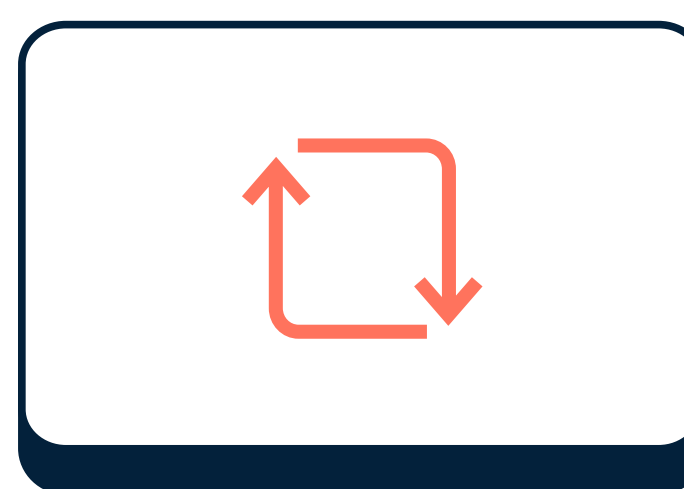
AT THE RIGHT PLACE

The digital screen displays creatives on a loop to engage with targeted customers at maximum visibility points: supermarkets, foodstores, kirana stores, pharmacies and lift lobby.

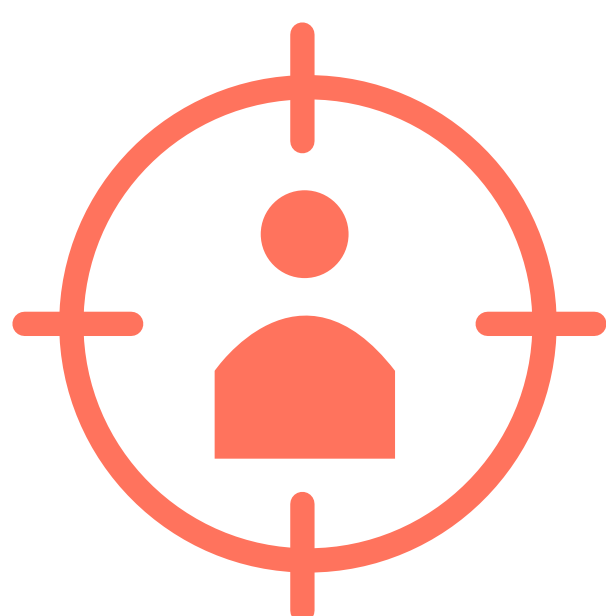
1. screens located at high foot fall area.



2. screens strategically placed to engage with customers



3. 10 seconds ads playing on a 2-minute loop.



4. Reaching the targeted audience

AT THE RIGHT TIME

Each screen has a two-minute loop with a 10 second creative slot.

1. choose your screen locations.
2. choose your preferred time.
3. Start advertising through touchbase

'TOUCHBASE' FEATURES



PROGRAMMATIC

With our monitoring and tracking technology model, you can display your content on touchbase screens and programme them anytime, anywhere.



TARGET AUDIENCE

Touchbase network enables you to interact with customers at the point of sale, allowing you to reach your target audience.



COST-EFFECTIVE

touchbase - An innovative, effective, and cost-efficient digital advertising medium. It maximises ROI on your marketing investment.



EASY MONITORING

Each Touchbase screen is connected to a cloud server, providing a transparent platform for the brand to assess its marketing initiatives and content.



CUSTOMISABLE

With the help of a unique feature provided by Touchbase's digital platform, marketers can tailor their content to the needs and preferences of the consumer.

For more details contact : 7000570500 / 7000496560