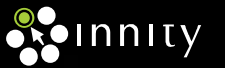


ENGAGEMENT
BEYOND
BOUNDARIES



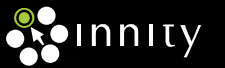
THE ALL ENGAGING
MEDIA NETWORK

“ENGAGE”

Paving The Way For The Revolutionary Media Network

By Arshan Saha & Lee Pey Ling

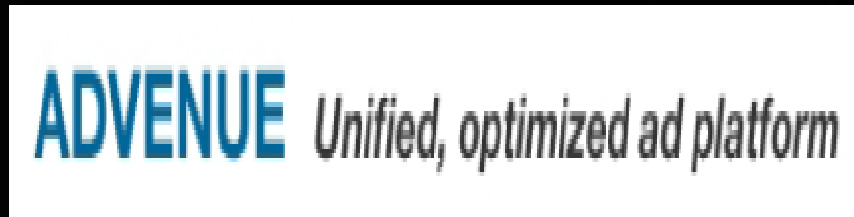
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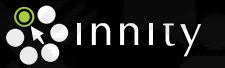
THE ALL ENGAGING MEDIA NETWORK



0.1123	1.1601	-	1.16%	0.186
0.118	1.662	+	0.16%	11.600
1.121	0.1201	+	0.00%	N/A
20.232	1.0233	+	1.53%	10.201
0.186	1.1611	+	1.15%	13.203
1.1601	0.1602	-	0.07%	N/A
1.662	0.105	-	0.11%	20.160
0.1201	1.233	+	0.11%	N/A
1	1.0233	+	1.12%	1.662
2	1.1611	+	2.23%	10.201
01	0.1602	-	2.00%	0.873
73	0.1602	+	1.23%	20
	0.105	+	1.26%	N/A
			1.66%	1.123
				200
				200



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THE ALL ENGAGING MEDIA NETWORK

Advertiser

Innity Ad Network



Innity Advenue Tracking System & Optimization Technology

- Media banner performance
- Targeting & Optimization
- Continuous R&D
- Frequency Capping

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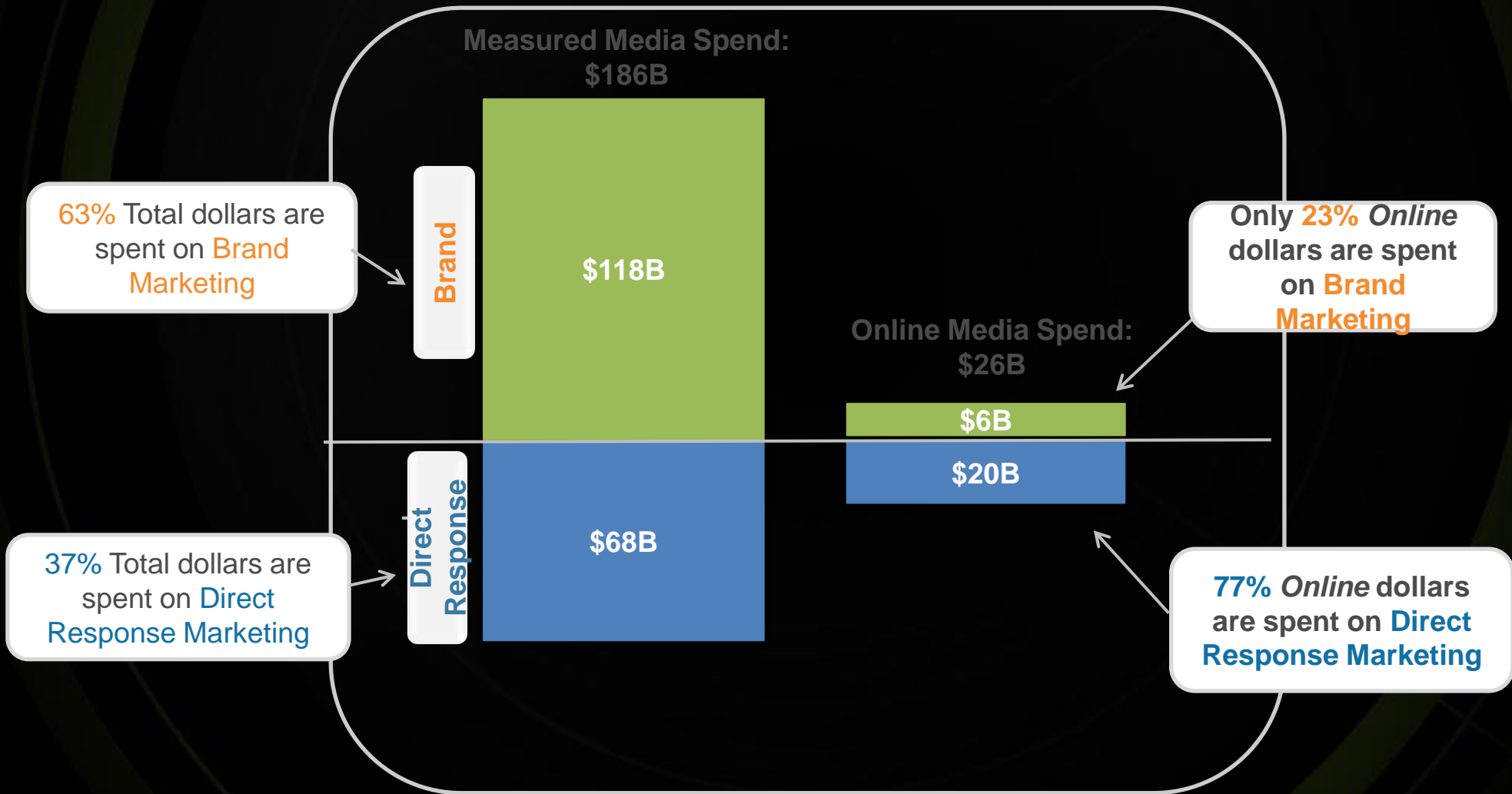
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Branding

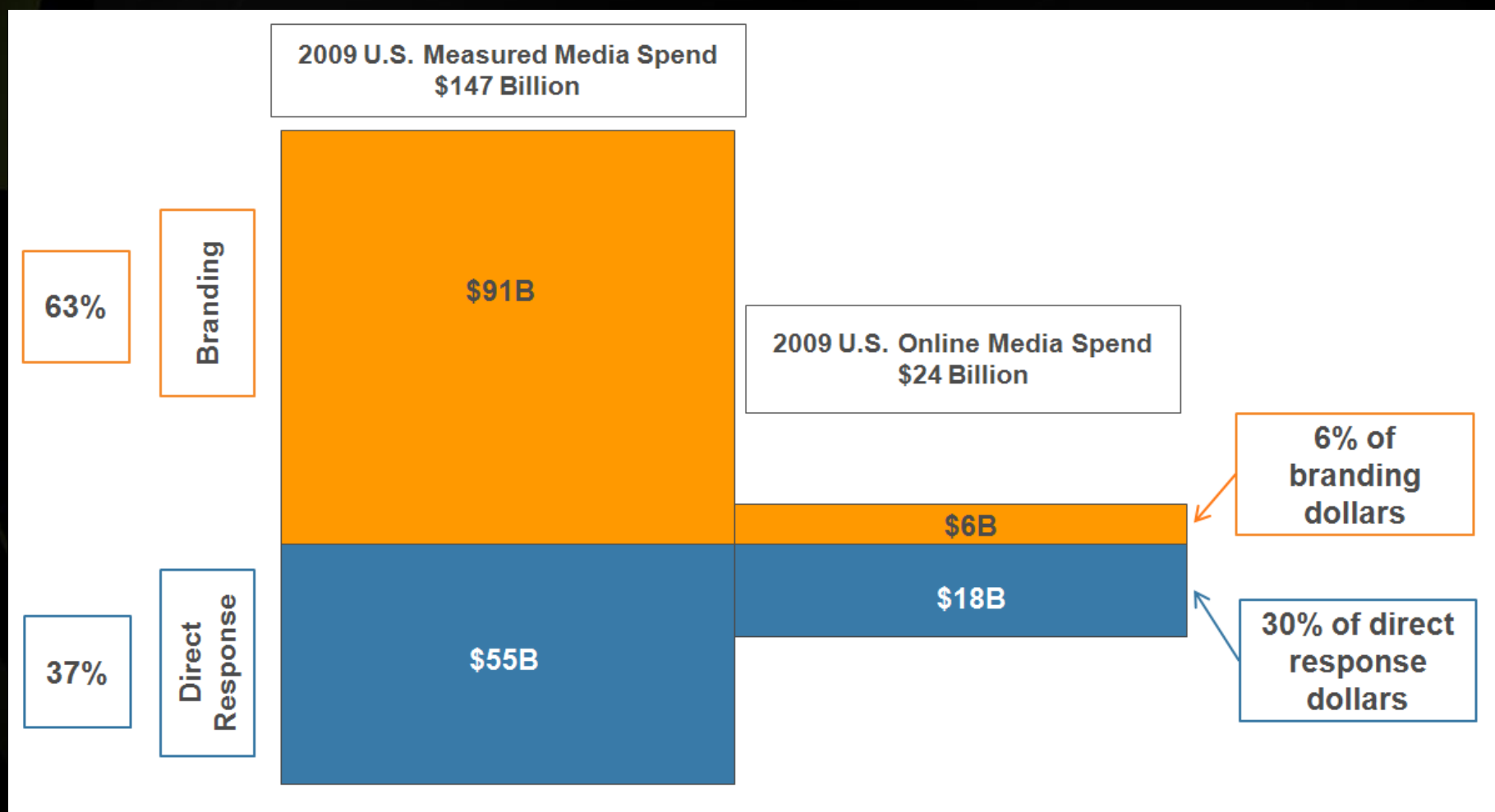
Vs

Direct Response

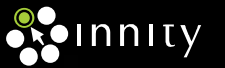
Online Perceived as Direct Response?



Brand Money is Still Lacking Online



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Awareness

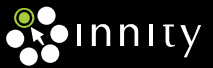
Consideration

Favorability

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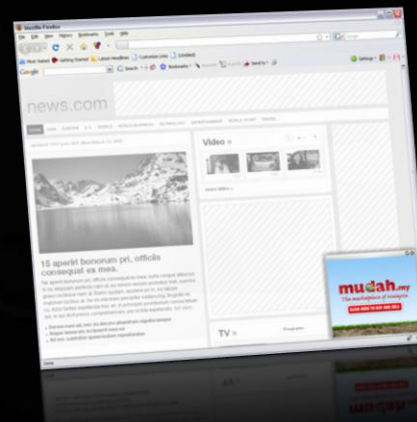
Purchas
inter

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- Cost Per Engagement
- Time & Interaction as the new currency online
- Brand Safety
- Did You Reach Your Audience?
- ROI



"We received numerous calls from concerned customers enquiring whether [electricity](#) supply would be turned off this Saturday," he said in a

Experience the all-new Honda Civic Hybrid 2.5 & be amazed.

Earth Hour is an annual event that World Wide Fund for Nature (WWF)

"We received numerous calls from concerned customers enquiring whether [electricity](#) supply would be turned off this Saturday," he said in a

Experience the all-new Honda Civic Hybrid 2.5 & be amazed.

The new Honda Civic Hybrid
Up to 45 mpg on the highway*,
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Vs

Direct Response