



**targeting a niche segment to
launch a
Payment Gateway Service
at
FEDERAL BANK**

OBJECTIVES

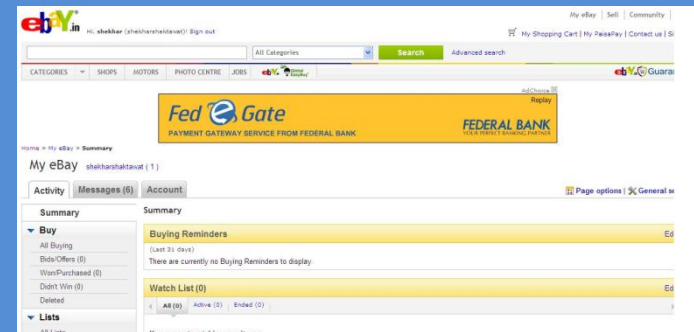
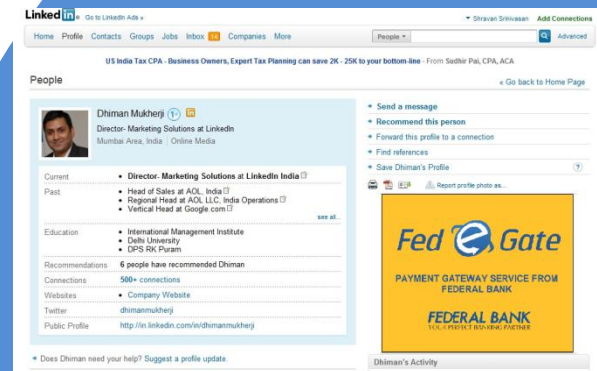


- ✓ Create awareness about a Robust New Payment Gateway (PG) service
- ✓ Awareness to niche segment of Online Businesses who avail of PG Services
- ✓ Generate interest from the targeted audiences

APPROACH

- ✓ Search Campaigns to create visibility
- ✓ Target Industry Professionals via Professional Networking portals
- ✓ Reach eCommerce businesses via online market places

CAMPAIGN



- Excellent visibility to industry professionals
- Over 200 target visitors from Search Campaigns per day
- High CTRs of over 0.6% across channels, proving right reach
- Leads converted to sales, ensuring optimal performance



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Contact boby@adchakra.net to know more...