



# 360° Communications & Media Agency

Digital at its core, an integrated communications to elevate your brand

We Learn  
We Strategize  
We Conceptualize  
We Analyze  
We Elevate

## Who are we

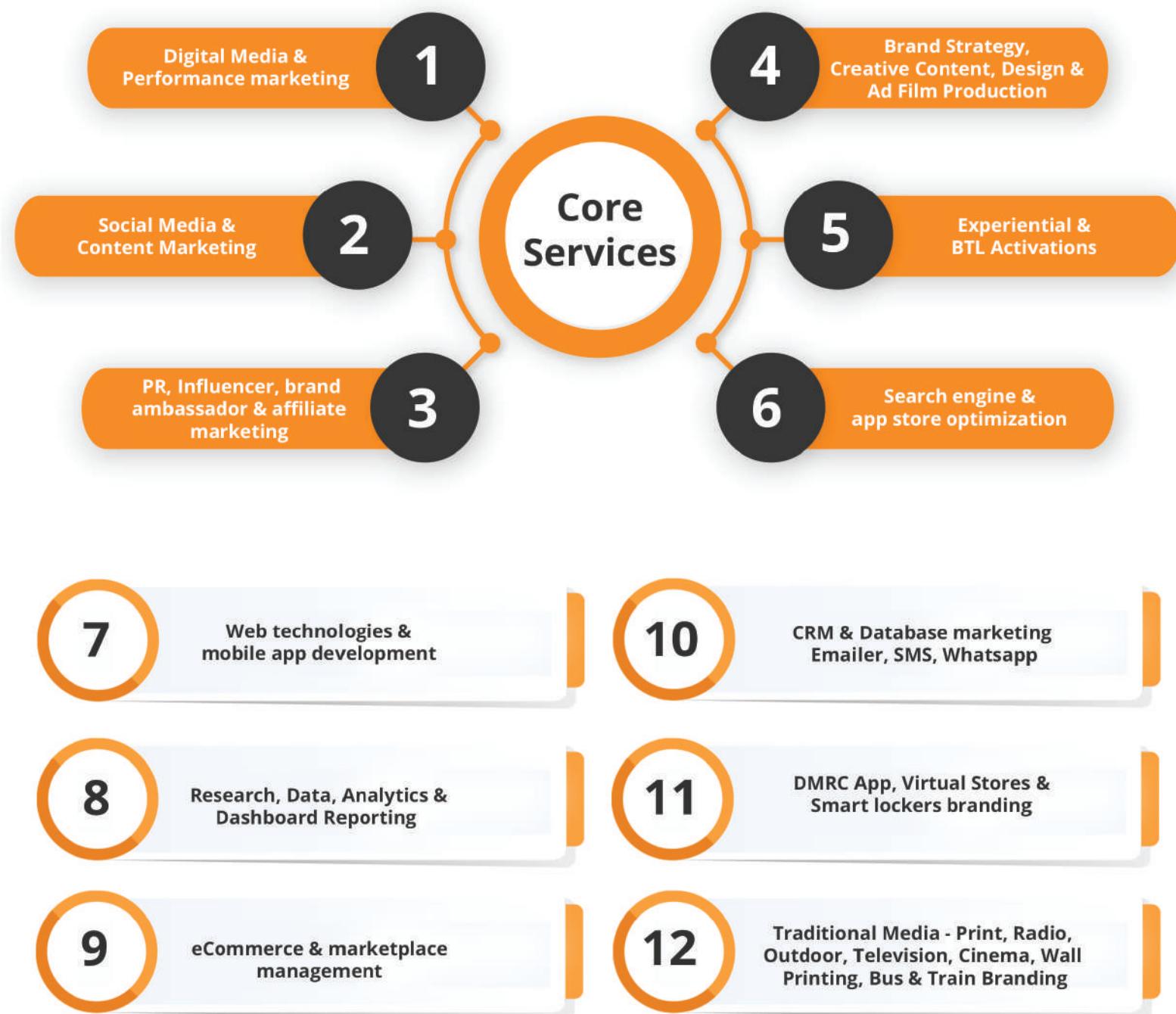
We are Cart Xperts, your go-to full-service advertising agency. We are a team of passionate & creative individuals who strive to deliver outstanding results for our clients. We have several years of industry experience and have helped businesses of all sizes and sectors achieve their marketing goals and objectives.

What sets us apart is our four-step problem-analysis-solution-execution process using Connected (creative, offline, digital, social, media & performance - full funnel modelling), Content (in-house production), and Experience (strategy, tech, implementation, management, D2C).

If you're looking for a full-service advertising agency that delivers outstanding results and exceptional service, look no further than Cart Xperts. We are committed to delivering creative and innovative solutions that drive growth and success for our clients. Our team of talented professionals is passionate about what they do, and we are always pushing the boundaries to deliver exceptional results. We believe that every client deserves the best, and that's exactly what we strive to provide.



## What we do





We have **the trust of**



Incredible India



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM



NAM:TECH



THE  
HOUSE OF  
ABHINANDAN  
LODHA

MARINA  
HOME



MOHAMMED BIN RASHID  
AL MAKTOUM CITY  
DISTRICT ONE

AL MAMSHA  
SHARJAH

nutella®

YARDLEY  
LONDON

CCI  
PROJECTS



## Our Products



### CX+ Intelligence

Proprietary E-Commerce Dashboard & Optimization engine. Marketplace and e-retail consolidated view and optimization suggestions and actions engine enabled by AI & ML. Aggregates data from marketplaces like Amazon, Noon, Flipkart. Give tangible action points to improve your visibility and thus sales.

### CX Play for branding advertisers

In an industry of promoted clickbait and fake news, CX Play offers only truly premium entertainment content. This content is a live snapshot of the industry's hottest trending music, podcasts, videos on OTT, CTV & Linear TV, and audiobooks, allowing publishers unfettered access to libraries of trending content in real time.



### CX Max for lead generation

Real-time understanding of consumer intents and preferences, paired with your input using audience signals, CX Max can unlock new customer segments you may not have expected.

## Our agency & technology partner network



**Raghava Consultancy**  
Offline Media Agency



**Transuo AdsVenture**  
Creative Production & Public Relations



**Cloudstok - AWS services**  
Hosting & Cloud Services



**Techugo**  
Technology



**Telelooms Pvt. Ltd**  
Cinema advertising



**360 Media & Films Solution**  
Films Production & Experiential Marketing



**Sustainable Mindz**  
Digital & Corporate Sustainability & Responsibility



**CIMGlobal**  
CIMGlobal provides consultancy and management services for conferences, associations meetings and exhibitions globally since 1997



## Our team heads



### Agency Head

**Kavita Dhyani**

20 yrs. global experience



### Performance & Analytics Manager

**Ankit Singh**

4 yrs. domain experience



### Media Investments Director

**Balaji P.**

25 yrs. industry experience



### Digital Media Sr. Manager

**Devender Kumar**

7 yrs. domain experience



### Experiential & BTL Manager

**Anubhav Tyagi**

6 yrs. industry experience



### Strategic Planning Sr. Manager

**Anirban Malakar**

20 yrs. domain experience



### Content & Creative Production Director

**Ravi Mishra**

15 yrs. industry experience



### Client Servicing Manager

**Vidur Sharma**

7 yrs. global experience

# Performance Case Study - Education



## Shankar IAS Academy

- Generated qualified leads for Bangalore & Chennai students interested in enrolling in UPSC coaching
- Delivered more than 500 qualified leads in less than 30 days and delivered an ROI of 4.7X



## Amrita School of Business

- Promoted course and college through events on Facebook, Instagram, WhatsApp, and Telegram
- Achieved 500 admissions, 25,000 leads in South India & northern states through digital and content marketing.



## Amrita AHEAD Online

- Until October, we produced 300 paid applications and more than 8,000 leads across programmes for UG & PG courses
- Our efforts had the highest ROI of 5X+ (2/3 years programmes), making them the best-performing marketing ever



## MIT Pune

- Conducted social media campaigns on Facebook and Instagram, elevating brand awareness nationwide in India.
- For admissions activity, we generated more than 2000 qualified leads for multiple UG/PG programmes

# Creative Sample

**AMRITA AHEAD Online**

GET A FUTURE READY DEGREE ONLINE  
Online BBA - Bachelor of Business Administration

100% Scholarships

Let's Connect with Counselor

Enter First Name \*

Enter Email \*

+91 \* Enter Phone Number \*

Select City \*

Submit

Key Differentiators

- Top-ranked University
- UGC entitled programmes
- Scholarships UP TO 100% Scholarships available for eligible students
- NO COST EMI Zero Cost EMI Options Available

Be Job-Ready with the Amrita Online BBA program

Industry Certification Trainings

- Amazon Certifications (Optional) for Data Analytics
- Microsoft certifications (Optional) for Marketing
- Oracle E-business suite certifications for HR, Finance, Project Management and Operation
- Google Certifications for Digital Marketing and Advertising

Mentored industry-relevant projects (Final Semester)

- Areas: Operations, Supply chain Management, Human resources management, Marketing and Finance.

Flexible Course Duration

- Study at your own pace. Complete in 3-6 years

The Amrita Accreditations & Recognitions

nirf 7TH RANKED UNIVERSITY IN INDIA

7th Best University in India

World class Faculty & Industry Mentors

**M Soumya Krishnana**  
Assistant Professor, Amrita Vishwa Vidyapeetham

Join Us

As per the UGC regulations, Online degrees at undergraduate and postgraduate level shall be treated as equivalent to the corresponding awards of the degrees at undergraduate and postgraduate level offered through conventional mode.

Join a growing global network of accomplished Amrita alumni.

Download Brochure

Eligibility

- Direct admissions for learners with an aggregate minimum of 55% marks. Learners below 55% marks will be also considered for admissions following a short interview.
- Candidates who have passed 3-year diploma can also apply
- Candidates must have passed 10 + 2
- Candidates must have passed 3-year diploma can also apply passed 10 + 2

— FULLY ONLINE PROCESS — NO ADMISSION FEES TO APPLY

Apply online

International University Partners

UC RIVERSIDE UCD DUBLIN

Industry Partners

IBM Microsoft

What students say

I Won't regret joining Amrita Ahead online Degree Program- a well-reputed university; I researched several universities & finally made up my mind to enter here. I highly recommend Amrita Ahead if you're a working professional or away from your home country looking for a degree with expertise. Everything is online, which makes this different. I am looking forward to a fantastic journey of online BBA

Aysha Hiba  
Online BBA

Download Brochure

**AMRITA AHEAD Online**

100% Scholarship

WHY ONLINE MBA?

- Fit any schedule
- Affordability
- Networking opportunities
- Work while you study
- Take a class where you want

nirf 7TH RANKED UNIVERSITY IN INDIA

NAAC A++ ACCREDITED

Follow us

**Boom in popularity**

Online MBA enrollments have skyrocketed, with a 300% increase after the pandemic

This surge is driven by increased flexibility, accessibility, and affordability compared to traditional MBAs

[www.onlineamrita.com](http://www.onlineamrita.com)

**Online Degrees with AMRITA AHEAD Online**

**MBA:**  
Artificial Intelligence

**Data Analytics:**  
Certification Program

**MCA:**  
Artificial Intelligence

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Follow Us for more

[www.onlineamrita.com](http://www.onlineamrita.com)

Landing page

Creatives

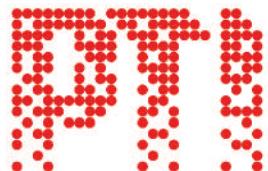
# Radio Station



# Print & PR



South Asia's Leading Multimedia News Agency



## Digital Platforms

truecaller Ads

Microsoft| Advertising

airtel ads

Search Ads

amazon ads

Meta

Disney+ hotstar

Paytm



moj



Google Ads



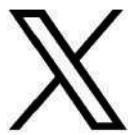
WhatsApp

LinkedIn



YouTube

TIMES  
INTERNET



PhonePe



JioAds



Flipkart  
Ads

## Design & Web Technology

Ai

Ps

Ae

Pr



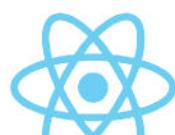
Laravel



shopify



Flutter



React



# Media Technologies



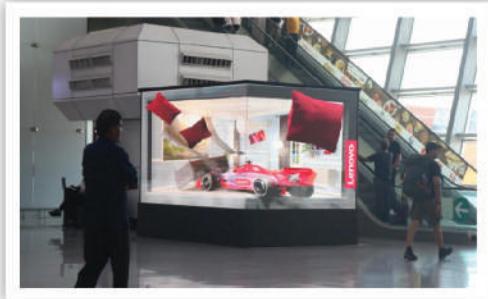
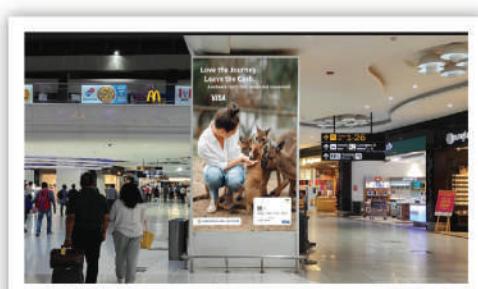
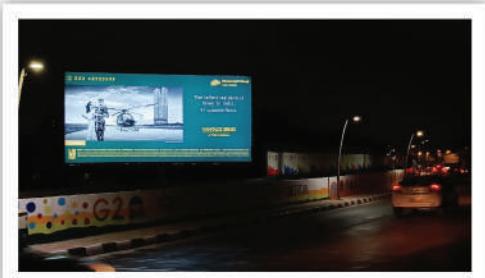
Google Display  
& Video 360



## OOH

- Unipoles / Hoardings
- RWA / Residential
- Mall / Cinema Branding

- Airport Advertising
- Wall Painting
- Transit Media



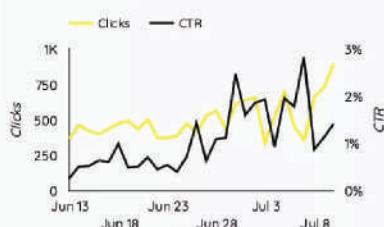
## TV & OTT Platforms



# Custom reporting and analytics

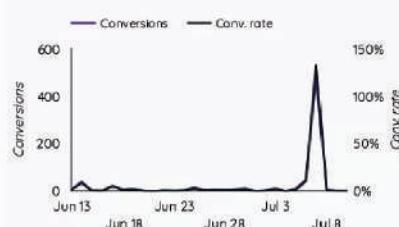
Click Through Rate & Impressions  
by Clicks, CTR, and Impressions

Clicks	14.2K	₹ 10.5%
CTR	0.8%	₹ 10.0%
Impressions	1.7M	↓ -38.6%



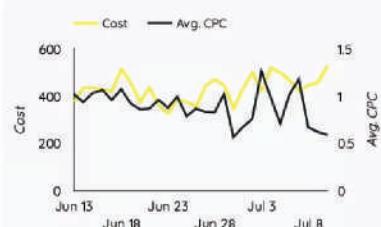
Conversion Rate & Cost  
by Conversions Rate and Cost / Conv.

Conversions	700.2	₹ 557.2%
Conv. rate	4.9%	₹ 57.5%
Cost / conv.	₹ 17.25	₹ -70.6%



Cost Per Click  
by Cost, CPC, and CPM

Cost	₹ 12.12K	₹ -1.7%
Avg. CPC	₹ 0.86	₹ -10.0%
Avg. CPM	₹ 7.06	₹ 60.6%

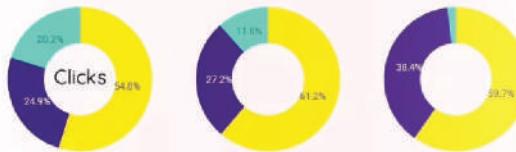


Top Campaigns  
by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR %	Avg. CPC	Cost / conv.
1. 1000001 Google Analytics Demo (CPA)	4.00%	₹ 0.01	₹ 0
2. 1000001 Google Analytics Demo (CPA)	4.00%	₹ 0.01	₹ 0.01
3. 1000001 Google Analytics Demo (CPA)	3.00%	₹ 0.01	₹ 0.01
4. 1000001 Google Analytics Demo (CPA)	2.00%	₹ 0.01	₹ 0.01
5. 1000001 Google Analytics Demo (CPA)	1.00%	₹ 0.01	₹ 0.01
6. 1000001 Google Analytics Demo (CPA)	0.50%	₹ 0.01	₹ 0
7. 1000001 Google Analytics Demo (CPA)	0.50%	₹ 0.01	₹ 0
8. 1000001 Google Analytics Demo (CPA)	0.50%	₹ 0.01	₹ 0

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Device Breakdown  
by Clicks, Cost, and Conversions



Powered by



Power BI



Google Data Studio

## Contact Information

Having queries? We are here at your service. Kindly contact us on the details given below.

### Office locations

- 📍 107, D Block, Sector - 2, Noida - 201301, UP
- 📍 Work Edge Building, B -23, Sector - 63, Noida - 201301, UP
- 📍 404 Business Venue Building, Oud Metha, Dubai, UAE
- 📍 No 251/2 , Jayanagar, Thurahalli, Bengaluru, 560061, Karnataka

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