

Social Media Analytics & ORM

How Banks Can Leverage It Fully



"Our dashboards are so advanced, they automatically filter out any bad news"

»» HOW CAN SOCIAL BE LEVERAGED?



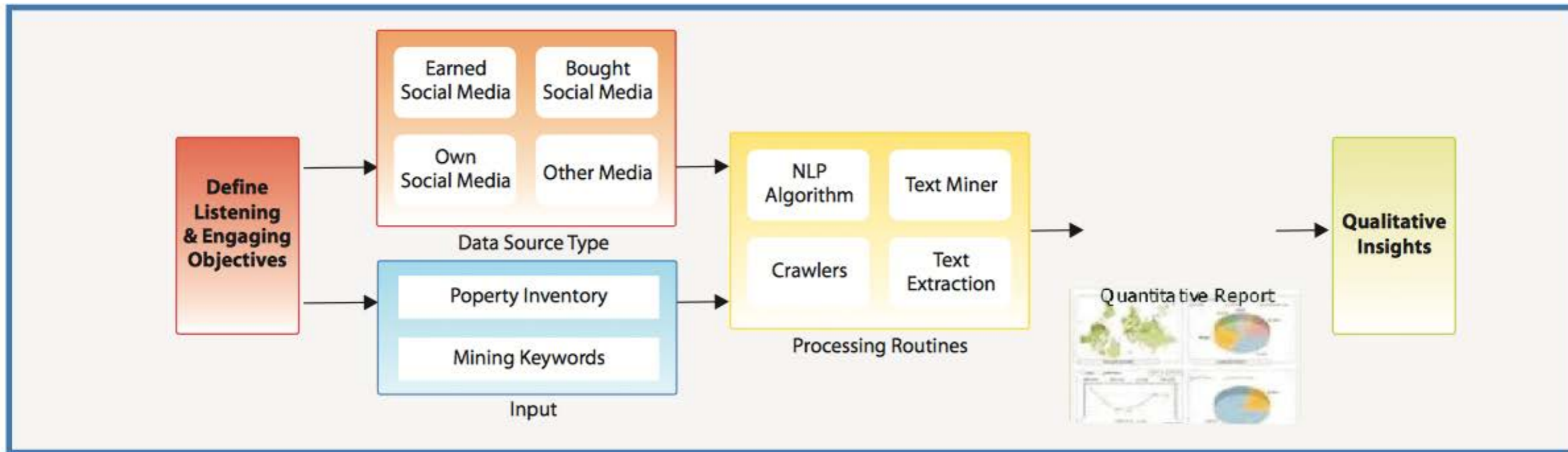
Why SMA?

- New Product Development
- Increase Marketing ROI
- Gain Key Consumer Insights

KPI Mapping

Business Objective	Key Performance Indicator
Foster Dialog	Share of Voice Audience Engagement Conversation Reach
Promote Advocacy	Active Advocates Advocate Influence Advocacy Impact
Facilitate Support	Resolution Rate Resolution Time Satisfaction Score
Spur Innovation	Topic Trends Sentiment Ratio Idea Impact

The Process



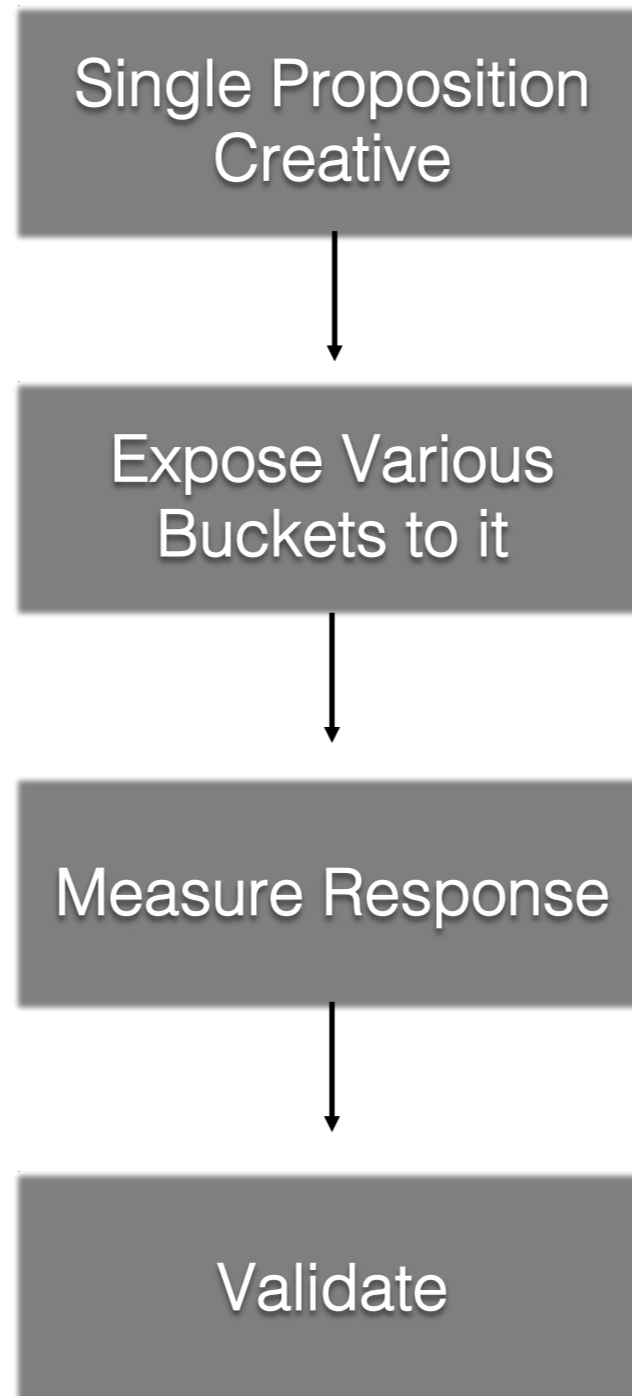
Evaluation - Metrics, Values, Benefit

Metric	Values	Benefit
Number of unique visitors, page views	Cost of advertising in similar content channel	Blog Traffic
Number of blog driven stories by offline press, web media or high profile bloggers	Cost of advertising in the same publication	Press Mentions
Percentage of search results landing in the first three search pages driven by the blog	<ul style="list-style-type: none"> • Cost of search engine optimization to improve ranking • Cost of paid search for blog-driven keywords 	Search Engine Positioning
<ul style="list-style-type: none"> • Number of blog pages in a Technorati search • Number of people commenting on a blog 	Cost of hiring a buzz agent	Word of Mouth
Number of times a year that blog comments provides useful business insight	Cost of a focus group or other market research tactic	Savings on customer insight
<ul style="list-style-type: none"> • Number of press stories that mention UGC • Change in net promoter score or other attitude metric score - UGC 	Historical change in sales associated with change in Net Promoter type metric	Reduced impact from negative user-generated content
Number of clients / prospects who read the blog, number of salesperson who read blog	Decrease in cost of sales	Increased sales efficiency

Case Study

- A recent e-commerce business sought out to test the variables that affect the efficiency of the communication.
- They tested their message by creating buckets of their customer/potential customers on:
 - Gender
 - Age
 - Location

Methodology



Some Key Takeouts

- Younger females (22-30) responded better to **value pricing**.
- Men in general responded to **variety** better.
- Women beyond 35 reacted far better on **quality**
- Smaller cities actually responded better to **big ticket items!**

Result

- Now you can target different communications to various different buckets and get the best bang for buck.
- Leading to an immediate decrease in COA

Discover & Target

- Power users on twitter who talk about a certain category.
- Passionate members of lifestyle groups
- Newly Weds
- People who intend to travel or have already travelled in the last week
- Users who listen to a specific genre of music

Sentiment Analysis

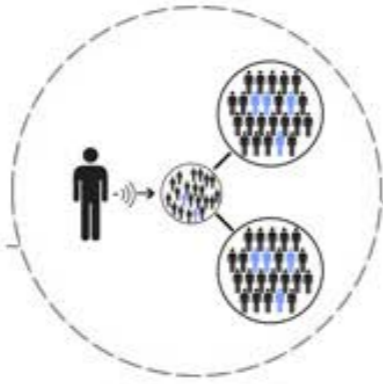


How Sentiment Analytics Works



Social Media
Financial Msgs.

we mine millions of financial msgs. from multiple sources daily



Reputation
Index Engine

we learn how often the authors are correct and their overall influence



Algorithmic
Correlations

we calculate sentiment, acceleration, price, and manipulation



Clear & Visible Results

we're able to clearly see market reaction, market direction, and anticipated stock moves with a 60%-70% accuracy rate

Does it work in the financial domain?

You Bet!

Social Media is **incredibly** accurate!

Financial Professionals are now tapping into this unlimited wealth of information to stay well ahead of the markets.
HedgeChatter analyzes Social Media to find REAL-TIME Insights into stock opportunities and market direction.

Social Data sets are now generating above average market returns

2013 Results	1st QTR '13	2nd QTR '13	3rd QTR '13	4th QTR '13	Total
S&P 500	6.87%	3.38%	4.96%	8.08%	23.29%
HedgeChatter	4.00%	17.51%	9.96%	9.53%	41%
2014 Results	1st QTR '14	2nd QTR '14	3rd QTR '14	4th QTR' 14	Total
S&P 500	2.20%	n/a	n/a	n/a	2.2%
HedgeChatter	21.90%	n/a	n/a	n/a	21.9%

Sentiment analysis beats the market 4 out of 5 quarters by a large margin!

Plug Power, Inc. (PLUG) [Add to Watchlist](#) [Add to Portfolio](#)

4.58 \$0.19 (-3.98%)
 7/17/2014 4:18pm EDT
 NYSEMKT - Disclaimer
 Currency in USD

Volume: 8,935,729
 Opening Price: 4.68
 52 Week: 0.35 - 11.72
 Market Cap: 765.4M

Social Sentiment (2/18/2014)



Chatter Volume



Chart [Alerts](#) [Stock Chatter](#) [News](#)

[Show Real-Time](#) \$3.87

Zoom [1m](#) [3m](#) [6m](#) [YTD](#) [1y](#) [2y](#) [5y](#) [All](#)

\$1.10 (32%) From [Jan 17, 2014](#) To [Jul 17, 2014](#)



Now Imagine

- There will be a dashboard in the near future, that will ping you leads from social media.
- If one of your savings account customer is planning a trip to Dubai, you can ping him on twitter asking him/her if they would like travel insurance?
- If a customer is planning to go for a movie, you can remind him about that debit card offer at PVR

Mapping Audiences

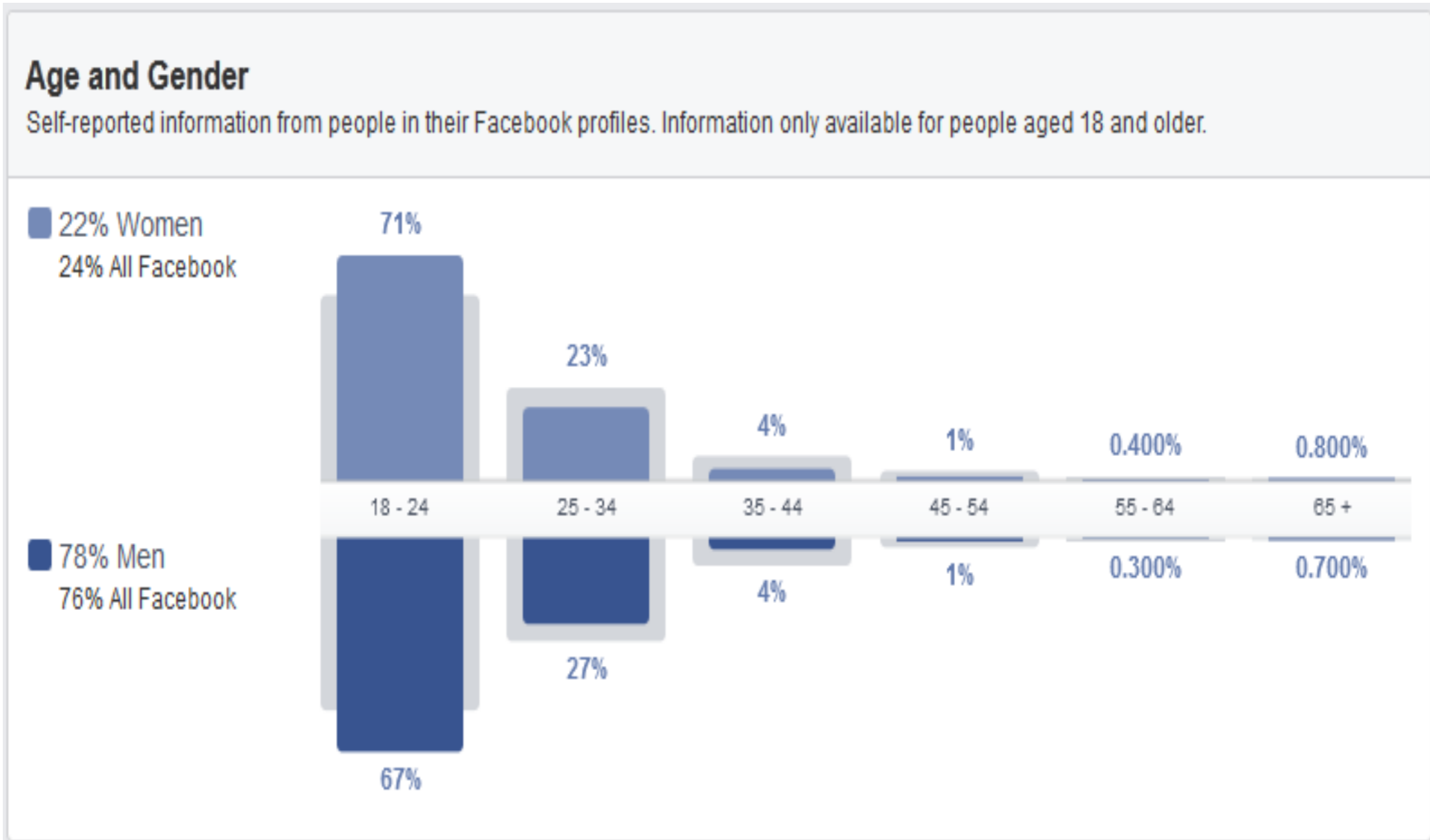


Your Wish Is My Command

Tell me about people who
love EDM music



“They are primarily between 18 to 24 years”



Interested in EDM
10m - 15m monthly active people

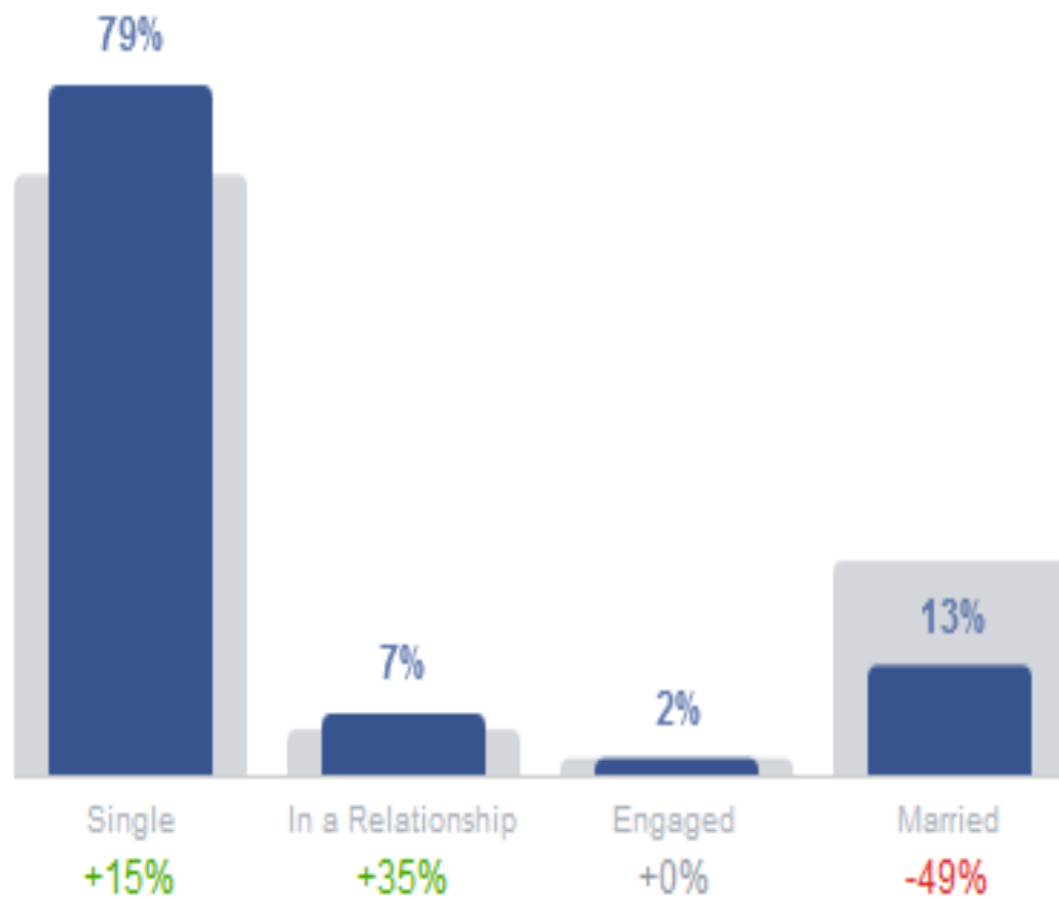
People on Facebook
Country: India



“Single College Going & Grads”

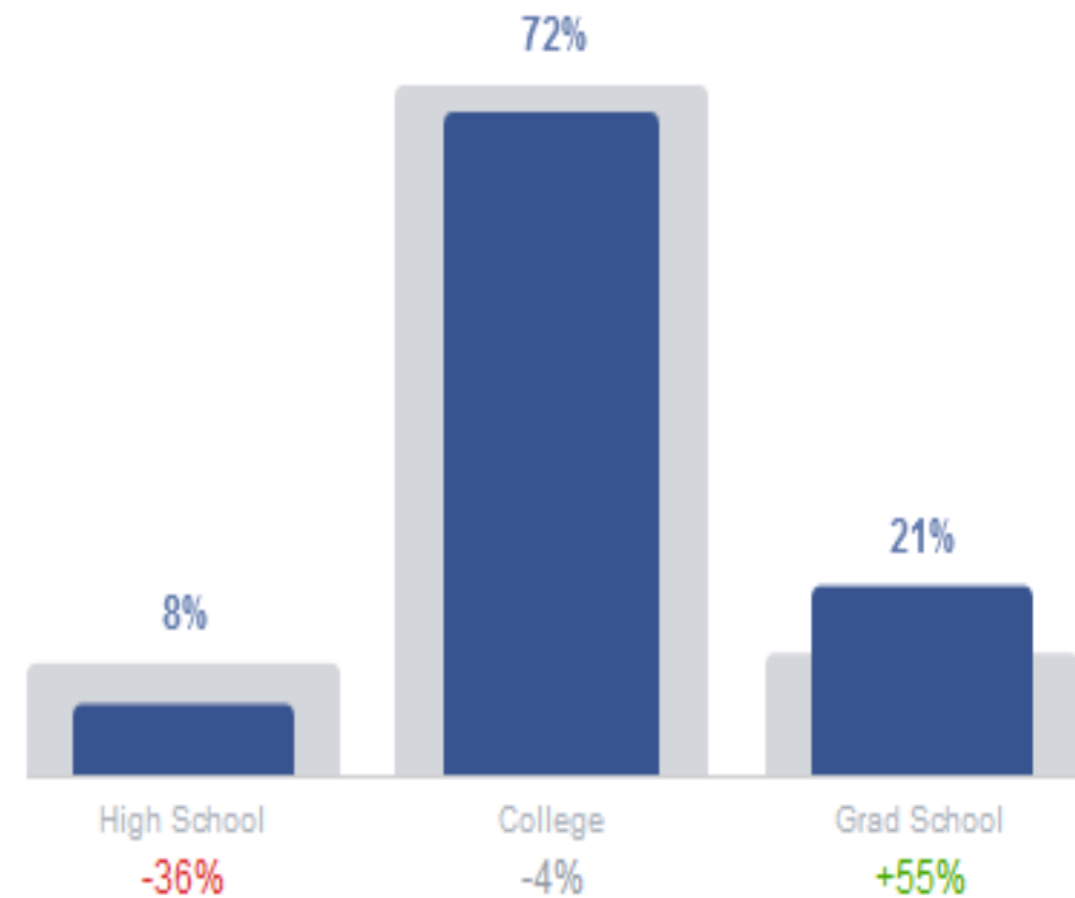
Relationship Status

Self-reported data from people who list a relationship status on F...



Education Level

The highest level of education reached based on self-reported da...





“Here is what they consume”

Top Categories		
1	Concert Tour	SUNBURN Festival
2	Musician/Band	Linkin Park • Britney Spears • Eminem • Lady Gaga • Katy Perry • Pitbull • David Guetta
3	Entertainment	VH1
4	Clothing	Converse
5	Artist	Rihanna
6	Athlete	David Beckham • Ricardo Kaká
7	Product/Service	Reebok India • YouTube • DENVER for Men • PlayStation
8	Movie	Step Up Movie • Transformers • The Twilight Saga • Pirates of the Caribbean
9	Studio	Warner Bros. Pictures (India)
10	Public Figure	Tom Cruise
11	TV Show	MTV Splitsvilla • Coke Studio at MTV • How I Met Your Mother • MTV Stuntmania
12	Actor/Director	Selena Gomez • Megan Fox • Vin Diesel • Emma Watson • Will Smith • Robert Downey Jr
13	TV Network	MTV • HBO
14	App	9GAG
15	TV Channel	Vh1 India • Star Movies India • Star World India • Movies Now Watch Hollywood In HD
16	Video Game	Need for Speed
17	Outdoor Gear/Sporting Goods	adidas Cricket • Nike Cricket
18	Food/Beverages	Red Bull



“Here is what they like”

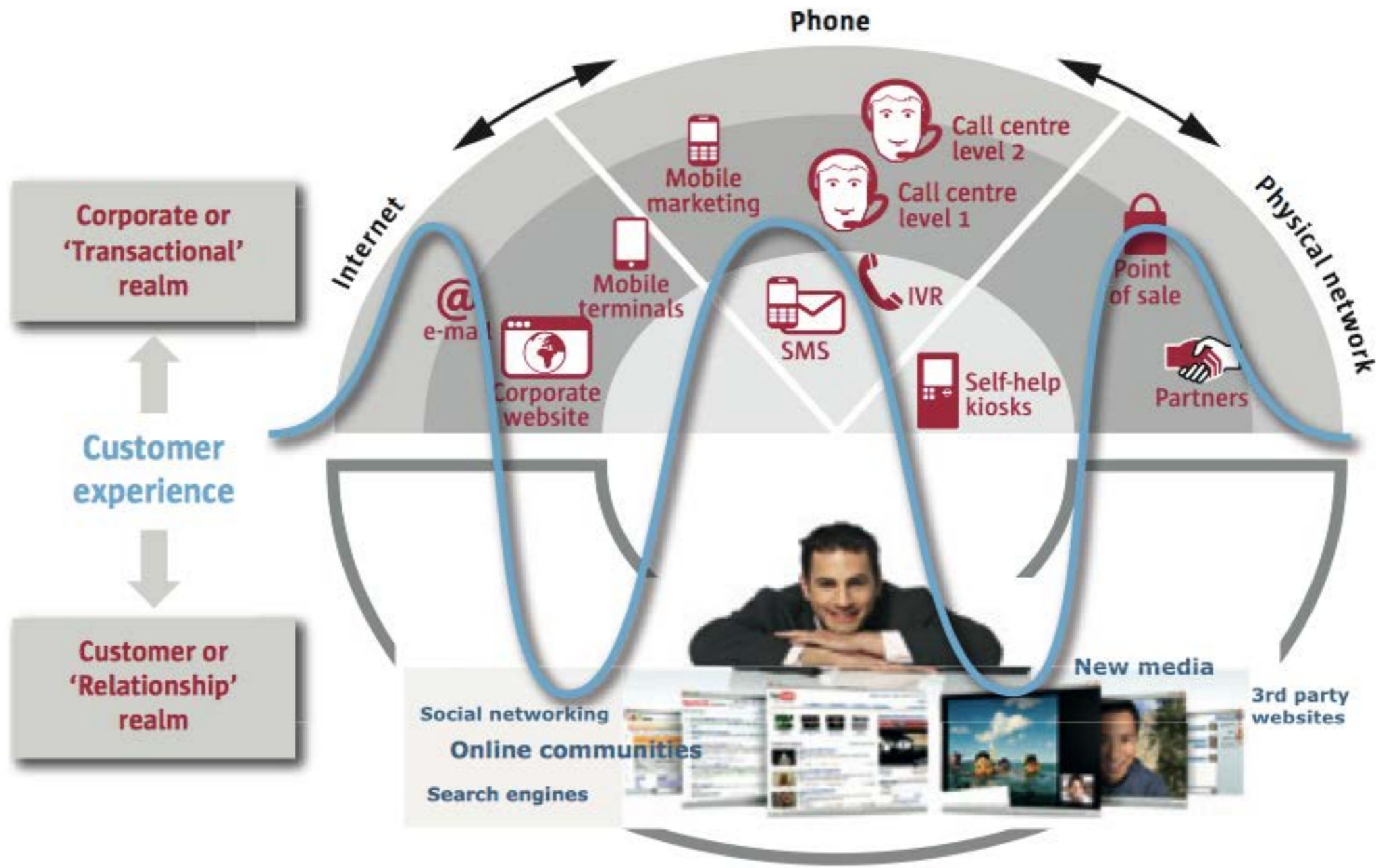
Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance ⁱ	Audience	Facebook	Affinity ⁱ ▾
Tiësto	63	391K	391.7K	1.6x
SUNBURN Festival	22	729K	730.9K	1.6x
Avicii	39	475.9K	477.3K	1.6x
Hardwell	69	383.5K	384.7K	1.6x
Dimitri Vegas and Like Mike	91	334.2K	335.7K	1.6x
Swedish House Mafia	89	341.8K	344.2K	1.6x
Hip Hop Music	70	386.9K	390.6K	1.6x
Afrojack	72	384.6K	389K	1.6x



“They live in...”

Cities	Selected Audience
New Delhi, Delhi, India	11%
Mumbai, Maharashtra, India	10%
Bangalore, Karnataka, India	7%
Hyderabad, Andhra Pradesh, India	5%
Chennai, Tamil Nadu, India	5%
Pune, Maharashtra, India	5%
Calcutta, West Bengal, India	5%
Delhi, Delhi, India	3%
Ahmedabad, Gujarat, India	2%
Jaipur, Rajasthan, India	2%

ORM





Meet David Carroll

What happened next?

United Breaks Guitars



Sons Of Maxwell
Subscribe 11,659

14,124,804
74,826 1,533

&

United Airlines stock price dropped by 10%
\$180 millions in share holder value!

ORM Expectations

- Speed is everything
- No cut-copy-paste
- Be Truthful

Some things you definitely
shouldn't do



Reviewer Gandhi

@reviewero



Following

Wanna marry @VodafoneIN owner's daughter by EOD

← Reply ↻ Retweet ★ Favorite ⋮ More

1

RETWEET



2:54 PM - 21 Sep 13

Reply to @reviewero @VodafoneIN



Vodafone India @VodafoneIN

6m

@reviewero Please DM us your contact number also brief us your concern and we will surely help you out.

Details





Harshdeep Singh @_harshdeep 1h
Your turn @GoibiboDotCom RT @makemytrip @makemytrip is much faster than goibibo. Lagta hai goibibo ka starter thoda slow hai. LOL

Details



goibibo @GoibiboDotCom 1h
@_harshdeep Hi, We regret for the trouble caused, kindly advise your issue so that we may look this on priority.

Details



Harshdeep Singh @_harshdeep 1h
.@GoibiboDotCom I dont have issue, I guess @makemytrip has, kindly ask them.

Details



goibibo @GoibiboDotCom 1h
@_harshdeep Kindly DM your contact Number so that we may talk on this.

Details



Harshdeep Singh @_harshdeep 1h
.@GoibiboDotCom Are you even reading what conversation is going on?

Details



goibibo @GoibiboDotCom 1h
@_harshdeep Please note if it is related to your booking query, kindly DM your contact number.

Details



goibibo @GoibiboDotCom 1h
@_harshdeep Please note if it is related to your booking query, kindly DM your contact number.

Details



Harshdeep Singh @_harshdeep 46m
@GoibiboDotCom Its not regarding booking but u can call on this no if u want to talk on the "issue" 1800-102-8747

Details



goibibo @GoibiboDotCom 40m
@_harshdeep Hi Harshdeep, In order to step ahead on this, you are reqsted to advise your concern.

Details



Harshdeep Singh @_harshdeep 37m
@GoibiboDotCom Rehne do, Tumse na ho paayega

Details



goibibo @GoibiboDotCom 30m
@_harshdeep You have to assist us with your query otherwise we are afraid, we would not be able to step forth.

Details



Harshdeep Singh
@_harshdeep



Follow

.@GoibiboDotCom I don't have a problem, kindly SHUT UP

← Reply ↻ Retweet ★ Favorite ⋮ More



The screenshot shows a Twitter interface. At the top right, there is a logo for 'iProspect' and a header 'Communicate 2'. The main content is a tweet from 'Tata Docomo' (@tatadocomo) with a verified account. The tweet text reads: 'The Vas service has been successfully deactivated also an amount of Rs. 30/- has already been credited back to the account on 27-DEC-2012'. Below the text are icons for 'Reply', 'Retweet', 'Favorite', and 'Buffer'. The tweet is dated '5:40 PM - 3 Jan 13' and includes a link to 'Embed this Tweet'. Below the tweet is a text input field for replying to @tatadocomo. A reply from 'Vivek Vorani' (@vivekvorani) is visible, stating '@tatadocomo kisko bata rahe ho bhaiya..' with a 'Details' link. The footer of the tweet shows '© 2013 Twitter' and links for 'About' and 'Help'.

 **Tata Docomo** 
@tatadocomo  

The Vas service has been successfully deactivated also an amount of Rs. 30/- has already been credited back to the account on 27-DEC-2012

 Reply  Retweet  Favorite  Buffer

5:40 PM - 3 Jan 13 · Embed this Tweet

Reply to @tatadocomo

 **Vivek Vorani** @vivekvorani 11m
@tatadocomo kisko bata rahe ho bhaiya..
Details

© 2013 Twitter About Help

The Other Side of ORM

»»WHAT IS OTHER SIDE?

Google hiranandani reviews

Search About 710,000 results (0.24 seconds) · results improved by FocusOnTheUser.org

Web Ad related to hiranandani reviews ⓘ

Images [Hiranandani, Mumbai - Buy 2/3/4 BHK Hiranandani Flats.](#)
www.indiahomes.com/Hiranandani_Estate
Best Deals & No Brokerage.Know more
2 BHK Flats in Mumbai - 3 BHK Flats in Mumbai - 4 BHK Flats in Mumbai

Maps

Videos

News [Hiranandani Upscale - Bangalore Reviews - MouthShut.com](#)
www.mouthshut.com/...reviews/Hiranandani-Upscale-Bangalore-revi...
★★★★★ Rating: 1 - 11 reviews
Post booking, all those 'glamorous' staff disapper (alongwith their promises). So called Customer service section have no information on the projects, status...

Shopping

More

Show search tools

[Hiranandani Developers Private Limited - Consumerdaddy.com](#)
www.consumerdaddy.com/consumer-reviews-of-hiranandani-develo...
Consumerdaddy consumer report on SEPTEMBER 30, 2012 rates this company just average with a score of 4.90/10.00 with a few consumer complaints, ...

[Hiranandani Constructions - India Property Review](#)
www.indianpropertyreview.com/category/.../hiranandani-constructio...
Indian Property Review provides reviews, ratings, and research reports on Indian ...
Hiranandani Group has launched a new residential project Hiranandani ...

» WHY ONLINE REPUTATION MANAGEMENT

- Companies and individuals don't have singular authority over what is being written online and where
- The blogger sphere and news sites can unduly hurt a brand by publishing damaging content and subsequently create negative results in the Search Engine Results pages
- Online reputation management helps in managing such negative content which can potentially hurt a brand's equity



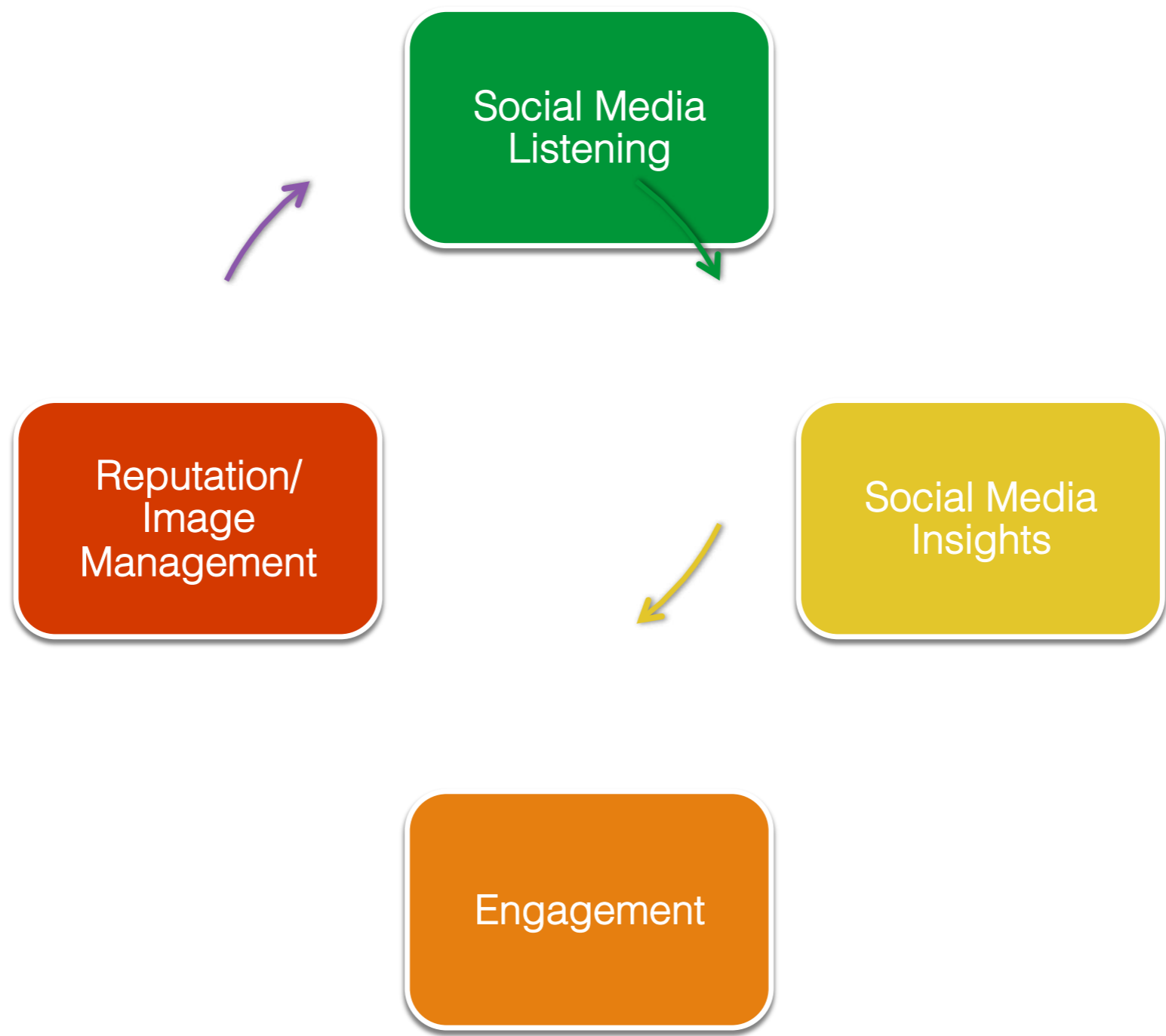
- Pre-emptive Management
 - Address issues before they become issues

- Damage Management
 - Cleaning up the mess



PRE-EMPTIVE MANAGEMENT

- Address issues before they become issues
 - Listen to the web chatter
 - Isolate negative sentiment
 - Directly engage and nullify it before it goes viral and damages the brand



- Keep tabs on what consumers are saying about your brand, product or company
- Knowing what is said about your brand is the 1st step to managing your online identity

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



search ID: rni0166

"OF ALL THE NERVE! SHE JUST TOLD HIM
TO LOWER HIS VOICE IN CASE WE'RE LISTENING."

"TO LOWER HIS VOICE IN CASE WE'RE LISTENING."
"OF ALL THE NERVE! SHE JUST TOLD HIM"

Nixon

- Categorization of the data will allow you to formulate a response strategy...
- ...to engage or not to engage

Positive +
Negative -
Neutral ±

- Why stop at nullifying negatives, enhance the brand image by being constructive with Neutral comments and proactively helping people with your service, offerings and products
- Actively encourage advocates of the brand to spread good news about your brand and enhance your image further
- Remember major purchases are researched and considered before they are purchased
- Positive mentions in the locations your customers are will only bode well for the brand

Positive + Neutral ±



DAMAGE MANAGEMENT

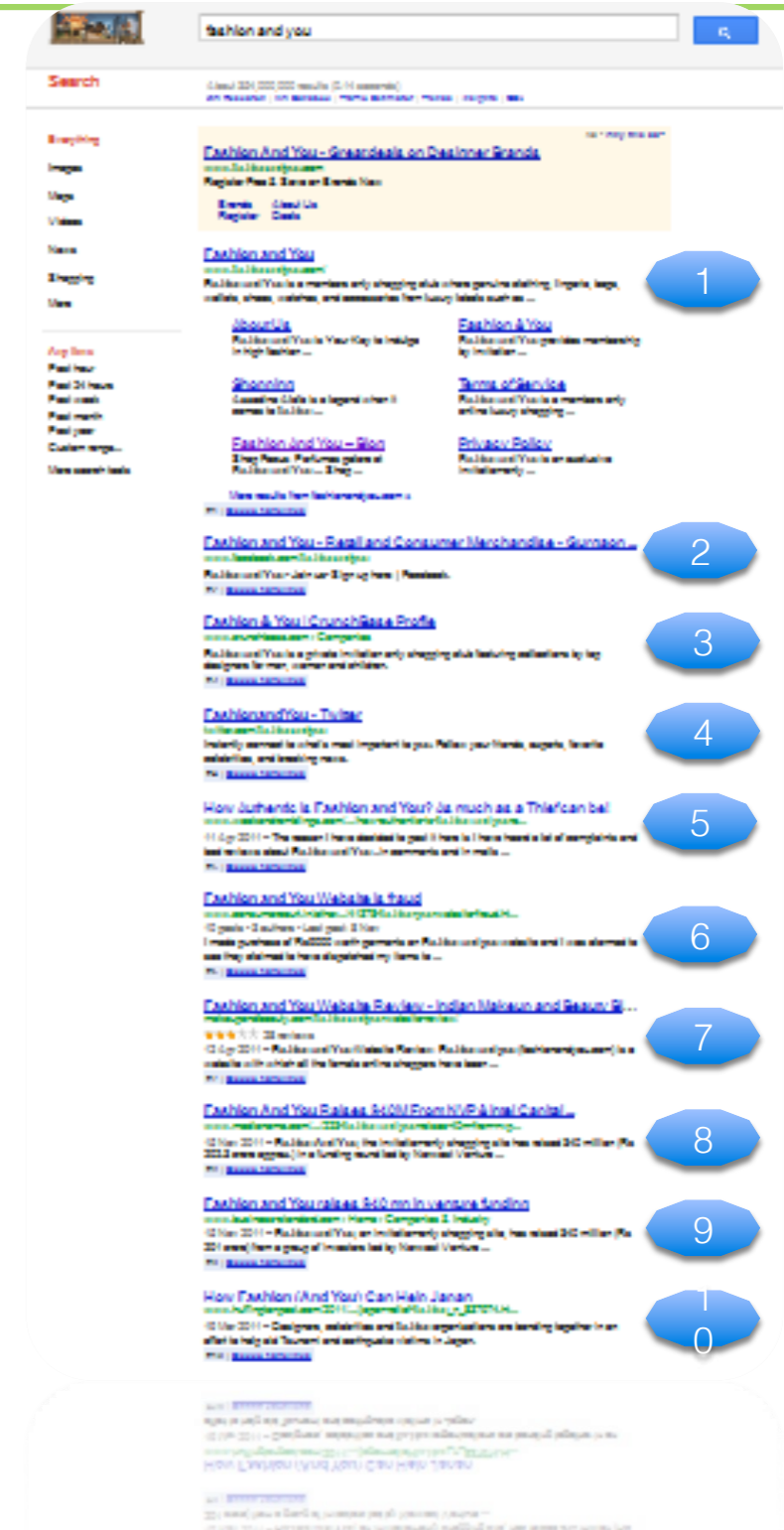
- Damage management is the process of retrospectively fixing negative sentiment from the web be it Google, Mouthshut, Consumer complaints or any other review based sites and blogs

The screenshot shows a Google search for "hiranandani reviews". The search bar contains the text "hiranandani reviews" and a search button. Below the search bar, it says "Search About 710,000 results (0.24 seconds) · results improved by FocusOnTheUser.org". On the left side, there is a navigation menu with options: Web, Images, Maps, Videos, News, Shopping, More, and Show search tools. The main search results area shows an advertisement for "Hiranandani, Mumbai - Buy 2/3/4 BHK Hiranandani Flats." with a link to "www.indiahomes.com/Hiranandani_Estate" and the text "Best Deals & No Brokerage. Know more" and "2 BHK Flats in Mumbai - 3 BHK Flats in Mumbai - 4 BHK Flats in Mumbai". Below the advertisement, there is a search result for "Hiranandani Upscale - Bangalore Reviews - MouthShut.com" with a link to "www.mouthshut.com/...reviews/Hiranandani-Upscale-Bangalore-revi...". This result is highlighted with a red box and includes a star rating of "★★★★★ Rating: 1 - 11 reviews" and a snippet of text: "Post booking, all those 'glamorous' staff disapper (alongwith their promises). So called Customer service section have no information on the projects, status...". Below this, there is another search result for "Hiranandani Developers Private Limited - Consumerdaddy.com" with a link to "www.consumerdaddy.com/consumer-reviews-of-hiranandani-develo..." and a snippet: "Consumerdaddy consumer report on SEPTEMBER 30, 2012 rates this company just average with a score of 4.90/10.00 with a few consumer complaints, ...". At the bottom, there is a search result for "Hiranandani Constructions - India Property Review" with a link to "www.indianpropertyreview.com/category/.../hiranandani-constructio..." and a snippet: "Indian Property Review provides reviews, ratings, and research reports on Indian ... Hiranandani Group has launched a new residential project Hiranandani ...".

- Fixing Google results is incredibly hard, time consuming and costly
- The only method is through very aggressive positive PR campaigns, content development and search engine optimisation

»» THE BASICS

- There are 10-12 results on a Google page
- To clean a page you must effectively endorse or own all of these results
- This means owning 10-12 pieces of content housed on different domains
- SEO of one Google result can often be incredibly difficult, optimisation of an entire page is 10 times harder!



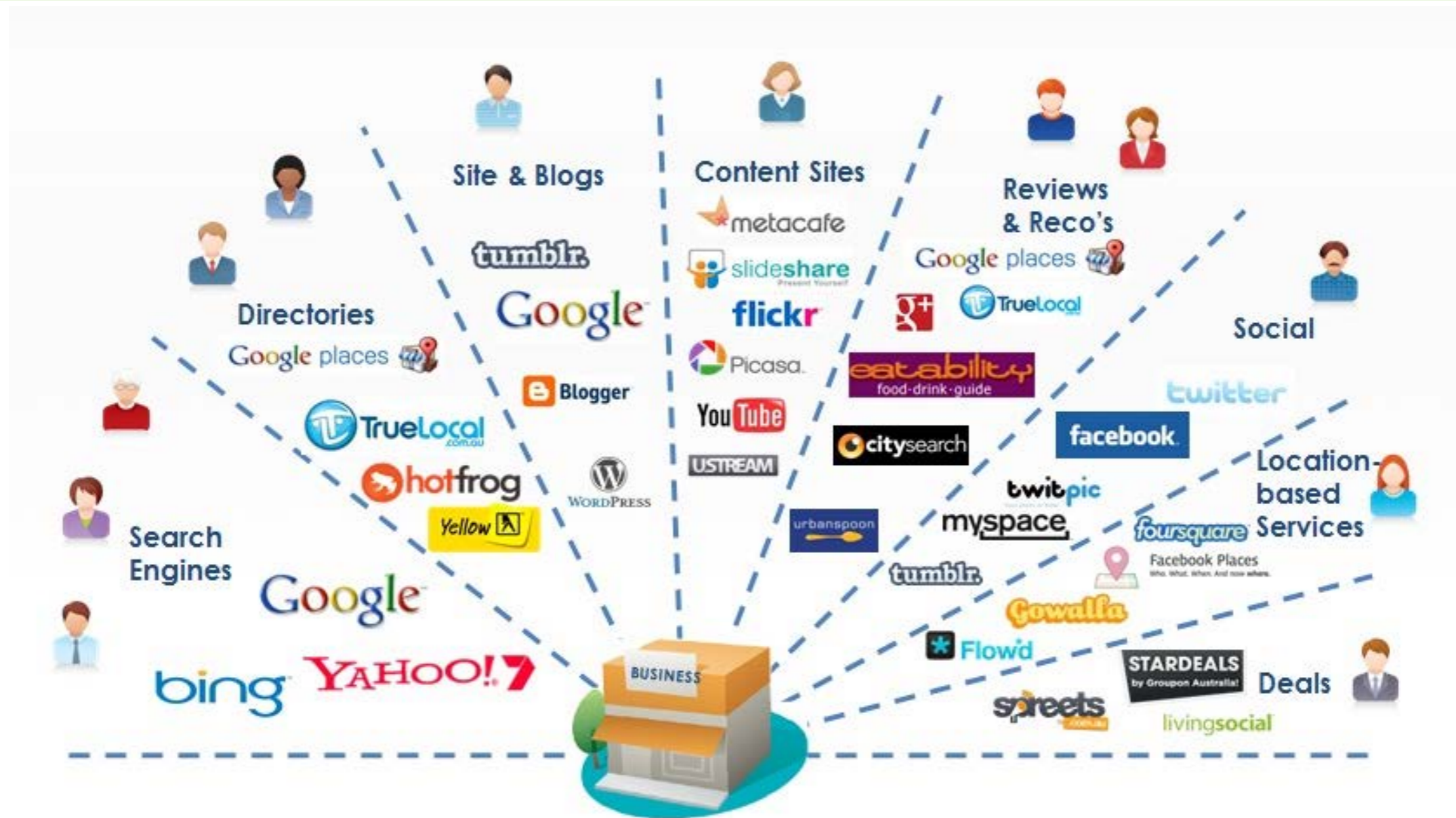
- There are many forms of content:
 - Video, PR, News, Reviews, Blogs, Images
- Google treats each differently and often has reservation space for each type on the results page
- To remove a result you must develop content of same type preferably in the same location (domain) and then optimise the content to give greater relevance and value to it
 - So video vs video, pr vs pr, news vs news, reviews vs reviews etc...



- A secondary method is to develop your own content properties and optimise each to rank for your negative results
- Remember you need 10 minimum to take over a page

- Facebook page
- LinkedIn page
- Twitter handle
- Video
- YouTube brand channel
- Blogs
- Articles
- News articles
- Forums

WEB PRESENCE OPTIMISATION



Web presence optimisation is not just optimising your website for search but for the whole web



Adlabsimagica.com - Adlabs Imagica - Mumbai

Ad www.adlabsimagica.com/Book-Now - 022 4213 0410

Experience The International Theme Park in Mumbai. Book Today!

Adlabs Imagica has 239 followers on Google+

Imagica Family Fiesta

Buy Imagica Family Pack and Save Rs.800 on your Tickets. See More!

Imagica - College Pack

Get Discounted Rate by Showing us Your College ID. Book Now!

Imagica-Masti Ki Baarish

Treasure Hunt, Rain Dance & Lots More. Book tickets @Rs.950 Onwards!

Adlabs Imagica Express

Don't wait in Queue, Take Express Entry. Book Imagica Express Today!

Adlabs Imagica Theme Park - Amusement Park, Khopoli, India

www.adlabsimagica.com/

Adlabs Imagica is India's first International standard Theme & Amusement Park, offering fun, entertainment, dining and shopping at a single location.

Ticket & Prices

Buy Adlabs Imagica Tickets. Check out our Rates/Prices and Book ...

Aquamagica Water Park

Adlabs Aquamagica Water Park near Khopoli. Launching soon ...

Rides & Attractions

We have a variety of Thrill, Family, Kids and Entertainment Rides ...

FAMILY Combo

Get Hot deals and combo offers for friends and family at Adlabs ...

[More results from adlabsimagica.com »](#)

Adlabs Imagica - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Adlabs_Imagica

Adlabs Imagica is a theme park near the city of Khopoli on Mumbai-Pune expressway, India. The park is owned and operated by Adlabs Entertainment Limited ...

You've visited this page 2 times. Last visit: 15/4/14

Adlabsimagica - YouTube

www.youtube.com/user/Adlabsimagica

It was great to see the Humpty Sharma Ki Dulhania stars, Alia Bhatt and Varun Dhawan visit Imagica for a special movie cover shoot. For Alia Adlabs Imagica is ...

You visited this page on 13/7/14.

Images for adlabs imagica

[Report images](#)



1

Adlabs Imagica

Theme park

Adlabs Imagica is a theme park near the city of Khopoli on Mumbai-Pune expressway, India. The park is owned and operated by Adlabs Entertainment Limited, promoted by Manmohan Shetty. [Wikipedia](#)



Opened: April 18, 2013

CEO: Kapil Bagla

Rides: Nitro

People also search for

[View 4+ more](#)



EsselWorld



Wonderla



Mani Bhavan



Siddhivin... Temple, Mumbai



Bandra-Worli Sea Link

[Feedback](#)

See results about

Nitro (Roller Coaster)
Park: Adlabs Imagica
Opened: 2013



Even after the accident and a huge amount of negative PR, there is a clean slate on the top rankings

DSP BLACKROCK MUTUAL FUND

CASE STUDY

» USE GOOGLE TO IDENTIFY DEMAND

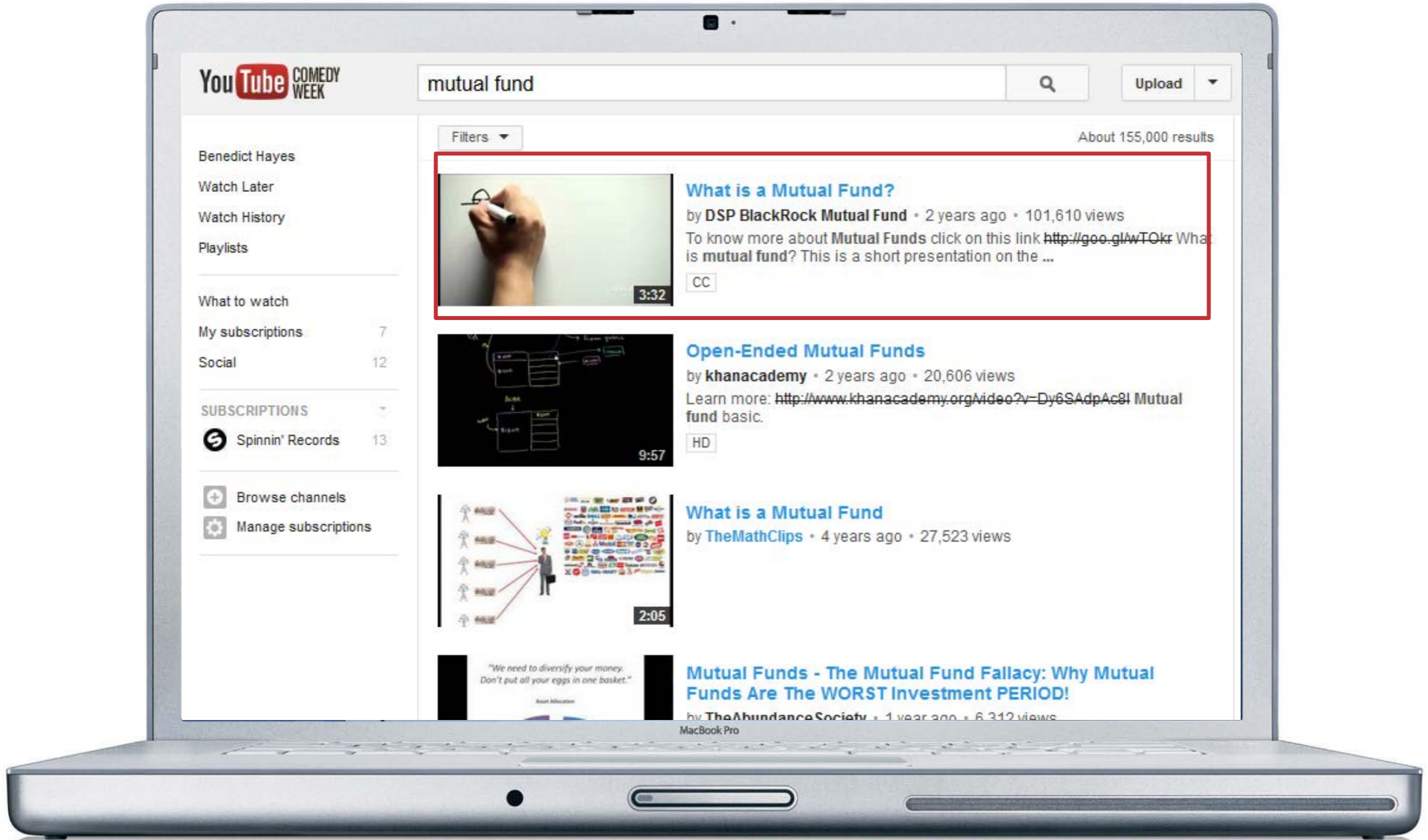
- Keyword planner

Search terms	Avg. monthly searches
mutual funds	~ 33,100
tax saving schemes	~ 1,300
what is nav	~ 880
what is sip	~ 1,000
types of mutual funds	~ 1,900



MUTUAL FUND

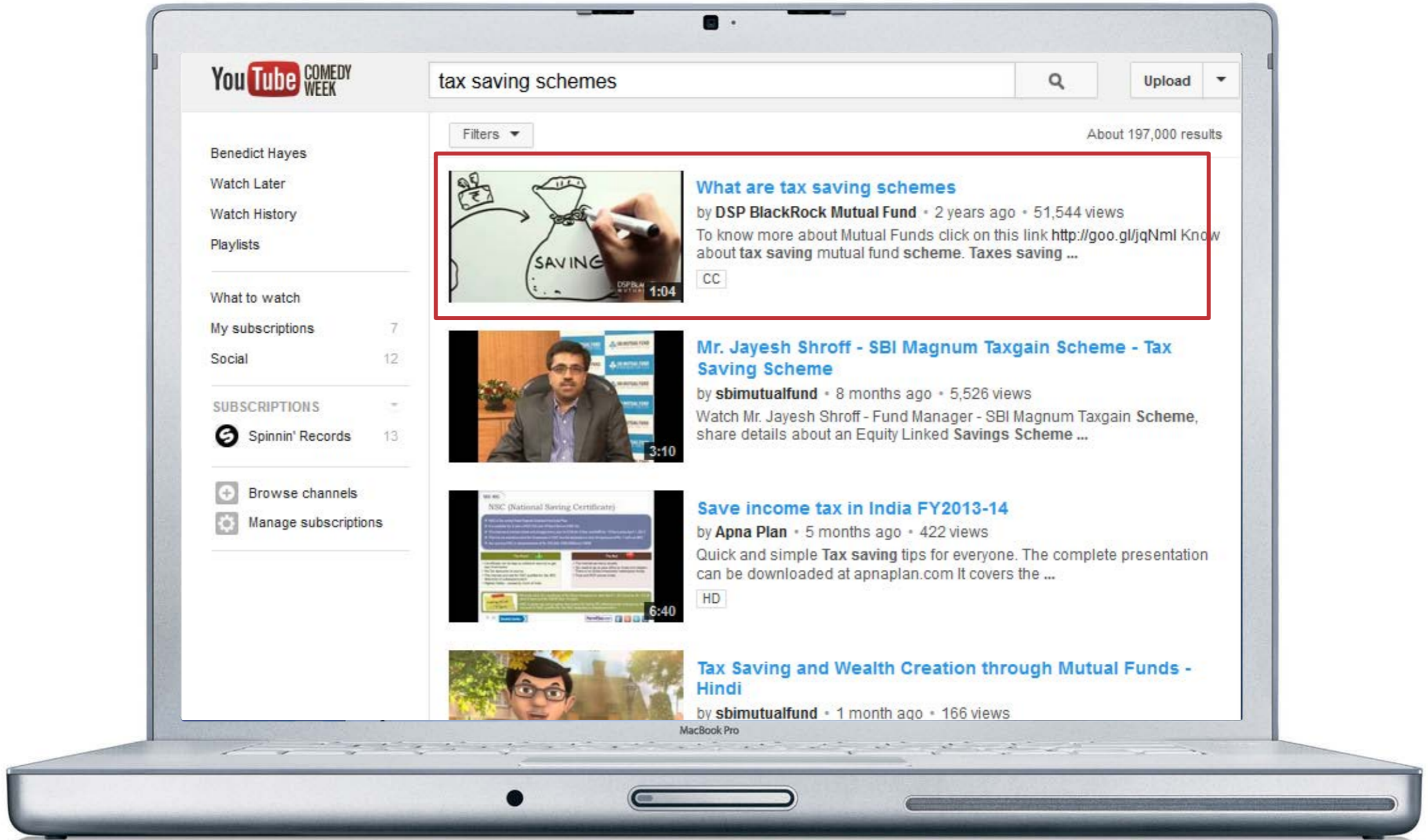
DSP Blackrock





DSP Blackrock

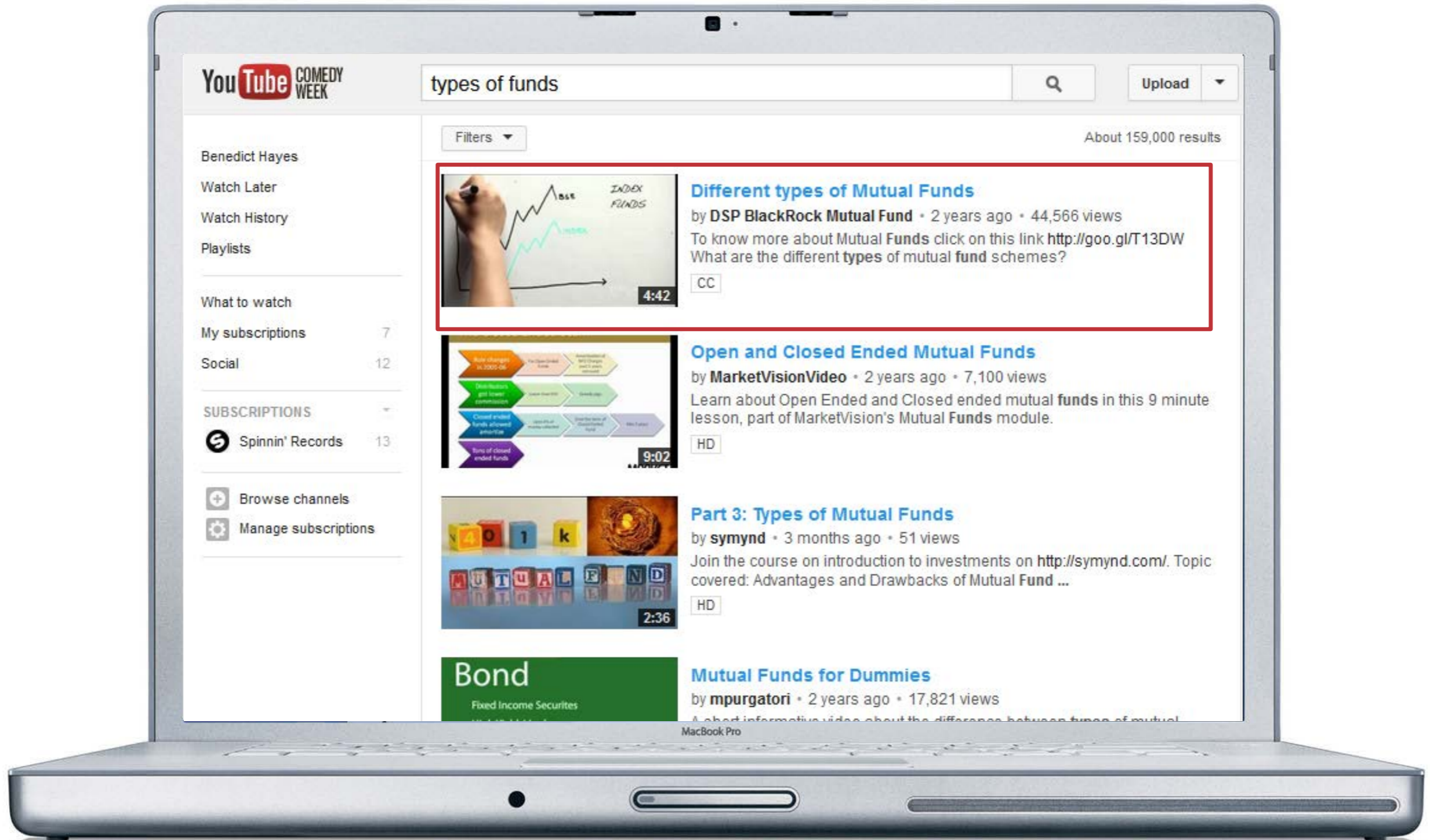
TAX SAVING SCHEMES





DSP Blackrock

TYPES OF FUNDS



YouTube COMEDY WEEK

types of funds

Filters

About 159,000 results

Different types of Mutual Funds
by DSP BlackRock Mutual Fund • 2 years ago • 44,566 views
To know more about Mutual Funds click on this link <http://goo.gl/T13DW>
What are the different types of mutual fund schemes?
CC

Open and Closed Ended Mutual Funds
by MarketVisionVideo • 2 years ago • 7,100 views
Learn about Open Ended and Closed ended mutual funds in this 9 minute lesson, part of MarketVision's Mutual Funds module.
HD

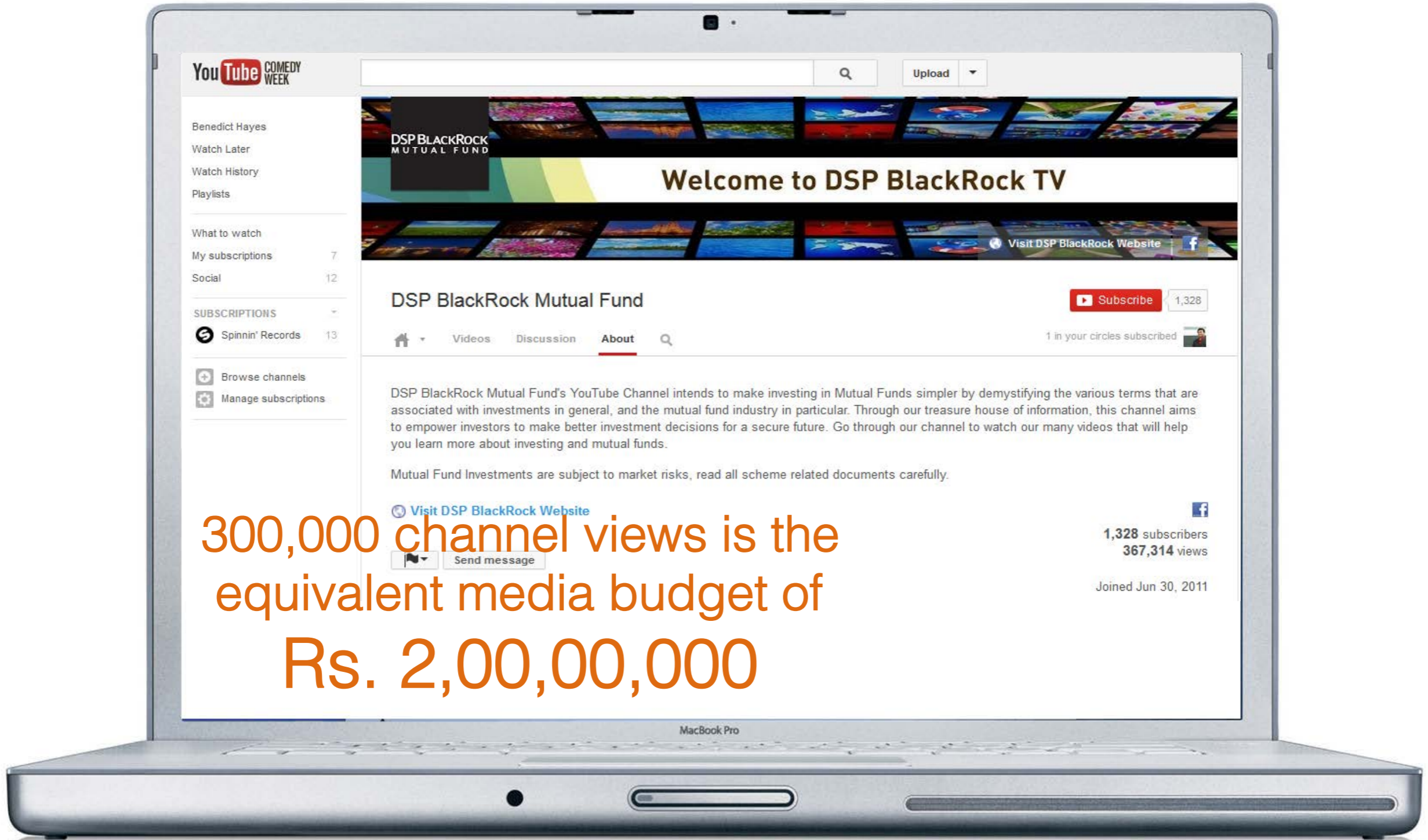
Part 3: Types of Mutual Funds
by symynd • 3 months ago • 51 views
Join the course on introduction to investments on <http://symynd.com/>. Topic covered: Advantages and Drawbacks of Mutual Fund ...
HD

Mutual Funds for Dummies
by mpurgatori • 2 years ago • 17,821 views
A short informative video about the difference between types of mutual



THE CHANNEL

DSP Blackrock



300,000 channel views is the equivalent media budget of Rs. 2,00,00,000

Can A Bank Truly Be Social?

One Bank Certainly Did...



Let's start...

Crowdsourcing

The screenshot shows the Fidor Smart Community website. At the top left is the logo for Fidor Smart Community. To the right, there are links for 'Registrieren | Login' and 'BLZ: 700 222 00 | Bonus | Finanzstatus | Community'. Below this is a navigation bar with buttons: 'JETZT KOSTENLOS ANMELDEN', 'MEINE STARTSEITE', 'ANALYSIEREN', 'BEWERTEN', 'SPAREN', 'AUSTAUSCHEN', and 'MEINE COMMUNITY EINSTELLUNGEN'. The main heading is 'Gemeinsam mehr Geld'. On the left, a sidebar lists services: 'Mehr Geld von A bis Z', 'Fidor Smart Girokonto', 'Smart Prepaid MasterCard', 'Bonus-Programm', 'Fidor Community', 'Edelmetalle', 'Handy aufladen', and 'Fremdwährungen'. The central content area has tabs for 'News für alle', 'Geldfrage', and 'Suche [?]'. It features a question 'Was passiert gerade in der Welt der Finanzen?' and two user-generated responses. The first response is from 'robertkoch' with a link to a community post. The second is from 'DavaD87' reviewing 'Bensberger Bank Klassik'. On the right, there is a 'Bonussaldo' section showing a balance of 5,00 and a 'Zum Bonusprogramm' button. Below that is a 'Like' button with a '20k' counter and a statistics box showing '7.976 Berater | 4.462 Wunschprod. | 3.161 Produkte | 7.559 Spartipps'. At the bottom right, there is a 'Community Apps' section with an 'Austauschen' button.

NO sales force. Only peer-to-peer community lead support!!

Lending... Not Loans..



Need Money? Ask the community

Crowdfunding



CROWDFINANCE

< Crowdfinance

> Crowdfinance Partner

> So einfach geht's

Have the next big idea? Startnext will do that.

Co-creation



Account Interest Rate is depended on social actions, thereby motivating customers to provide feedback on product suggestions, new product ideas

Virtual Currency



Convert real currency into virtual currency.
Pay via bitcoins to merchants.

All The Way From The Top



CEO tweets out regularly

The Result

Cost Per Registration : 1.33 Euro

Cost Per Full KYC : 16.7 Euro

Net Income Per Full KYC : 114.83 Euro



© Original Artist / Search ID: hscn1750

Rights Available from CartoonStock.com

"THE REGULATORS CAME DOWN HARD ON US.
THEY UNFRIENDED US ON FACEBOOK."

Over To You!



Vivek Bhargava

CEO of iProspect Communicate 2, part of the Dentsu-Aegis Network. Vivek has over 17 years guiding the digital strategies for some of the largest brands such as ICICI Bank, Merrill Lynch, MTV and Reliance

@vivekbhargava



Gautamm Mehra

Gautamm brings in 10 years of Digital Marketing experience. A hacker, affiliate marketer, coder and above all a bartender, Gautamm absolutely loves what he does! Viacom, Cleartrip, ICICI Prudential, Adlabs Imagica, HBS are some of the clients he has worked on.

@digitaltwister