

## US firm to offer web advertising service in India

California-based online video advertising service provider Jivox began India operations to launch its web-based service in the domestic market, the company said here Thursday.

Jivox gives customers access to web advertising by making it easy to create, target and deliver online video ads.

Its platform combines a video ad creation tool, proprietary technology, advanced reporting capabilities and a network of publishers to offer advertisers a do-it-yourself service for web-based video advertising.

'Jivox was set up on the premise that businesses are ready to move beyond expensive forms of advertising by adding online video ads to their marketing mix, though they need help to tap the new medium. Our platform allows advertisers to get their products and services reach out customers to drive business,' Jivox founder CEO Diaz Nesamoney said in a statement.

In addition to sales and marketing, Jivox Software India Ltd will have a software development centre in [Bangalore](#) to customise and enhance its product and service offerings to the domestic customers.

'We believe that we can empower Indian businesses to take advantage of the advertising opportunities in India within online video. Our tools will enable advertisers to leverage service templates or use creativity to develop compelling video ads content,' Nesamoney pointed out.

After creating ads, advertisers will be able to tap micro-targeting algorithms and established network of online video publishers to deliver their advertising to audiences based on geographic, demographic or contextual parameters.

According to Jivox India managing director Naren Nachiappan, proprietary algorithms use website contextual data and content metadata to match ads with audiences for a favourable response to their campaign.

'Our long-term plan is to bring the power of online video advertising to the mass market,' Nachiappan added

( © IANS / India eNews)