



Tomo mobile advertising platform

Advertise your business on Tomo, the next generation anti-search mobile ad platform, and improve your ROI with its precision advertising. Tomo helps you get local customers by targeting only the potential customers, based on their location and preferences. *e.g. If you have a Chinese food restaurant, your ad gets automatically displayed only on the mobile phone of customers who like Chinese food and are near your restaurant. How cool is that!!*
Your ad gets displayed on the entire phone screen, unlike banner ads on all customers' phone.

About Tomo

A pioneering mobile advertisement platform that is

- *Automated* – **PUSH** ads automatically to the mobile
- *Personalized* – to the customer's preferences
- *Contextual* – tailor made as per customer's interest
- *Location sensitive* – informs customers in their vicinity, as the customer is on the move
- *Precision targeting* – targets only potential customers, based on research and customer behaviour
- *Graphical* - displays the ad as a marker on a map, at the correct destination. Further details are displayed as customer clicks the ad

What we offer

For advertisers

- 100% screen space on the mobile phone
- Choice to pick your ad modes:
 - Impression based
 - Click based
 - Fixed monthly rental based (monthly rental as low as Rs. 200 pm)
- Varied categories and levels of advertisement to suit the advertiser's need
- Tools to load the advertisements to the Tomo platform and manage the advertiser account
- Summary and detailed reporting of each advertisement and its performance analytics. We offer detailed reporting of every *Impression* and *Click* of the ad
- Higher CTR (click thru rate) and ROI
- Advertisers can offer discount coupons to their customers, that can only be delivered when the customer is at the store
- Advertisers choose if a specific ad has to be displayed multiple times (as reminders) to the customer

For customers

- Free mobile applications (Android, iOS) to view the information, customized from the advertisement
- Advertisement gets transposed to customer solicited *Information*, as per the customer preferences
- Customer automatically informed about information only in their chosen vicinity (Kms)

Advertising Rates

- Zero upfront charges
- Advertiser chooses if they pay for Impressions or Clicks or fixed cost basis. You can then define your own rates for Impressions or Clicks. Min Impression rate is Re1. Min Click rate is Rs.3. Min fixed cost basis is Rs. 200 pm
- For Impression based ads - Advertiser pays only if the ad is displayed on the customer mobile, For Click based ads - Advertiser pays only if the ad is clicked by the customer
- If you use our Discount coupon facility (optional), you pay at a pre-defined rate per coupon served to the customer (@ some percentage of the coupon value)
- For Impression based ads, Tomo offers multiple levels of advertisements to suit the advertiser's need. Different levels offer priorities to the Tomo ad serving engine. Higher levels cost more and provide higher visibility of your ad.
- Charges for Click/Impression based modes are billed per month to the advertiser account and sent to your email. Payment to be done by 20th of next month. Payment modes - cash, cheque, online. Monthly rental modes are pre-paid.

Sample display of Impression and click based model rates

Level	Priority	**Cost per Impression (Rs.)	**Cost per click (Rs.)
1	Very Low	1	3
2	Low	1.5	3
3	Medium	2	3
4	High	2.5	3
5	Very High	3	3

Cost per Impression: Price charged to advertiser per display of the ad. on the customer smart phone

Cost per Click : Price charged to advertiser per click by the customer

****Advertiser can pick either the Impression based or Click based Ads. Will not be charged for both**

How to start advertising on Tomo

Pick your advertising mode and contact us with the details mentioned below and we will create your advertising account and send the details to your email. If you need help on choosing the right advertising mode, feel free to contact us.

You need to be ready with your ad content and images. You can access your account at <http://eyaksh.com> and upload your ad. Your ad gets visible within a few hours.

Details needed for your account:

- Advertiser name and address
- Phone
- Email
- Preferred username (optional)



Contact us

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Tomo app details

Download Tomo for Android phones (Samsung/Sony/LG/HTC etc. Mobile phones), or iPhones

App Name : **Tomo Eyx**

<https://play.google.com/store/apps/details?id=com.eyaksh.core>

(Google Play Store)

<https://itunes.apple.com/us/app/tomo-eyx/id791245169?ls=1&mt=8>

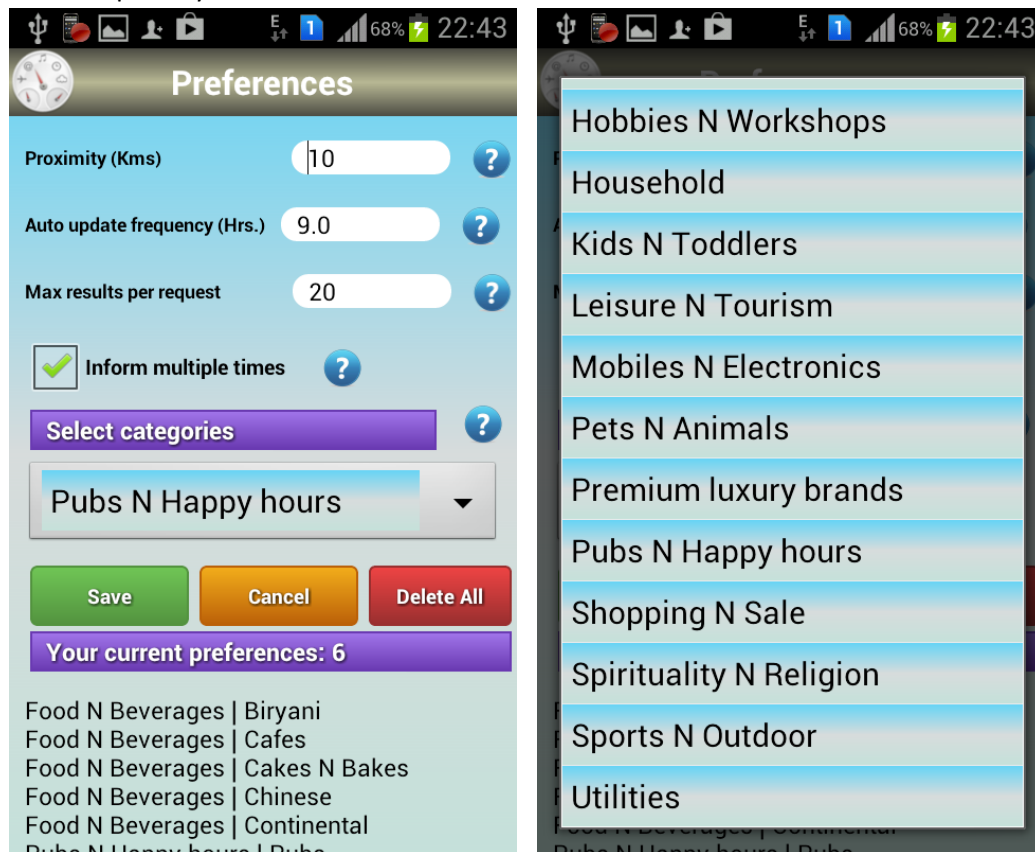
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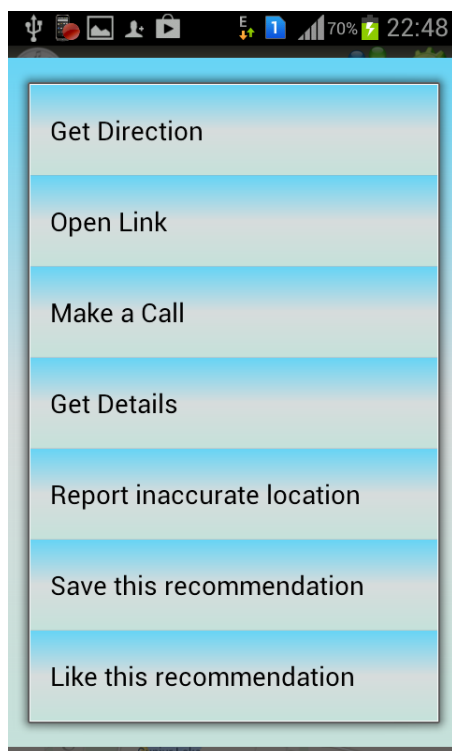
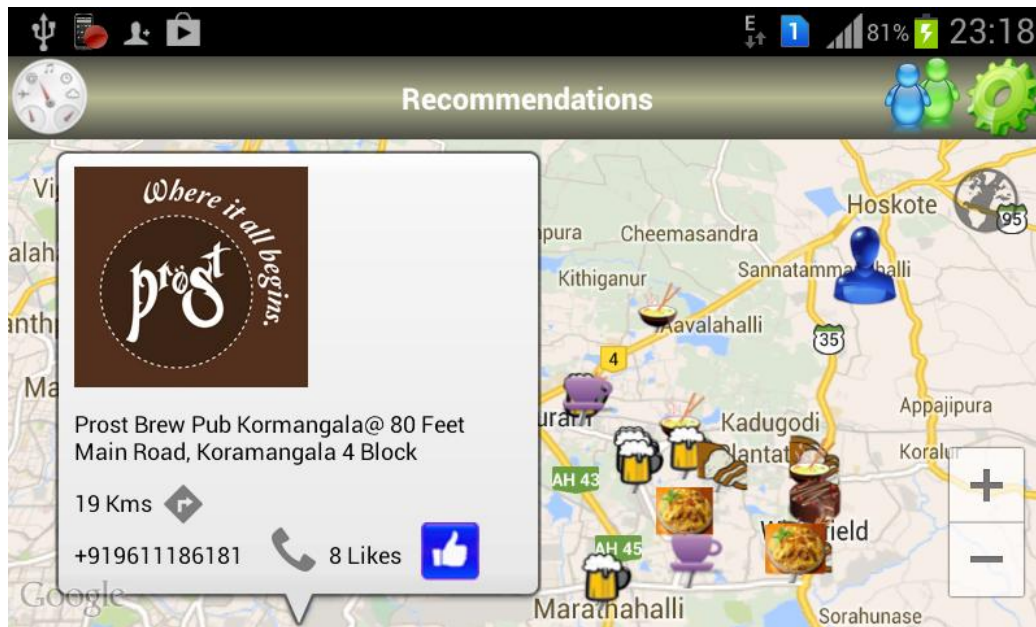
QR-code

Screenshots and flow

1. Customer install free **Tomo Eyx** app on the phone, and sets up his/her preferences from various categories. Customer can also define the proximity (KMs) of interest, the frequency of update (Hrs.) and the quantity of data.



2. Customer  gets the recommendation/advertisement represented as icons on their mobile phone identifying the exact locations of the customer and the venue of the ad/event . This is called Impression, for which you will be charged @ 'Cost per impression' for the selected level of your ad. as mentioned above



3. Customer gets more details when they click on the icon ... and can take further actions. This is called Click, for which you will be charged @ 'Cost per click' mentioned above.