

Advertise at the mecca of MBA prep



**Does your brand appeal to the youth ?
Is the youth your target audience ?**

Most brands spend more on advertising because they struggle to reach their audience and gain their attention. Despite the growing popularity of a zillion new media, lakhs and crores are spent to buy a few seconds of dedicated attention of the hyper-social young generation. While most ads are designed to penetrate, they miss the target owing to clumsily planned placements.

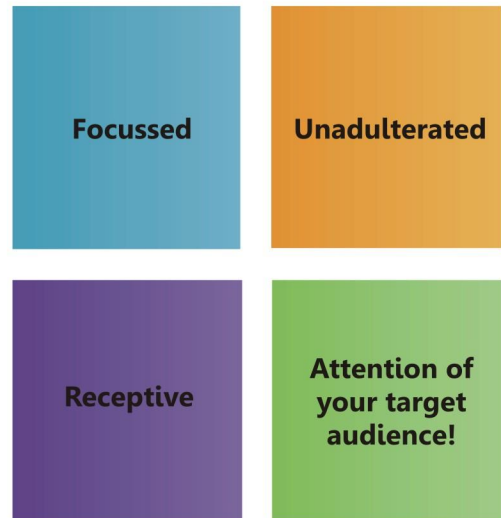
 **Test Funda**
A Thinkcell Company





Reaching the modern Indian youth between 20-26 is every brand's dream. Being able to catch them receptive and attentive is beyond the dream. Driving sales and proven ROI is unimaginable! Not anymore

Testfunda.com brings you



Who are we?

We are the leaders in online test preparation for national MBA aptitude tests - CAT, XAT, NMAT, SNAP, IIFT etc. with deep ed-tech expertise- online, android app & analytics. At Testfunda, our principal strengths are the conceptualization of High-Decibel advertising campaigns and development of efficiently targeted media plans. We create strategically targeted advertising campaigns that help you connect with your audience. In addition, we are adept at working within constrained budgets.

Our offerings

- Advertising campaign creation
- Marketing and outreach support
- Creative Ad designing
- Social media marketing

Our USP

- Ads @ Excellent value for money
- Ads @ High user engagement
- Ads @ High brand exposure
- Ads @ Superior recall value

Led by IIT-IIM alumni team

50+ team of MBAs, SMEs & engineers

6.5 lac+ registered users

300+ Institutional partners

1000+ IIM call-getters each year

9 years of leading online MBA test prep

Catch them where they're most active: Online

www.testfunda.com-
The holy grail of MBA test prep!

A hub to 20-26 year old serious MBA aspirants

2.5 Million+ Unique visitors per year

1 Million+ Impressions on Homepage

200+ Unique Daily Registrations

4 mins+ Avg visit duration

40%+ Returning visits

80,000+ Active Email Subscribers

10%+ Email Open rate

Advertise across nine verticals:

Banners

Announcements

Editorials

Emails & SMS

Newsletters

Expert Chats

Co-sponsored Mocks

Footer Button

Mobile App

TestFunda enjoys a growing popularity and is a sureshot way to stay in your audience's mind and pocket! Make your place on the screen either through text or banner ads.

Brands with us:

XLRI, S P Jain, Great Lakes, NMIMS, SIIB, GMAT, GRE, IBS, Alliance, ITM, MITSOB & many more...

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It's a win-win for you!

- ▶ Serious MBA aspirants' attention
- ▶ High user involvement
- ▶ Drive your brand
- ▶ Generate high brand recall
- ▶ Accessible across multiple devices- desktop, tablet and smartphone
- ▶ Enhance website traffic
- ▶ Produce measurable results
- ▶ Increase Return-on-Investment

Our clients are our advocates!

The team at TestFunda has been very supportive and goes an extra mile to lend a helping hand for anything. They are always on-time and delivery has been good so far too!

- Mohamed Ouf, QS World MBA

The promotion campaign with TestFunda was different and executed brilliantly at their end, which helped us get a lot of visibility. A lot of properties were innovatively designed. We are thankful to TestFunda team who was cordial and were also impromptu which helped us a lot in the entire process.

- Akshaya Iyer, SCMHRD




We have been working with TestFunda for several years now, making use of its various brand properties. The entire team has been proactive and a delight to work with.

- Prachi Tewari, IBS Business School

TestFunda is one of a kind portal to engage with students. The team has been really supportive & proactive. We cherish our association with Team TestFunda.

- Karan Lalit, SOIL



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