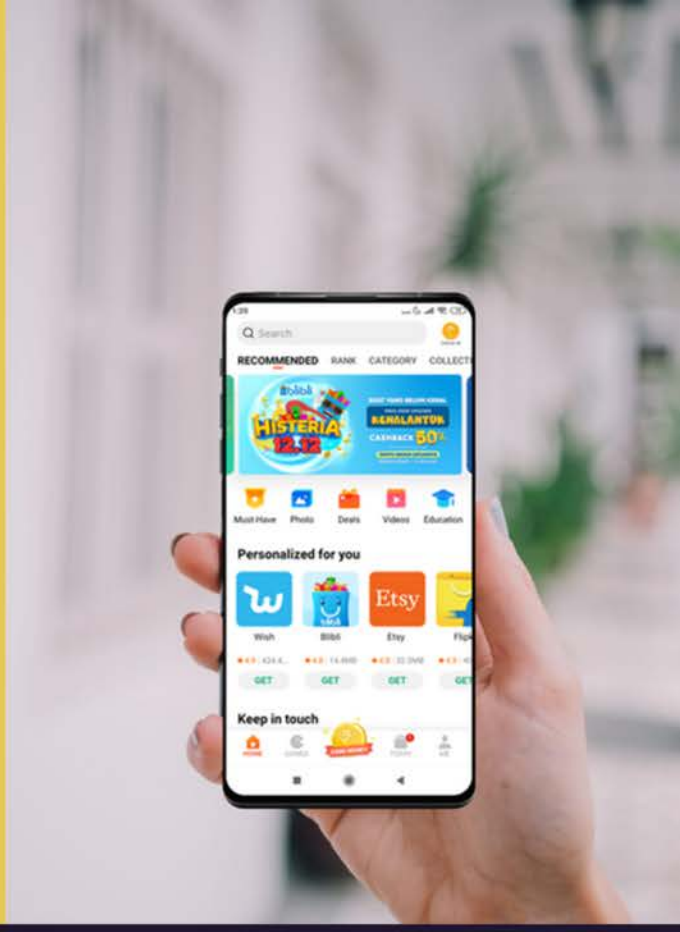
carbondyne

Advertising Solutions That Drive Measurable Growth

Helping brands acquire customers, installs, and sales through data-driven advertising



Carbondyne is an advertising solutions powerhouse helping corporates, FMCG brands, and SMEs grow through performance-led digital advertising and mobile app discovery. We focus on real business outcomes—customers, installs, leads, and sales—not just media delivery.

OUR ADVERTISING SOLUTIONS

1 Programmatic Advertising

Automated, data-driven advertising across premium digital inventory.

What We Deliver

- Display, video & native advertising
- Contextual, geo, device & behavior targeting
- Brand-safe and fraud-controlled inventory
- Flexible pricing: CPM, CPC, CPI & CPA

Best Suited For

- FMCG brand launches & seasonal campaigns
- SME lead generation & online sales
- Financial services customer acquisition
- Always-on advertising with measurable ROI

2 App Discovery & Install Growth

High-quality app installs delivered directly from mobile devices.

Why It Works

- Promotion at the device level, beyond app stores
- High-intent users with better engagement
- Lower cost per install vs traditional channels

Ideal For

- Banking & fintech apps
- FMCG consumer engagement apps
- Loyalty, commerce & utility apps
- SMEs launching or scaling mobile apps

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SERVICES

STARTUP LAUNCH BOOST

Curated ad packages to amplify visibility during your launch phase.

BRAND AWARENESS PLACEMENTS

Native folders, banners, and smart content tiles to keep your brand top-of-mind.

PERFORMANCE MARKETING

CPI, CPA, and ROI-driven models for measurable growth.

USER RETARGETING & ENGAGEMENT

Smart notifications and in-device reminders to bring users back.

INDUSTRIES WE SERVE

- FMCG & Consumer Brands
- App-based & Subscription Platforms
- Retail & E-commerce
- SME & Digital-First Businesses
- Banking & Fintech

ENGAGEMENT MODELS

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MANAGED ADVERTISING CAMPAIGNS

Carbondyne manages the complete advertising lifecycle—from strategy and media planning to execution, optimization, and reporting.
Clients benefit from a hands-free, performance-driven approach aligned to defined business KPIs.

PERFORMANCE-BASED PRICING (CPI / CPA)

Campaigns are structured around measurable outcomes such as app installs, leads, or conversions. Brands pay primarily for results, ensuring cost efficiency, accountability, and predictable ROI.

CAMPAIGN-BASED OR ALWAYS-ON EXECUTION

Short-term campaigns support launches, promotions, and seasonal pushes, while always-on models maintain continuous visibility and steady acquisition. Execution is optimized dynamically based on performance and market conditions.

CUSTOM ADVERTISING SOLUTIONS

For complex or multi-market requirements, Carbondyne designs tailored advertising strategies combining multiple channels and formats.
Solutions are aligned with brand objectives, budgets, and growth timelines.

THE IMPACT

- FASTER CUSTOMER ACQUISITION
- LOWER ADVERTISING COSTS
- PREMIUM AND NON-TRADITIONAL REACH
- MEASURABLE RETURNS TIED TO BUSINESS KPIS

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carbondyne

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