

TeenAtHeart

India's First Teenager Lifestyle Platform

Media Kit

2018

Marketing Overview

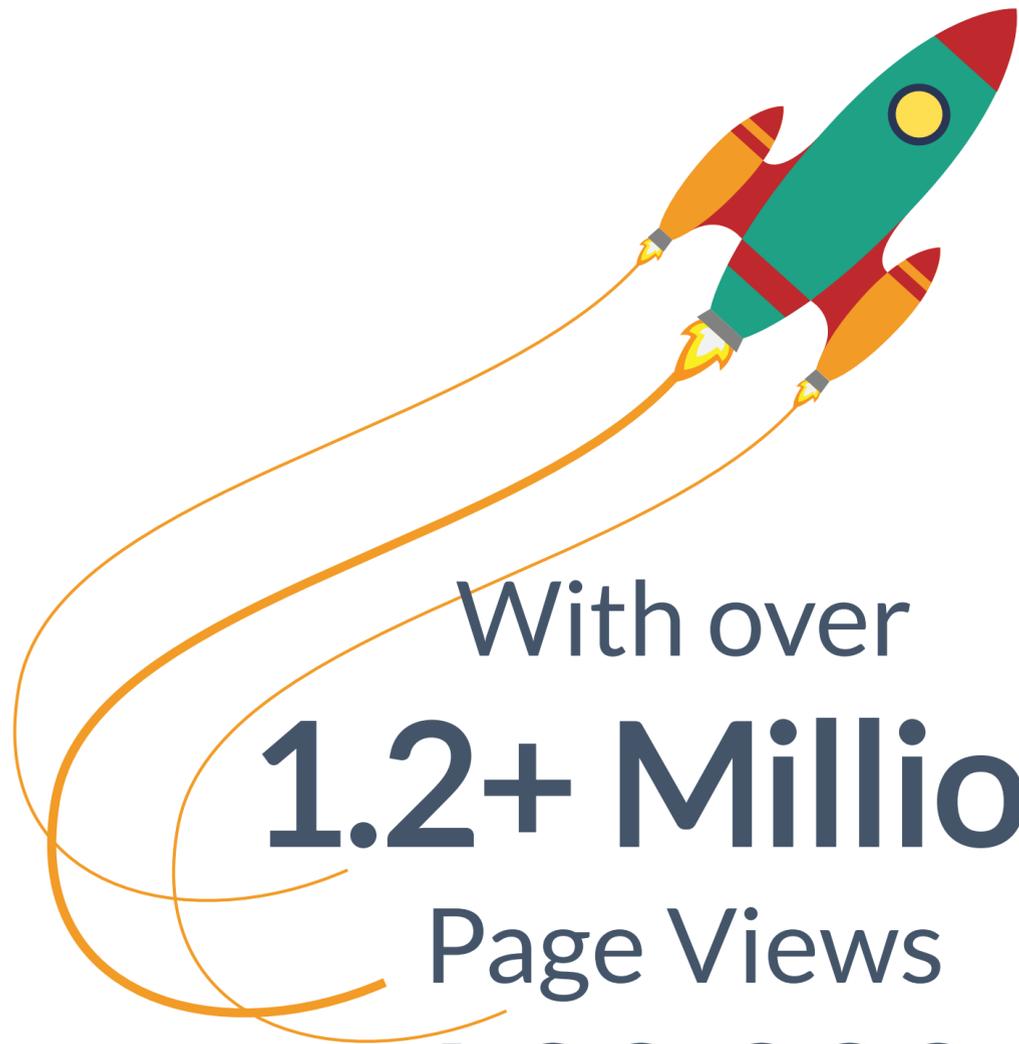
It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other companies in the market. Marketing strategy's goal is to increase sales and achieve the advantage over other companies in the market. Marketing strategy's goal is to increase sales and achieve the advantage over other companies in the market.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+920.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	-239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75	-13.9	-229.00
Fashion	-797.75	+82.94	-13.9	+920.82	+7207.75
Furniture	+239.74	-239.74	-229.00	+659.02	+239.74

Growth Percentage

Profit per year of each product. Update on October 2018.





With over
1.2+ Million
Page Views
6,00,000
Readers Enjoy Our
Content **Monthly**

Who we are:

TeenAtHeart is **India's First** Teenager Lifestyle Content Network.

We offer free, quality, engaging, relatable and relevant digital content in English and Indian languages to **Teenagers, Students, Parents,** teachers, and institutions.

Our content, digital products, partner services, and community platform helps them **to make their lives better.**

Content Mind Map

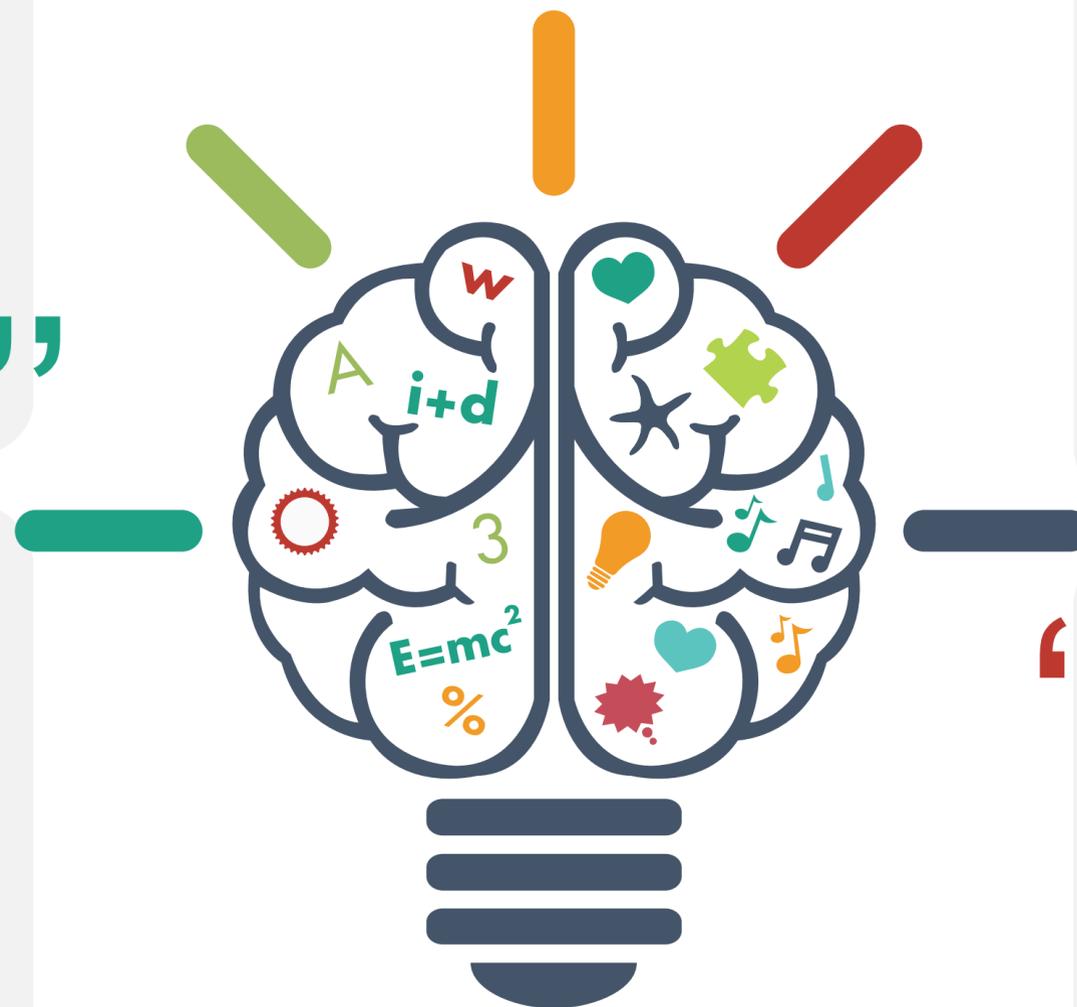
What we write



“What Our Readers Are Saying”

“ I got a gift from my APS Ahmednagar because they have given a topic as “Write a letter to your motherland” I wrote this essay and I got the 1st prize of 50 thousand rupees. Thank you so much!
- Nandini ”

“ I’m really thankful and fortunate that I got information about black money in details. It was really very urgent as I have extempore competition tomorrow at school. Hope that this information will be helpful for me. Once again thanks...
- Biswapura ”



“ Brilliant speech, it helped me in my competition..& I got 1st prize...thank u
- Prince
Thanks for this awesome anchoring script thanks a lot...
- Rijul ”

“ I am in a consultancy to give an interview. I wanted to know more about women empowerment and your essay has done a great help to me. It’s very effective and easy to understand. Thank you
- Liro ”

What We Offer to Businesses?



Lead Generation (MQL, SQL)

We go deeper in Sales Funnel. We generate Marketing and Sales Qualified leads as per your criteria.



Brand Advertising

Videos have better recall value than text and images. Extend the reach of your video campaign with our OutStream Video Brand Advertising Solution



Competition, Contest Services

Engage with your target market, offer freebies, giveaways, prizes with quizzes, contests and competitions.



Market Surveys

Custom Market Survey campaigns for Indian teenagers, students and parents market.



Vernacular Ads

Audience respond better to local language ads. With us you can target ads based on city and content language (e.g. Marathi, Hindi).



Standard Advertising

We also offer standard banner (display), native, sponsored posts etc. advertising solutions

**10 more Indian languages coming soon*

Why us?



Transparent Process

You will get detailed Delivery and Billing Reports as per agreed timelines; so you don't have to worry about where your money is going.



Quality & Control

Before running the campaign itself, you can check the quality of the content on which your ads will be shown. You have the option to choose day and time of ad delivery too.



Affordable Fees

With our pocket-friendly ad options, you'll spend lesser than you might spend on programmatic ads, overpriced ad networks or publishers.



Wide Range of Ad Options

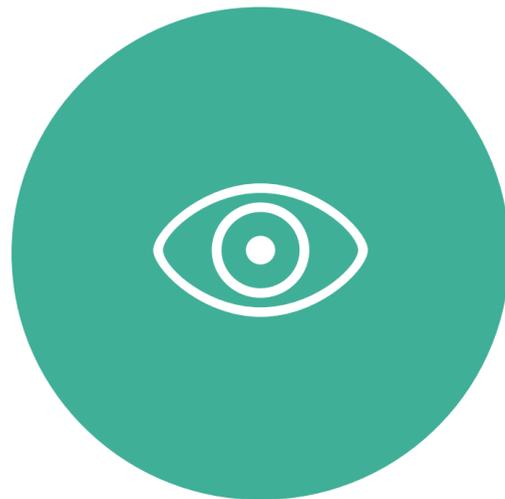
With us, you can choose different types or combinations of ad models such as CPM, CPC, CPI, CPD, CPA, CPL, Sponsorships etc.



Ad Creative Designs

We can design creatives for you! We understand our visitors better, so we can create your ads for you with a minimal fee.

Our Numbers



1.2M
Page Views



600K
Unique Visitors



4.3M
Ad Impressions

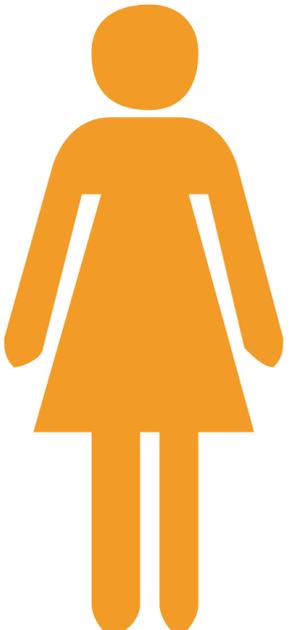
*Data collected from the average of last 2 months (as of 28th Sept 2018)

Demographics



Male

32%

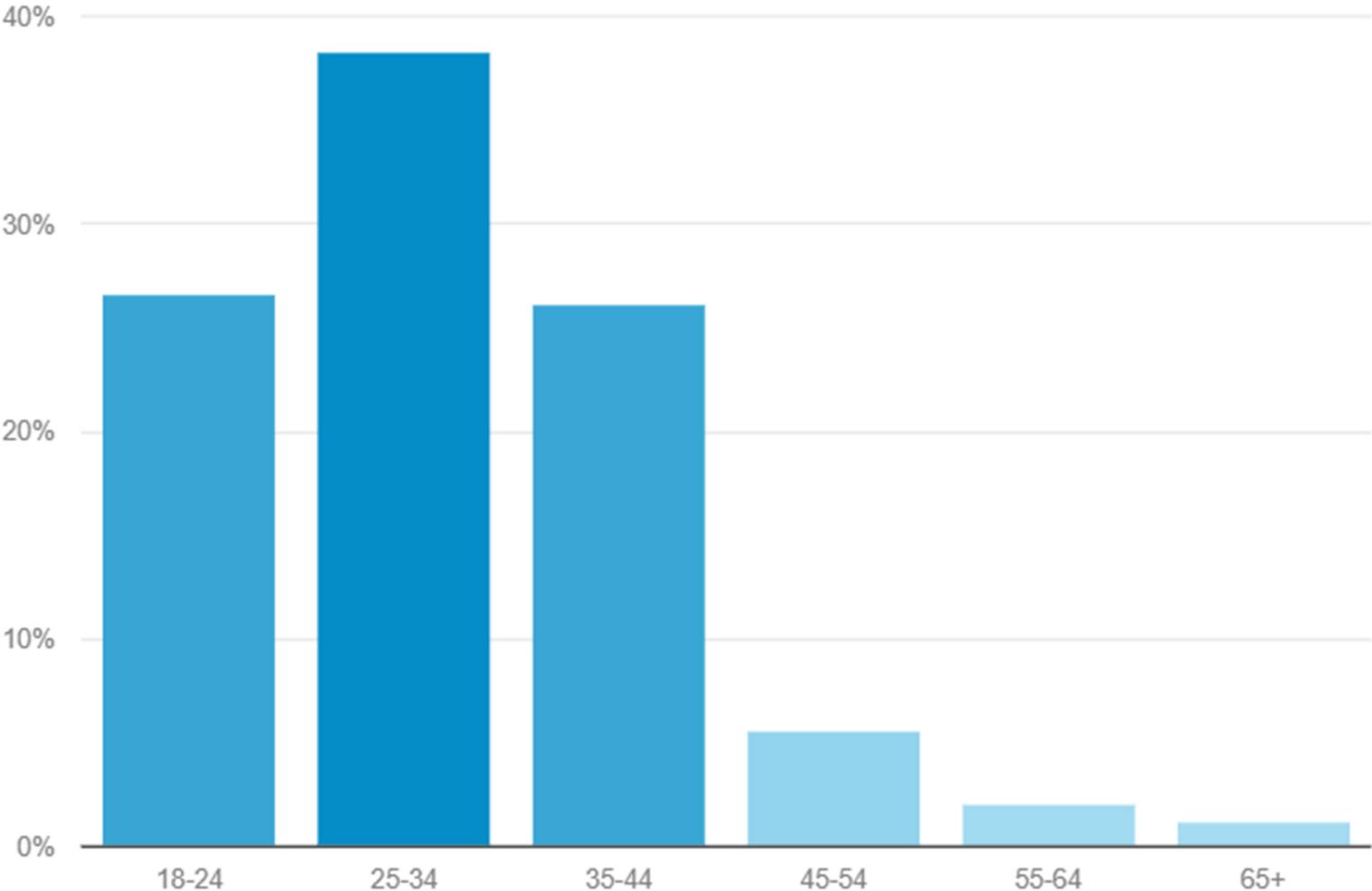


Female

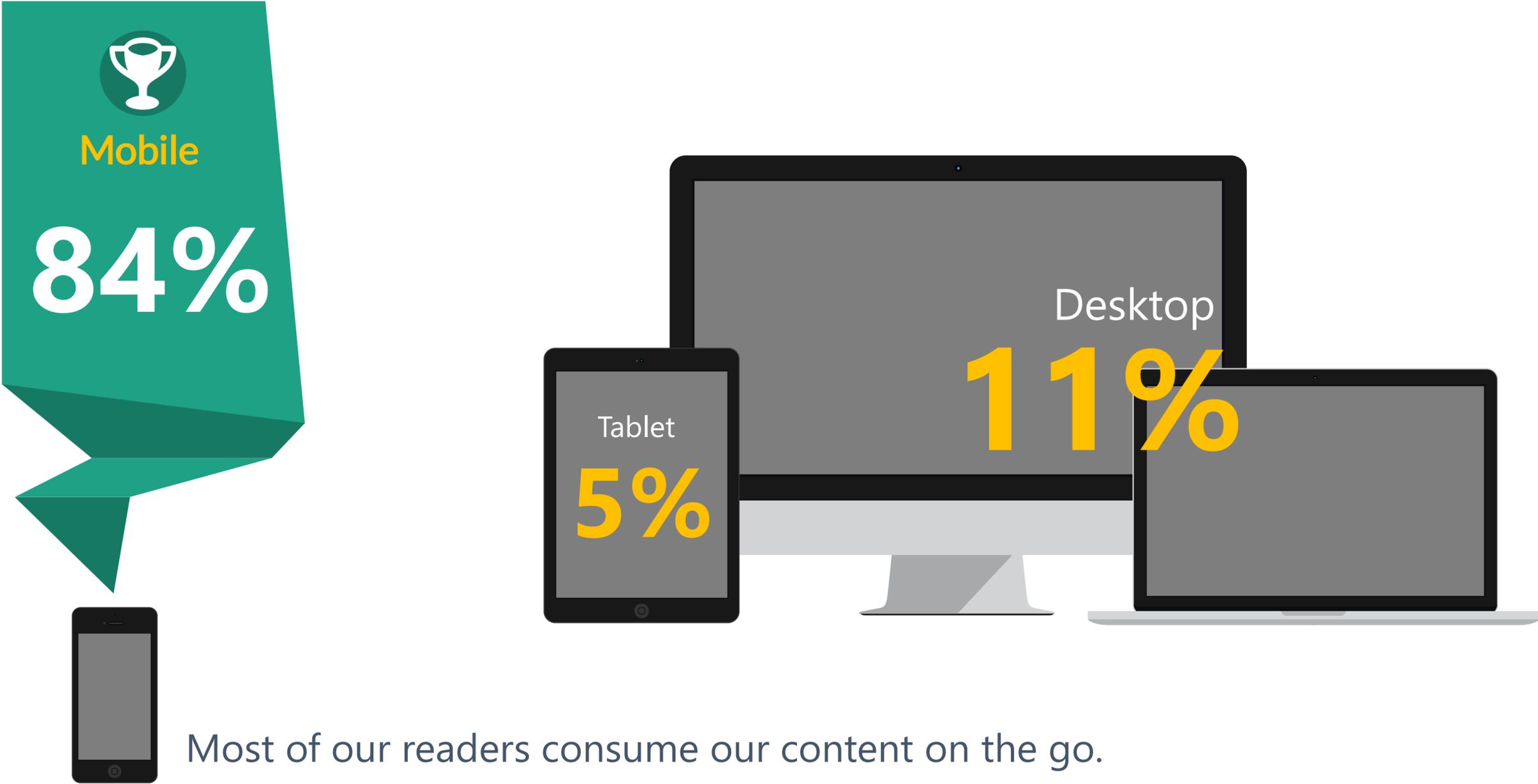
68%

Age

48.33% of total sessions

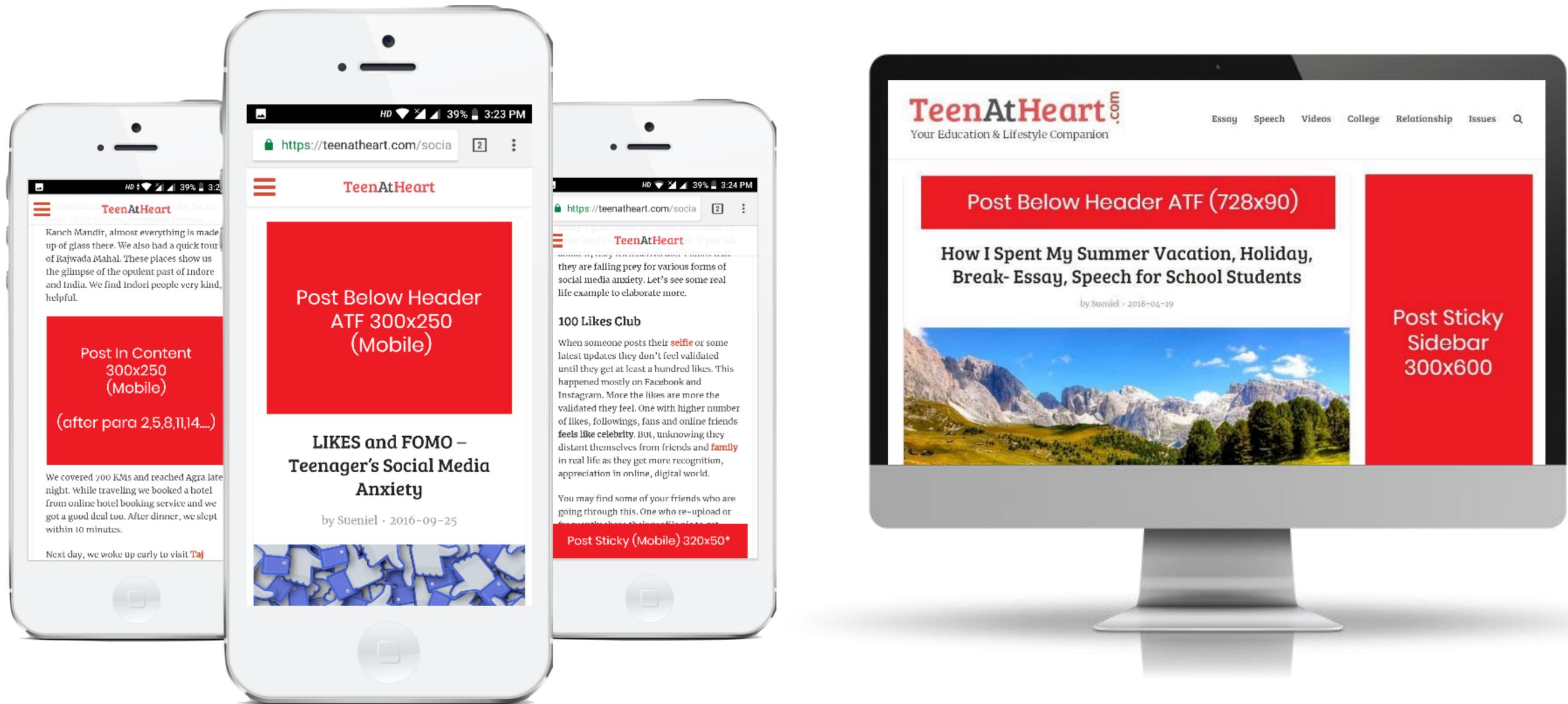


Devices Traffic



Ad Placements

We offer multiple Ad Placements, Sizes on Mobile and Desktop devices.



Contact Us



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