





About Big Line Data Systems

Big Line Data Systems offers media and digital marketing solutions. In a fiercely competitive digital, search, and mobile-first world, we assist our clients in optimizing leads, improving customer and prospect engagement, and boosting revenues.

We were established with the intention of providing access to enterprise-level solutions for small and midsize businesses that do not already have them. Here, we've established a foundation for using our digital solutions to support the expansion of small and medium businesses. Every solution we use, whether it be programmatic or paid search, can help the several businesses we collaborate with. However, we take great satisfaction in developing multi-channel campaigns that are affordable and simply burst our clients' growth.



From Offline Mode



From Online Mode

Online marketing offers wider reach, better targeting, and higher ROI than offline methods. It allows businesses to connect with global audiences through cost-effective campaigns on platforms like Google and social media. With precise audience targeting and real-time analytics, businesses can track performance and optimize strategies instantly. Unlike offline marketing, which lacks accurate tracking, online campaigns provide measurable results. Additionally, direct engagement through comments and shares helps build stronger customer relationships. In today's digital era, online marketing is more effective, scalable, and impactful, making it the smarter choice for business growth.

Right Profile

Right Message

Right Time

Right Location

Mobile Ads is the **Next Technology** for Awareness to Impact to Feedback to Reporting to Actionable insights. We intend to leverage our technology to provide elections insights and mobile marketing

Awareness

Drive awareness in specific demographics, locations or profiles of people

Impact

Measure impact in terms of clicks & pages visited

Feedback

Capture inbound feedback through leads, complaints etc.

Reporting

Detailed reports of ads seen, clicks, responses at district level

Actionable Insights

Analysis of success metrics for shaping further strategies

Through our acute profiling, one can reach large number of target audience **across all age groups, locations & profiles**

Demographics



- All age groups (13-60+)
- Both Male and Female

Reach



- Pan India (42 Cr audience)
- Tier1, Tier2, Tier3 & 4 cities
- Specific up to 1 km radius
- International

Profile based



- Specific profiles e.g. Single women, Pregnant, New parent, traveler, Corporate, Food lover, Sports enthusiast, online shopper

Multiple targeting options are leveraged to optimise campaigns for best performance

Geo-Fencing



- City-wise geo-fencing
- Hyperlocal geo-fences like Malls, Offices, Residential

Real-Time Scheduling



- Target based on Time of Day or Day of week
- E.g. Lunch hours on weekdays

Inventory Type



- Target on both Mobile Apps & Mobile browser

Network Type



- Target based on carrier type e.g. Idea, Vodafone, Airtel

Ad Formats



- Option to show multiple Ad Formats e.g. Banner, Full Page or Video

Device Type



- Target on both smartphone and tablets

Device OS



- Target based on Device Types – iOS, Android

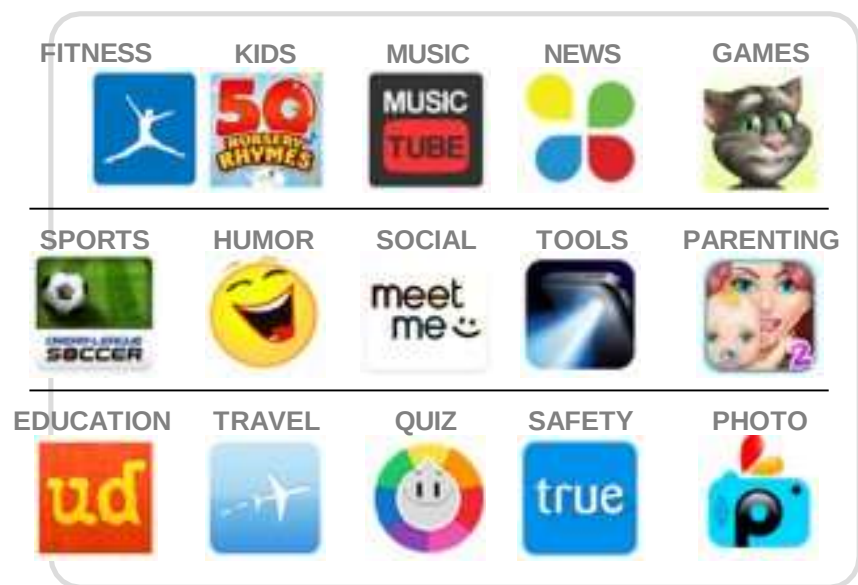
App Type



- Target on specific Apps like Women, Sports, Travel Apps

Profiles are further fine-tuned based on additional parameters like type of App, Devices etc.

Mobile App Categories



Profiles based on type of Apps e.g.
Pregnant women, Frequent travelers, New
parents etc.

Device Types



Profiles based on type of mobile devices
e.g. iPhone 6S users

Ads can be shown across Facebook, Google, Youtube, Mobile Apps & Web, Gmail

Mobile Apps



Facebook



Google



Youtube



Gmail



Other Social



Specific profiles of people can be targeted via Mobile Ads

Parents: Schemes for Education / Income schemes



New parents searching for baby related information on Mobile Apps and websites

Teenagers Girls: Anti Harassment cells, Drug rehab measures



Students studying in dense college areas like South campus in Delhi

Women Empowerment Schemes to be introduced



Professional women working in IT parks and other office hubs across metros

Senior citizens: Loan waiver, Medical support



People with more than 65 years of age across metros and non-metros

Pregnant Women: Medical policy revamp



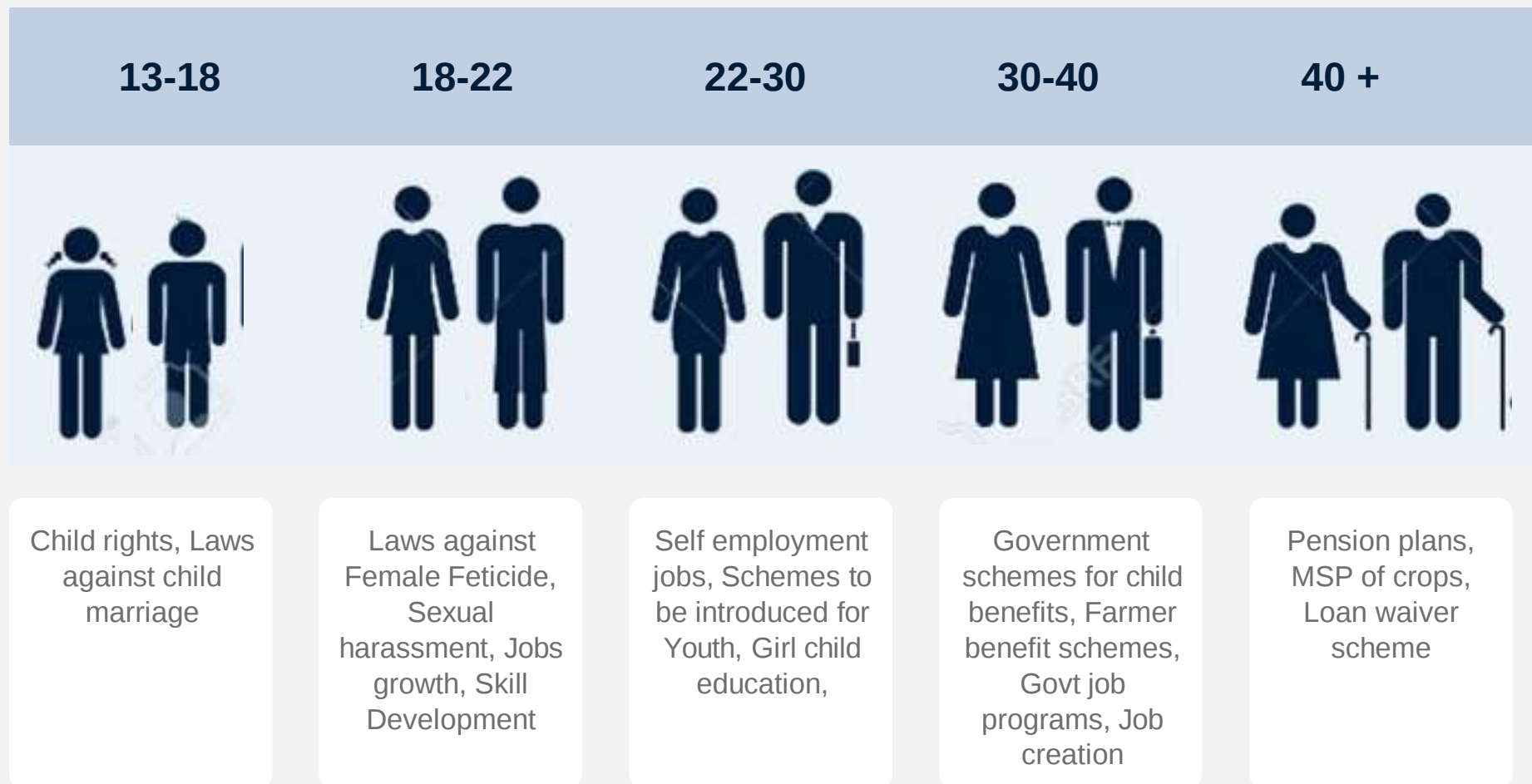
Expecting women while there are browsing web and mobile apps for information

Tier 3&4 cities: Distribution of wealth, Border Safety, Drug problem



Families living in Tier 3 and Tier 4 cities in Punjab specially border areas

Messaging can be based on the life stage of an individual

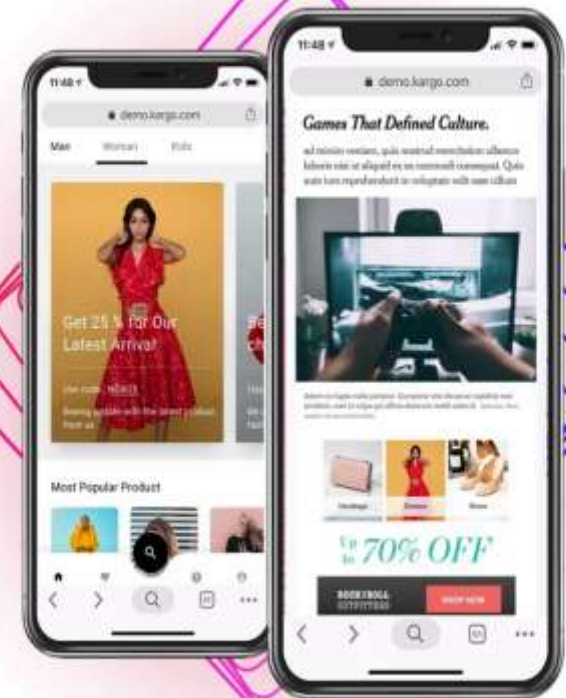


Ads on Smartphone on Mobile Apps & Social media for maximum coverage



Fullpage Ads on Mobile Apps
e.g. News, Health
Fitness etc

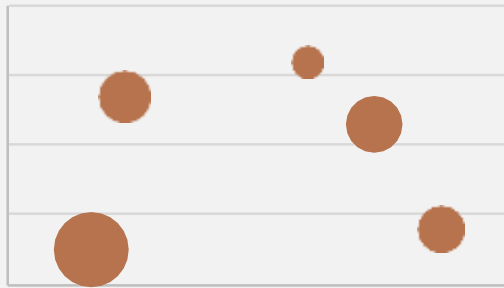
In addition, Ads will be
shown across Social
Media Apps like
Facebook, Twitter etc.



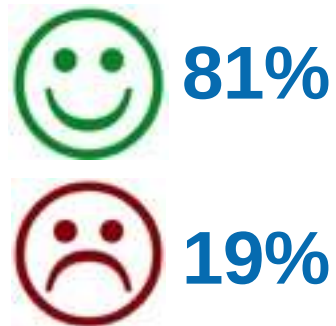
Sentiment Dashboard to track movements in daily sentiments

Big data + text analytics + Twitter sentiment analysis

Cluster Analysis



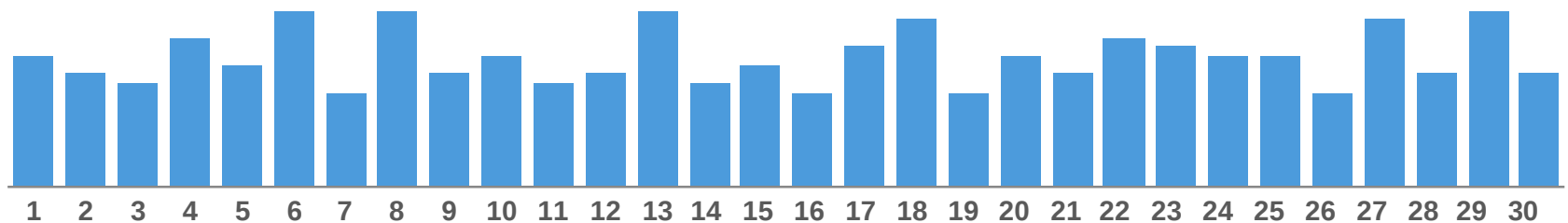
Sentiment



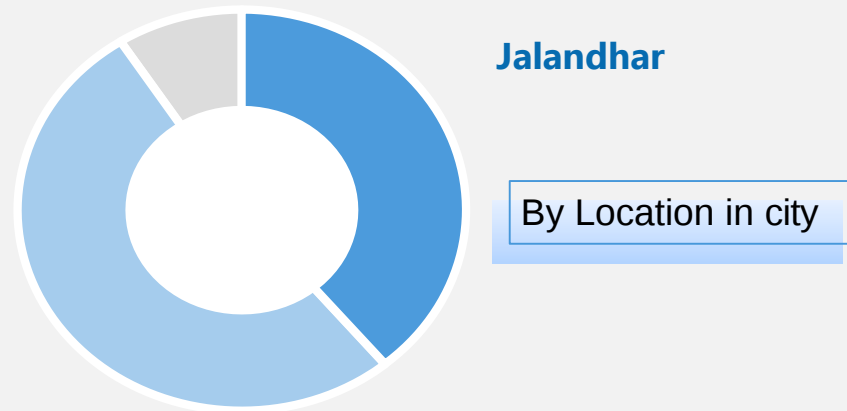
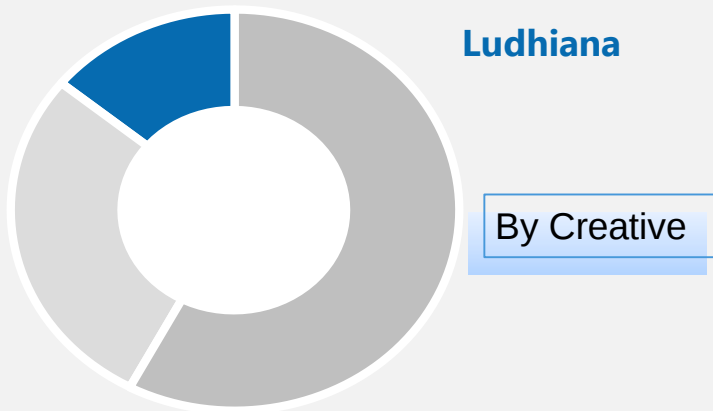
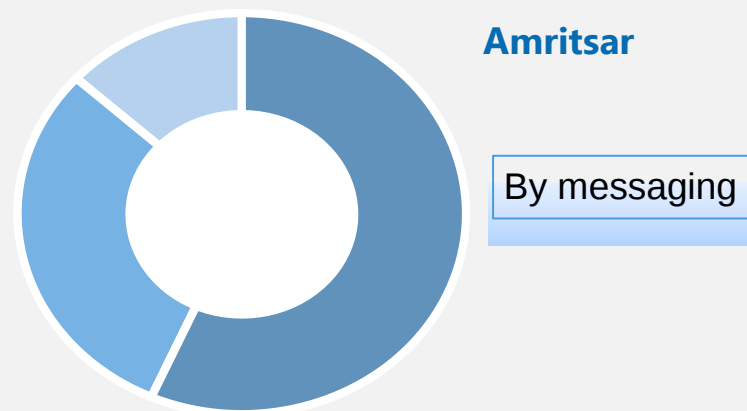
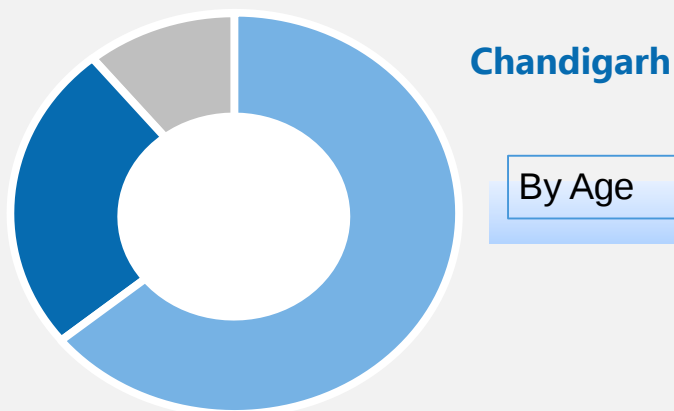
Geo Analysis



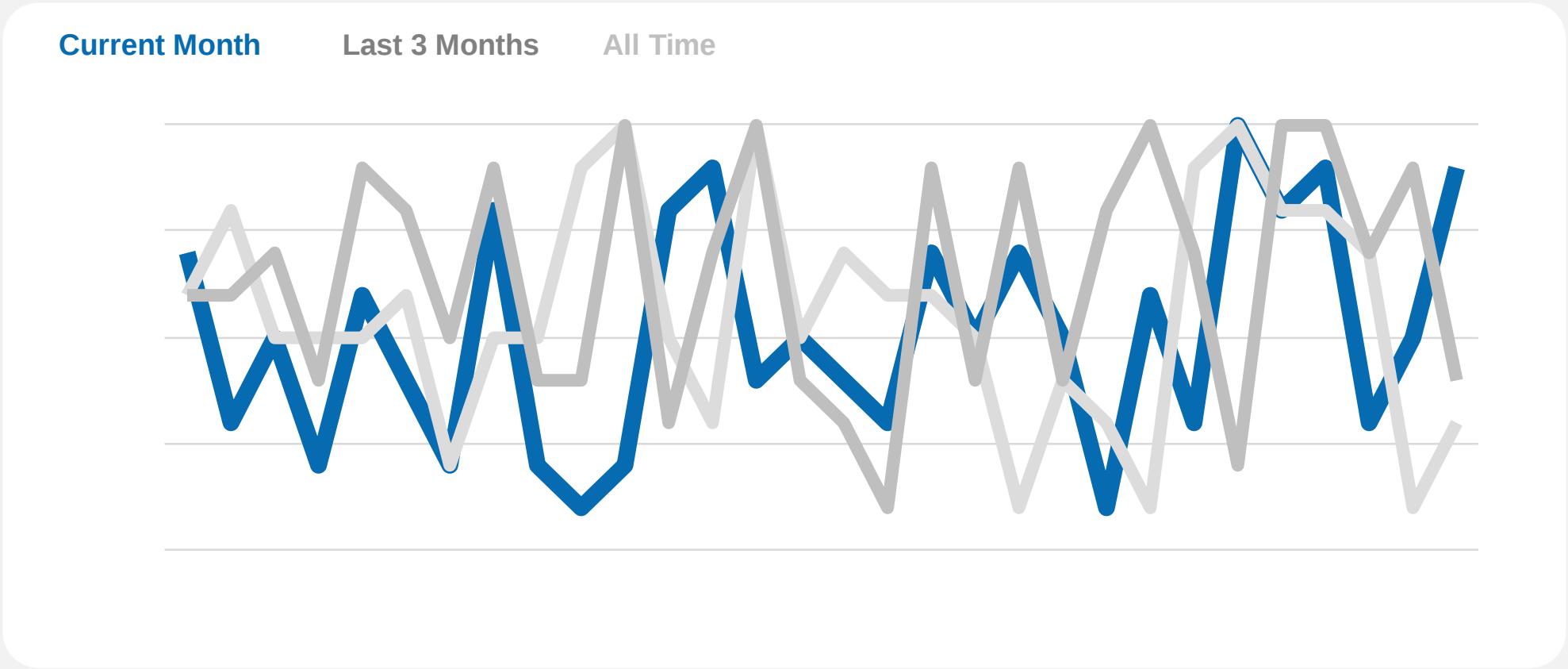
Daily Sentiment Analysis



Region-wise analysis of response to promotions



Trends compared to what other competitors are undertaking when it comes to social media campaigns



Case Studies

Few examples of how we have brought value to our corporate clients

For 10th Anniversary of Delhi Airport, drove **700 enrollments** for DIAL by targeting Frequent Travelers at Domestic & Intl. Airports

Situation



Background

On occasion of 10 years of Delhi Airport, DIAL launched a campaign offering FLAT 10% OFF on all retail at domestic and Intl. Airport

Objective

Drive #nrqTTznenO for DIAL Privilege Card, Chance to Win Swarovski Gift Set

what we did



Flat 10% off on Delhi Airport

Stand a chance to win Swarovski Gift ... | Sign Up

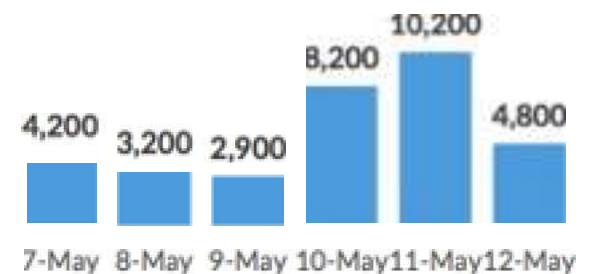
Targeted frequent travelers while they were

- Searching related to Travel (on Google Search)
- Visiting any travel related websites (e.g. indigo.in)
- Physically travelling at Airport (1 km vicinity)

Impact

Campaign saw unprecedented response with **33,000** travelers showing interest & **700 enrollments** over a 5-day period

5-day Response (# clicks)



Strong Impact of promotion – sales at Delhi Airport increased by more than 15% during this period

Drove footfall at Mumbai Duty Free store by targeting travelers in real-time at the Airport

Situation



Background

Flemings owns Duty Free Shop at Mumbai International Airport. They wanted to increase sales by targeting people in real-time at the Airport

Objective

Drive Footfall & Sales at Mumbai Duty Free Shop by Hyper local Targeting at the Airport



SAVE 25% ON PRE-ORDER
MUMBAI DUTY FREE



What we did



Potential customers could see Mumbai Duty Free promotions at multiple journey points

- On [Travel related apps](#) during planning stage
- On Google when [searching related to travel](#)
- On Facebook when browsing [at the airport](#)



User had the option to avail one-click offer, instant confirmation to increase engagement

Week Response (Clicks & Enrollments)



Within first week -1500 potential customers showed interest and TO enrolled for the offer.

Generated 600 appointments for a Luxury Women's Hospital to promote Orthopedic department among HNIs living in vicinity

Situation



Background

W Hospital - a new Luxury Women's hospital in Gurgaon wanted to promote its Orthopedic Department

Objective

Drive Footfall For Free Consultation Every Month from HNIs in nearby areas



what we did

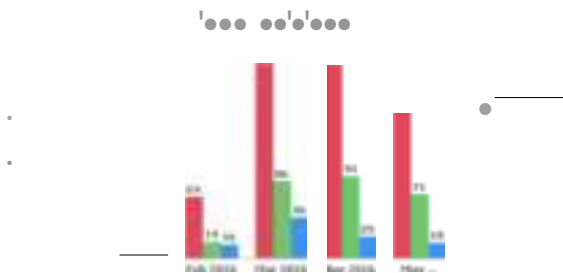


Ads were shown

- On Mobile Apps & Tablets targeting HNI women
- In vicinity of Sector 56, Gurgaon to drive enrollments
- On priority list of 2,000 Women and Health related Apps

Impact

Over a 4 month duration, >700 appointments were registered resulting in +150 footfall at the hospital



Ads were shown around 2.4M times, resulting in 16,500 clicks. Campaign resulted in increase in Ortho Department

Case Study 4: Fancy Pants Store

Generated **7x Sales** for a Luxury Women Apparel brand by driving relevant traffic to their e-commerce platform

Situation



Objective

Drive enrollments for DIAL trivia contest, Chance to Win Swarovski Gift Set

What we did



Carousel Ads run on Mobile Apps highlighting multiple product categories

Target Audiences were identified as

- Women living in **high end areas** of Mumbai e.g. Bandra
- Women interested in Luxury brands
- Women frequently transacting on online channels
- and more ...

Impact

Sales of client increased by **>100%** in a span of 4 months.

Month on Month Sales



Client saw a 7x return on the marketing spend and is looking to expand rapidly to cities outside Mumbai

Geofencing.Pro

POWERED BY BIG LINE DATA SYSTEMS

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