

Lead & Sales



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Company Information and Contact Details

- **Business Name:** Lead and Sales
- **Mailing Address:** Near Bus stand, Betnoti, District-Mayurbhanj, Odisha - 757025
- **Phone:** +91-7008791710
- **Email:** contact@leadandsales.in
- **Website:** www.leadandsales.in
- **Enterprise Type:** Micro Services.
- **UDYAM REGISTRATION NUMBER:** UDYAM-OD-22-0000227
- **Total Number of Employees:** 100
- **Founded :** 13/01/2015
- **Primary Line of Business:** Advertisement
- **Primary Audience:** Pan India
- **Website :** www.leadandsales.in

Company Overview

Brief History:

Our organization bridges the gap between direct marketing for companies to people's level. We started doing campaigns directly and on email marketing. And then we founded lead and sales. So that we can involve people and leverage people to advertise for companies around India. And pay them on the basis of campaign promotions, so that everyone earns, from interns to employees to people.. Everyone is given a chance to take part and advertise for companies. And then we have started growing manifolds with people's involvement.

Details:

- **Purpose:** Anyone can promote and advertise campaigns by joining us
- **Vision:** To get out of the employment model, and make a revenue stream where we automate paid per work, for anyone who wants to work.
- **Core values:** Freedom to work as much and at any time like an owner.

Key - Highlights



1 End to end mobile advertising platform-based solution



2 Technology and Innovation powered growth



3 Profitable, low-cost business model with an asset light, automated and scalable platform



4 Addressing key industry issues related to consumer privacy and ad fraud



5 Deeper penetration across emerging markets with significant growth potential



6 Well defined strategic roadmap for organic and inorganic growth

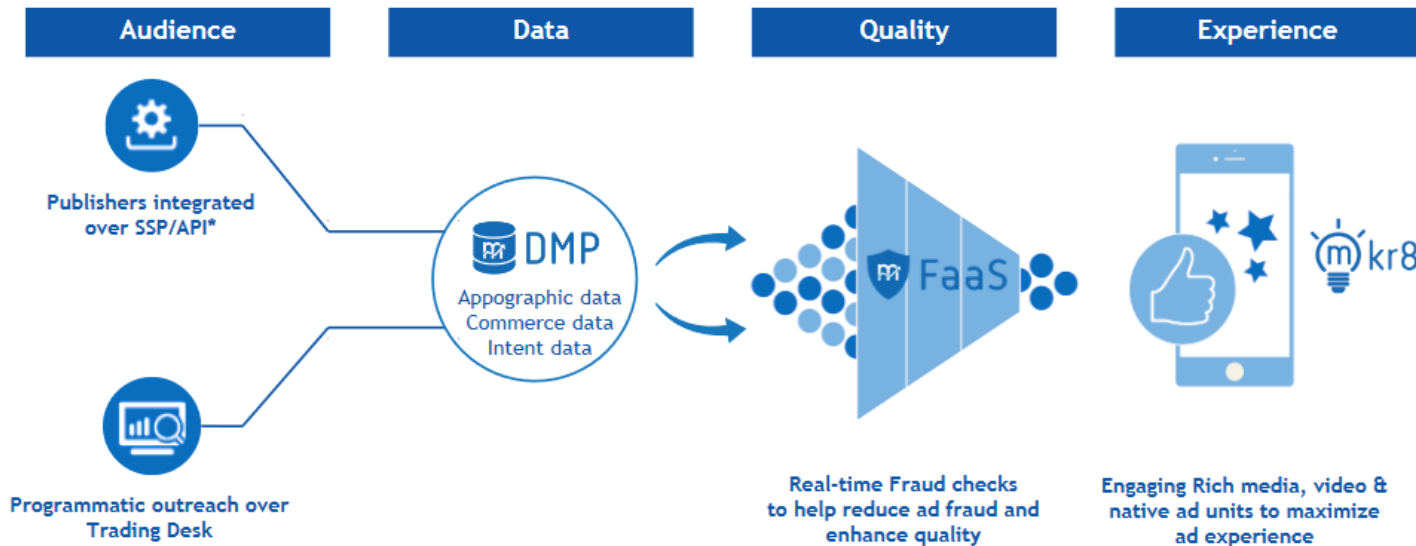
Audience Overview:

Our audience are basically people who work with us. Because we interact with them. And then they interact with people around india. Promote the campaign. Basically, our Audience is both companies that we provide advertising services to and people to whom we market.

Workforce

Our workforce is small. It consists of nearly 100 people now. All working independently . We hire almost everyone who completes an internship. We basically value the work attitude and not qualification. So, we hire on the basis of work only.

Key Processes



Market Growth :

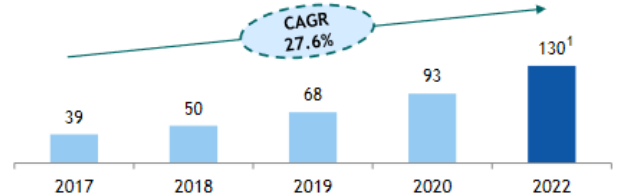
India's internet user base to expand significantly

internet users (mn)



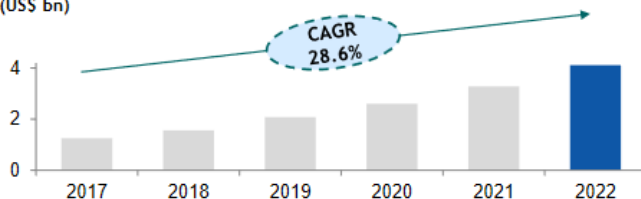
India's e-commerce market is in its early growth stages and has caused an all-encompassing revolution in the retail industry

E-commerce market size (US\$ bn)



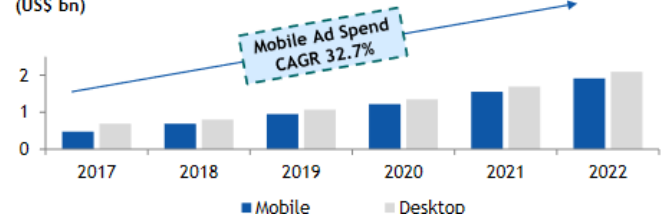
Digital advertising spend in India

(US\$ bn)



Within digital, mobile Ad-spend is expected to grow faster

(US\$ bn)



Entry Barriers To new Players:

Indian market - substantial barriers to entry	
Demographics	Wide variation in buying patterns by audience types making optimization of marketing spends challenging
Price sensitivity	Given lower consumer transaction values, India remains a low CPCU market
User behavior	Online commerce penetration is still low and thus more challenging to find transacting users


Cost Per Converted User Business :



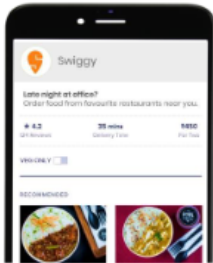
New user conversion (online)




Use Case - Targeted new user acquisition optimized to in-app transaction/registration/event




Existing user repeat conversion (online)



Use Case - Target interested user to complete the transaction



New/existing user conversion (offline)



Use Case - Online bookings to drive offline walk-ins (O2O)