

# NetPrice Services

[www.netpriceservices.com](http://www.netpriceservices.com)

Year of Incorporation: 2006

Category of Innovation: Startup



**Company overview:** Specialist in providing innovative solutions for measuring marketing performance. The company is drawing beta customers and attracting investor interest.

**Innovation:** NetPrice Services has launched AdoRoi, a complete end-to-end C2B2B marketing solution for new customer acquisitions. A first-of-its-kind service in the Geospatial lead management space, the product measures, tracks, manages and helps to convert advertisement efforts into profitable customers. AdoRoi is a user-friendly and intuitive Semantic Web Interface (Web-Desktop Feature), where the back-end uses convergence technologies to integrate with the SMS, IVR, DTH and USSD Interfaces. AdoRoi is available on the “SaaS” model and is highly scalable and cost effective.

## Impact of Innovation

**Internal:** The innovation has resulted in a completely new revenue stream for the company. The innovation has improved the process of lead validation and distribution, shortening the approach time to the prospect. This has led to real-time collaboration between the Marketing, Media and sales departments of NetPrice Services.

**External:** The call for action promotions by brands in conventional media suffer from poor follow-ups, lack of ROI measurement and related problems. The interactive tool AdoRoi enables large brands, that depend on conventional advertising and distribution networks, to accurately measure the response, while providing real-time response to consumer requests for goods and services. It thus improves the short and long term efficiency of their promotional advertisements. AdoRoi allows advertisers to measure the ROI of all media types on a single platform, which makes the performance of conventional ads comparable to the performance of online ads in real time. While doing so, it provides a very effective lead distribution system to shorten the sales cycle time using the current sales network.

**Customer speak:**

**“We deployed AdoRoi about two months back and are happy to state that it has met and exceeded our expectations. We found the Campaign management and Geological lead distribution modules very useful and therefore our media buying decisions are now accurate and predictive.”**

**Sunil Shah, CEO Gurukul Group**

