



Last Modified on: 09th January 2023

Marketing Services



Marketing Services

Droom offers digital and offline marketing services for automobile verticals including OEMs, BFSI or advertisers in any vertical category who want to tap into top demographic audiences, Droom caters i.e automobile buyers and sellers.

Highly Targeted 360° Marketing Services at All Stages of Brand Life Cycle



Ad Publishing Services



We will be monetizing ads as a web publisher for traffic, user engagement, time spent and pages views as advertisers in the shape of various ad units. These include sponsored search, display, preferred placement, recommendation placement, email marketing, partner offers and other ad formats. We will be using three formats of advertising selling namely: Direct, Google AdSense and DFP Programmatic tool.

Droom is among the largest web properties in India and the only pure play e-commerce platform for automobiles. We get over 200 million annual visitors and deliver over half a billion-page impressions. The demographics at Droom Includes 80% male, 75% millennials & Gen Z, highly urban level, highly educated and higher income group. Droom offers advertisers impression-based ads or lead based ads on its digital properties.

15 Mn+

Average Monthly Traffic

36 Mn+

Average Monthly Pageviews

45 Mn+

Total Monthly Minutes Spend

89%

Average New Visitors

Social Media Reach

25 Mn+

Total Views on
Reel/Short Videos

6.3 Mn+

Followers on Facebook

240 K

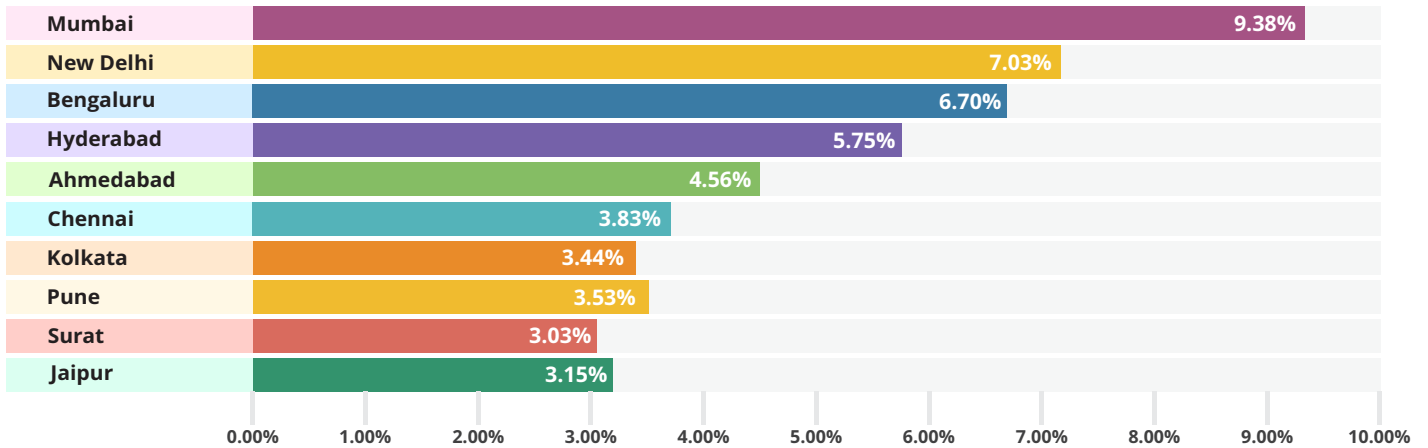
Followers on Instagram

29%

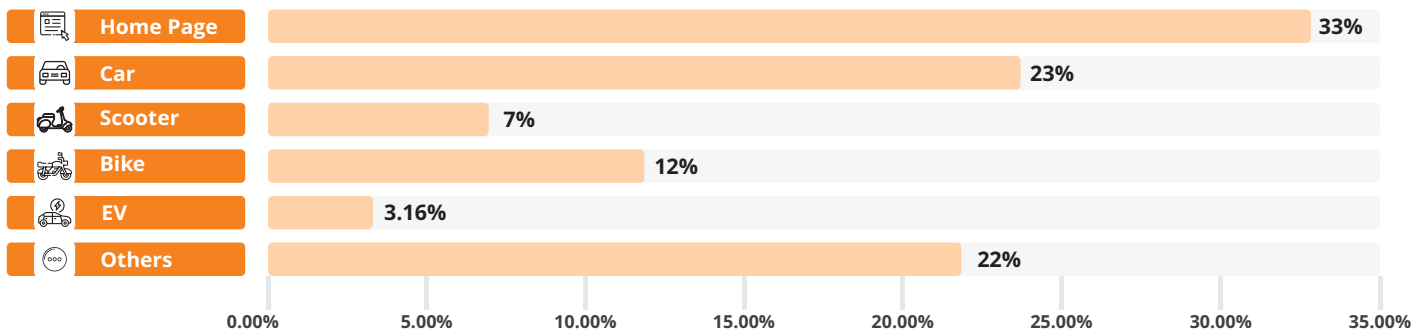
Average Bounce Visitors

Droom Demographics

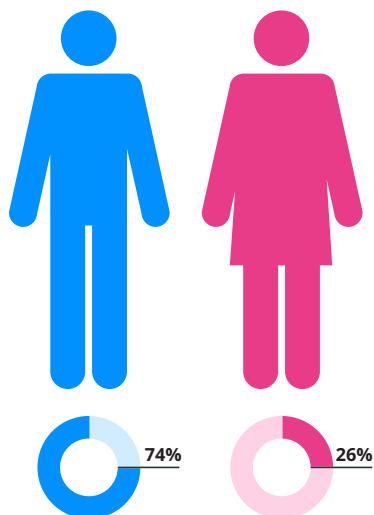
Locations



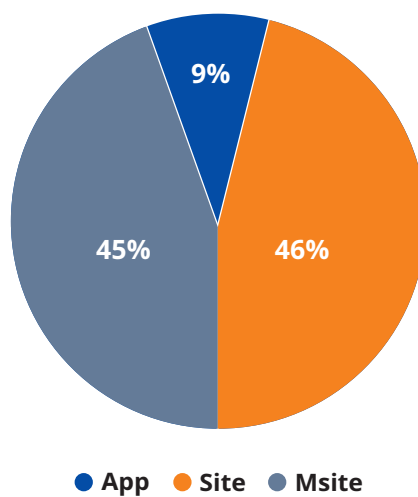
Categories



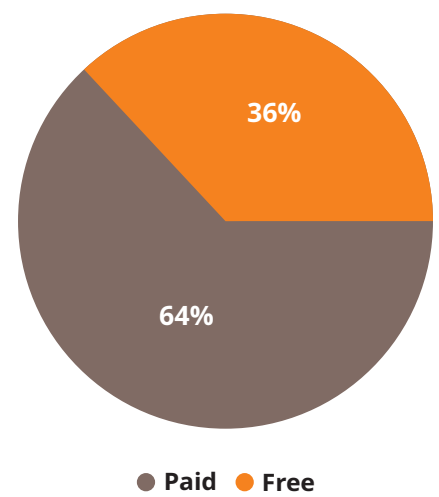
Gender



Platform



Paid vs Free



Ad Formats



Banner Ads

Common display ads that uses images to grab attention, market your brand and drive traffic to your website



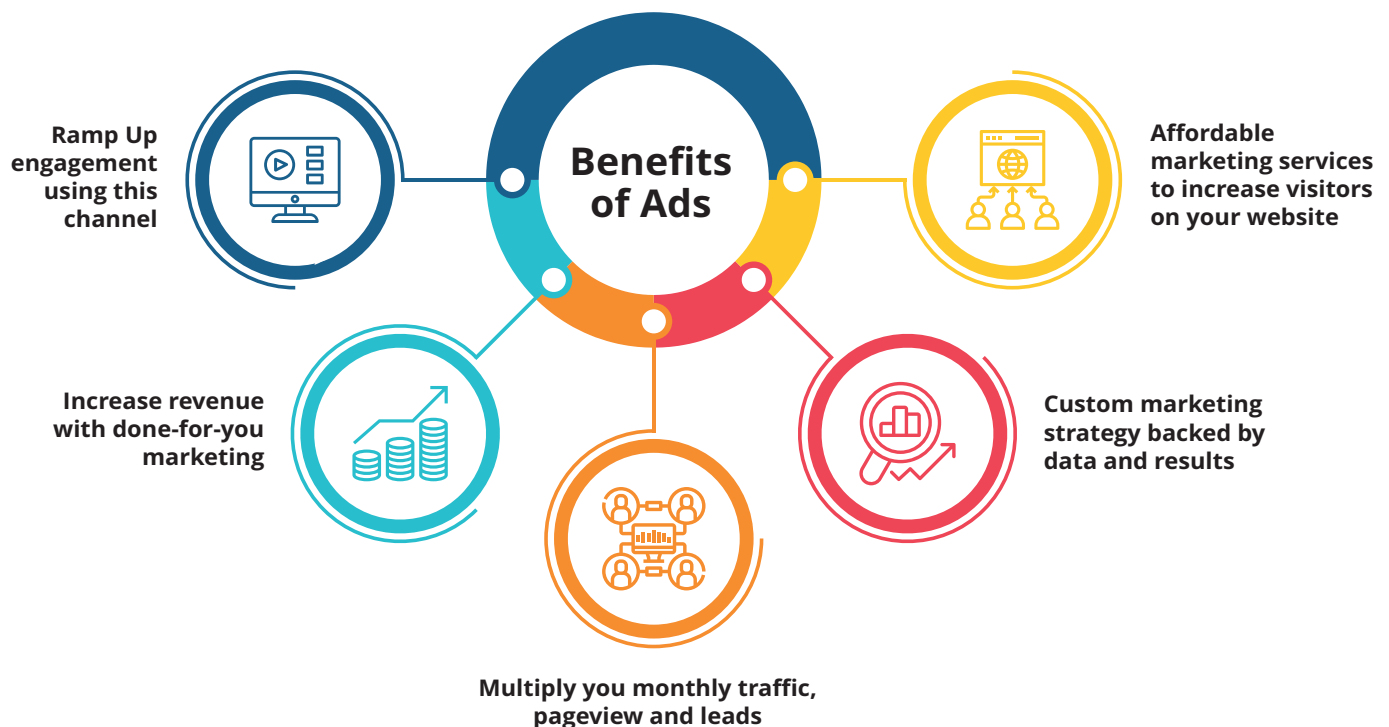
Video Ads

Use of video content to sell products or services



Native Ads

Matches the look, feel and function of the media format where they appear



Exclusive For Automobile Brands OEMs, EVs, Accessories, Parts, Ancillary Services

1

Launch or exclusive launch at Droom

2

Preferred placement

3

Recommendation engine placement

4

Induction in Droom Discovery Tools

5

Sampling and partner offer

Preview of Screens (1/5)

Ad Inventories - Homepage

Desktop

Ad 970x90

Banner Slot

The desktop homepage features a large banner for the Ntorq 125XT scooter, highlighting its '1 WEEK 2 CHARGES 3 ₹ A DAY' offer. Below the banner is a search bar with filters for Location, Looking for (Car, Scooter, etc.), Condition (Used, New), Price Range, and Body Type. A 'Shop By Category' section follows, displaying icons for Car, Bike, Scooter, Electric Vehicle, Bicycle, Plane, and Boat.

Desktop

Ad 970x90

Hot Deals

All Your Favorite Brands are Right Here

Research Tools

This desktop view highlights a 'Hot Deals' section with various offers on vehicles. Below this is a section titled 'All Your Favorite Brands are Right Here' featuring logos for BMW, Harley-Davidson, and others. At the bottom, there is a 'Research Tools' section with icons for checking vehicle prices, mileage, and other specifications.

Mobile

AD 320X50

Homepage Ad

The mobile homepage displays a vertical banner for the Ntorq scooter. Below the banner is a 'Shop By Category' section with circular icons for Car, Bike, Scooter, Electric Vehicle, Bicycle, and Plane.

Mobile

Services For Your Existing Vehicle

Ad 300x250

This mobile view shows a section for 'Services For Your Existing Vehicle' with options like Insurance, Roadside Assistance, and more. Below this is a vertical banner for the Ntorq scooter, labeled as an 'Ad 300x250'.

Note: We only offer Banner Ads on all our platforms

Preview of Screens (2/5)

Ad Inventories - Homepage

Desktop

Shop By Popular Brand

Shop By Body Type

Shop By Budget

Ad 970x90

Ad 300x250

1 WEEK 2 CHARGES 3 A DAY TVS IQUUBE ELECTRIC

Swift ₹ 3.3 Lakh Onwards | Swift Diesel ₹ 6 Lakh Onwards | Celer ₹ 4.5 Lakh Onwards | i30 ₹ 4.8 Lakh Onwards

Mobile

Hot Deals

Brand Store

All Your Favorite Brands are Right Here

Featured Brands

Research Tools

Desktop

Gaadi Becho Baithe Baithe

Best Selling Cars

Best Selling Bikes

Customised Ad Slot

Mobile

Ad 300x250

Shop By Body Type

Hot Deals

Brand Store

All Your Favorite Brands are Right Here

Featured Brands

Research Tools

Note: We only offer Banner Ads on all our platforms

Preview of Screens (3/5)

Ad Inventories - Listing Page

Desktop

Ad 970x90

Mobile

Ad 320x50

Desktop

Customised Ad Slot

Mobile

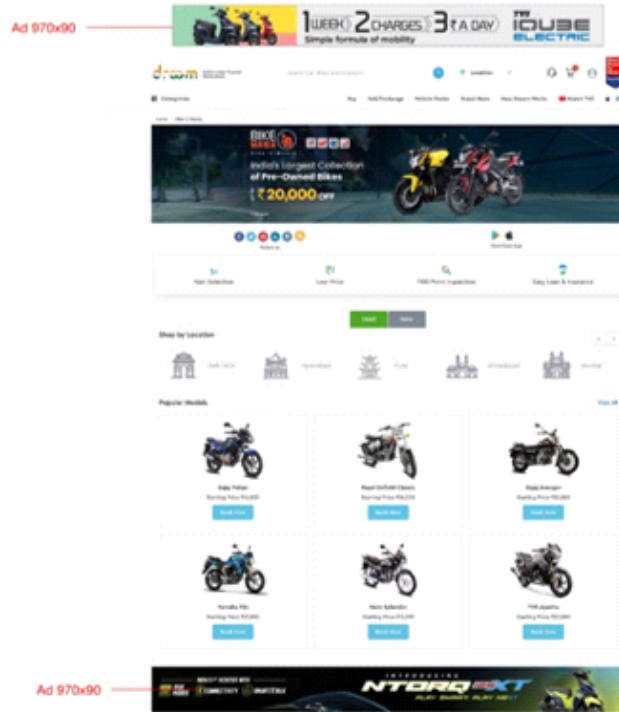
AD 300x25

Note: We only offer Banner Ads on all our platforms

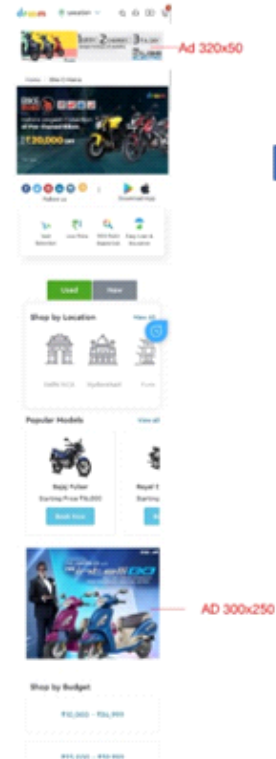
Preview of Screens (4/5)

Ad Inventories - Deals/Offer Pages

Desktop



Mobile

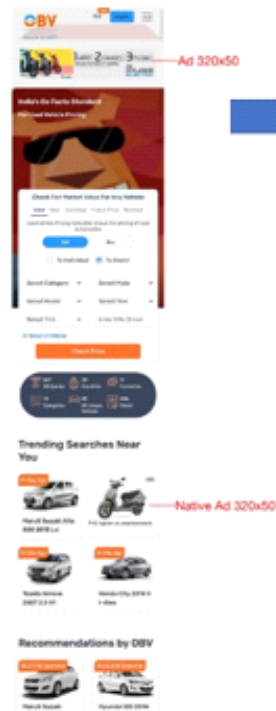


Ad Inventories - OBV Homepage

Desktop



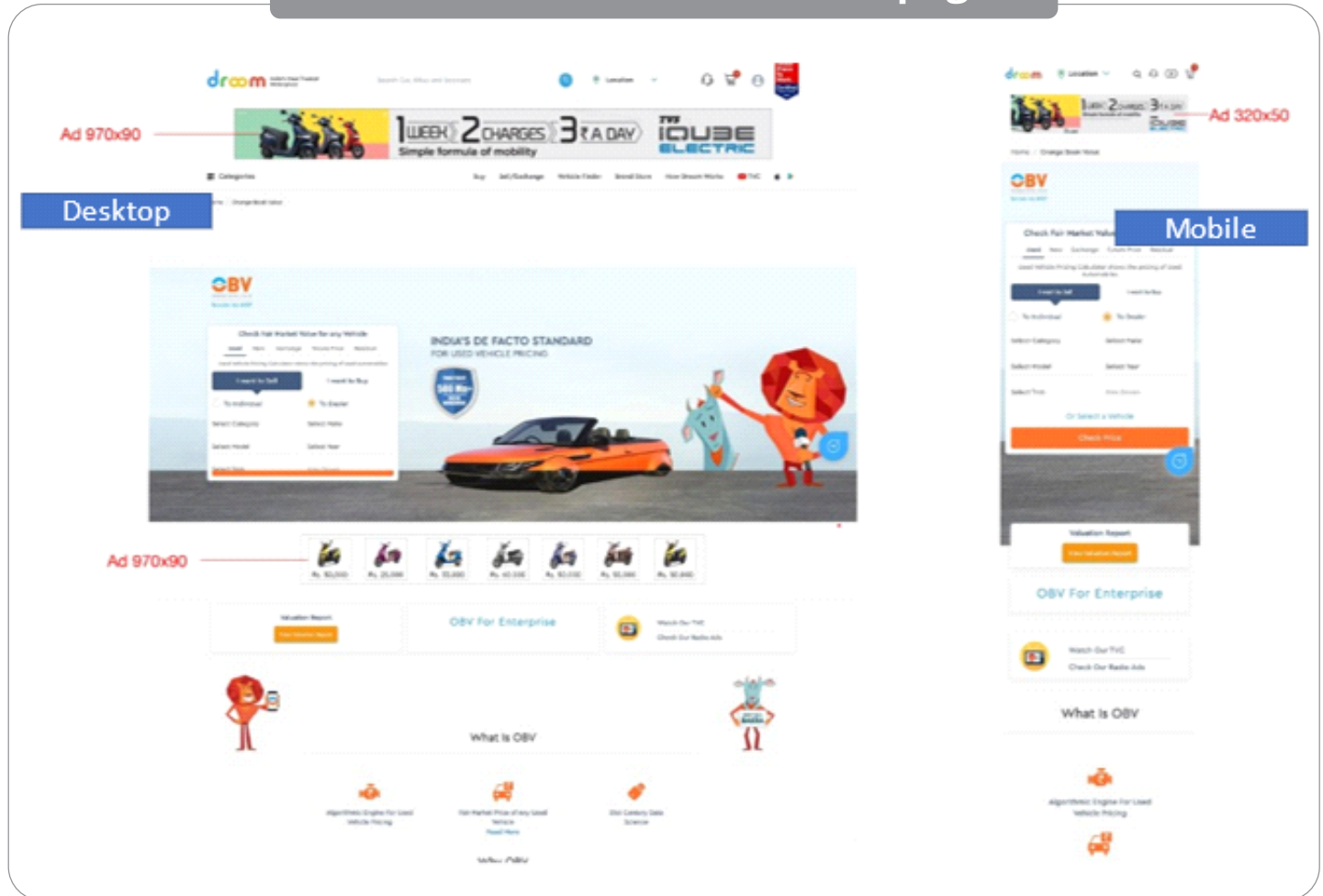
Mobile



Note: We only offer Banner Ads on all our platforms

Preview of Screens (5/5)

Ad Inventories - OBV Result page



Note: We only offer Banner Ads on all our platforms

Client List

apollo
TYRES

 **ATHER**

CEAT

Das WeltAuto.
Certified Pre-Owned

DUBAI
Tourism

 **Hero**

 **HONDA**


Mercedes-Benz

 **ŠKODA**


TATA

TATA
AIG
INSURANCE
WITH YOU ALWAYS


TOYOTA

TVS 

TVSCREDIT 


Volkswagen

... & many more



Success Stories



We value the business relationship we have had with Droom. We got our ads published on their platform and received amazing results in terms of quality of traffic and leads. Also, the team is amazing and so has been their support throughout the assignment.

Anit Kumar, Delhi



We are really impressed with the way Droom planned and executed the marketing campaigns. Keep up the good spirit and look forward to more growth together.

Raman Arora, Mumbai



Would like to commend the efforts for working hard in the past five months. We look forward to our association and setting new benchmarks together.

Karan Bhatia, Jalandhar



We observed exceptional growth in the last eight months. Thanks to team Droom who helped us to meet our business goals thereby implementing the necessary checks.

Kamal Kishore, Patna



How to Get Support?

✉ mkt@droom.in

☎ 9650-08-08-08

