

Digital Solution

Thot Networks

Version - 01

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ECOMMERCE SERVICES

That Networks

helps global businesses build their online presence for success by working with SMB's across multiple regions with -



Campaign Management

- Real-time market intelligence on commodities and suppliers
- Best-practice methodologies across industries and categories
- Accurate category planning, including forecasting and budgeting



Merchant Onboarding

- Product uploading and displaying in the optimal way, so that they are easy to find and have high-quality content
- Support timely and efficient service for Sellers and Merchant Services teams; serving as first point of escalation
- Work closely with the Merchant Services team and other Onboarding teams to share knowledge & best practice



Store Management

- Planning, designing, and operating of Internet sales channel, ensuring online presence
- Constant improving online store, reducing marketing spend, and optimizing selling costs
- Applying sophisticated marketing functionality to the web sales channel



Ecommerce Consulting

- Research on targeted markets, competitors, marketing strategies to a deliver a concise report
- Exhibits facts and figures to unearth information about current market trends
- Providing 360-degree solutions to make a business thrive in the e-commerce space



Customer Service

- Customer service center to process inquiries regarding delivery date, returns and exchanges and complaints
- 24x7 support to ensure smooth running of business
- Delivering personalized customer experiences—in the contact center, in social media and on your website

Capable of uploading

300000 SKU's

in a month

Smoothly uploaded and delivered

3000 Accounts

per month

20% reduction

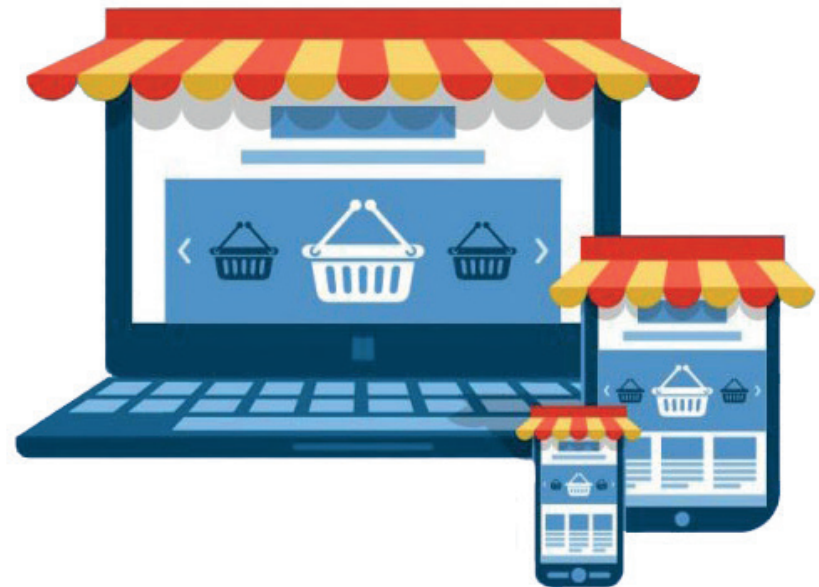
in lead cost

Actively engaged with client for more than

2 years

Digital marketing

qualified professionals



Thot Networks

specializes in developing precise and best in class taxonomies covering a wide variety of domains. Our methodologies include leveraging taxonomy development experts with domain research and customer feedback to develop vocabularies that offer a clear knowledge representation and better search results



Information Architecture

- Providing advisory services for developing a robust Information Strategy that enables streamlined creation and management of your information assets
- Creating framework to launch a cohesive set of information-centric initiatives.
- Crafting a benefits-aligned roadmap to convert the Information blueprint into reality



Content Tagging

- Indexing and tagging to assign high quality metadata to content
- Generating XML tags to make content more discoverable via advanced search capabilities.
- Developing semantic tags to enrich the content



Taxonomy Mappings

- Tranquil switching data set from one classification system or taxonomy to another or from one category system to another
- Expertise to efficiently map between product and service schema.
- Provides custom mappings to any external product and service vocabularies



Library Portal

- Implementation of taxonomy in CMS, enterprise search, big data, textual analytics, data mining, digital asset management, e-commerce and enterprise asset management
- Provides easy to client to access the taxonomy they need to make in their existing enterprise information management
- Multiple download formats are available so the taxonomy can be imported and used in a wide variety of enterprise software applications



Ontology

- Data modelling representing a set of concepts within a domain and the relationships among those concepts.
- Developing a hierarchical structure showcasing the relationships among categories and classification principle
- Service-oriented architecture for both software and business-related aspects relevant to the construction and management of composite applications

Global pool of consultants with strong expertise in

Strategy & Architecture

across entire information lifecycle

Over 2 years of experience in

implementation & management

of information

Comprehensive set of tools from

business case development,

architectures to best practice libraries



Thot Networks

analyzes and responds to the data with effective marketing programs. Our E-marketing services using some of the industry best tools such as Unica, Neolane or Exact Target result in effectively reaching out to the right segments.



Campaign Management

- Ensuring creation of powerful multi-channel campaigns.
- Managing end-to-end email campaign cycle so that they are effective and deliver the best results.
- Targeting and segmentation of contact lists as per the requirement of the email campaign



Email Marketing

- Planning and developing an effective email campaign strategy , synced with business objectives and goals
- Ensuring that the emails created reaches the inbox of intended customers
- Providing sophisticated metrics analysis about customer's preference so that improvements can be made.



Conversion Optimization

- Leveraging online reach to deliver the highest return on digital investment.
- Whitelisting of IP's and domains sequentially.
- Qualified traffic for a reduced visitor bounce
- A/B testing on design and content enables us to create the best possible collateral to increase conversions



Customer Behavior Analytics

- Customer insight which allows marketers to successfully engage with each customer
- Dynamic segmentation, customer lifecycle and cohort analysis to determine buying behavior of customer
- Predicting the future behaviors of customers to determine the customer lifetime value



Cross Selling & Up Selling

- Setting up cross sell or up sell campaigns on digital channels like social, email & mobile applications.
- Ensuring consistent cross and up-selling strategy with CRM analytic and customer services automation
- Carefully targeted cross-selling and upselling can enhance relationships and build customer loyalty.

7300 eDM

created proficiently

Efficiently delivered

11680 Mails and campaigns

Keenly affianced with client for more than

4 years

Technical know-how

in Adobe Neolane / IBM SPSS Modeler /
Salesforce cloud CRM / Business Express
/ BLT / Infonov





WEB SERVICES

That Networks

creates websites that extend customers' unique brand to the digital world, and manages all aspects of the site to keep it fresh and new. Sites are built to responsively adapt to any device, whether desktop or mobile, and work seamlessly with all platforms.



Content Writing

- Drafting a well researched, unique and Copyscape proofed content
- Using the right keyword combinations ensuring SEO friendliness.
- Studying the content communicated on conceptual and relational analysis



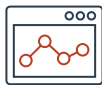
Website Designing

- Providing a range of turnkey solutions in web design and development, integration and hosting
- Customizing the designs to suit specifically the business requirements using Websplanet , Dreamweaver, Adobe reative suite, Adobe font folio, IMObi
- Expertise in building websites with logical designs that automatically attract the target customers.



Search Engine Optimization

- In-depth review of the site, finding out weaknesses & strengths to know its ranking
- Enterprise-class reputation management service, ensuring reliable image with more online visibility
- Assuring more organic website traffic exemplary to improve the ROI.



Google Adwords

- Applying proven techniques accountable to revamp the conversion rate & turn visitors to customers
- Strive to improve the quality score level in order to reduce total cost per conversion
- Creating well crafted and effective PPC campaign so as to generate more leads and demands



Print Media

- Multiple level of quality check to ensure error free publishing
- Layout and color copy matching to suit customer need hence improving CSAT
- creating well crafted and effective PPC campaign so as to generate more leads and demands

Adept to create

800+ websites

Competently optimized

200+ contracts

on various search engines

Intensely involved with client
for more than

4 years

Technical know-how

in Adobe Neolane / IBM SPSS Modeler /
Salesforce cloud CRM / Business Express
/ BLT / Infonov



Thot Networks

offer assistance on ad serving solutions and features that are right for your business and also help in migrating your online assets to suitable solutions thereby maximizing your campaign through detailed data analysis.



Ad Trafficking

- Managing the flow of work to ensure ads are completed on time for publication or broadcast and within budget
- Providing technical consulting, creative troubleshooting, and assurance testing to ensure ads run flawlessly.
- Expertise in DoubleClick for Publishers (DFP), DFP Small business, Double click for Advertisers (DFA)



RTB-Real Time Bidding

- Using real-time bidding to buy and optimize online advertising campaigns.
- Transparent universal buying platform and self-serve advertising booking engine to effectively engage audience.
- Access to data & business rules for bidding & optimization, provides greater control over campaign performance.



Campaign Optimization

- Cutting the losses from a campaign while scaling gains.
- Comparing performance of campaign to goals to ensure the highest return possible
- Multi level consulting- beginning with creative, then to placements & individuals sites, and finally to campaign



Campaign Reporting & Tracking

- Tracking, analyzing, and monitoring the online ad
- Setting tailored key performance indicators to measure specific campaign.
- Ongoing reporting to ensures effective optimization



Campaign Analytics

- Domain expertise in eCPM, PPC, CTRe
- Comprehensive, integrated, and technology-enabled insights on marketing campaigns.
- Leverages advanced analytical techniques, enabling marketers to devise and execute intelligent campaigns

Campaign Setup and Execution for world's largest Video Sharing website with Revenue per day handling capability of the range of

\$20,000

Support/Troubleshooting

of Ad Servers on Sell Side on issues related to: Ad Delivery, Discrepancy, Targeting, Forecasting, Video, Mobile, Ad Exchange and more

Every Ad Ecosystem has its own policies. We ensure that Ads adhere to the policy of Platform as well as Publisher to make it a **seamless experience** for all Creative Blockin

