

XIRCLS: A Made-In-India Decentralized Collaborative Marketing Network That's Set to Disrupt Big Adtech

The Mumbai-based total martech solutions company has built a decentralized network of 150+ e-commerce brands & entertainment partners to enable instant cross-marketing partnerships and help companies reduce their dependence on U.S. ad tech companies.



Mumbai, Maharashtra May 24, 2023 ([issuewire.com](https://www.issuewire.com)) - If you still think of Google, Facebook, and Instagram Ads when you think of online marketing, a Mumbai-based martech company is here to change that.

XIRCLS (pronounced 'circles') is the world's first AI-powered, collaborative marketing network where non-competing & allied companies can instantly collaborate to efficiently reach their marketing goals, from genuine brand engagement, high-quality customer acquisition, and partner-funded customer retention & loyalty.

XIRCLS aims to break the dependence of companies worldwide, starting with India, on Big Ad Tech and create a decentralized platform where they can actively drive revenue to each other. Via their partners but without any data shared, XIRCLS enables companies to track & verify that every marketing message has reached a genuine human being most likely to engage with them, leaving zero room for fraud. Customers, in turn, enjoy one-to-one personalization, receive contextual marketing messages at the moment of purchase (when they're already in the mood to buy), and are assured of 100% data privacy.

XIRCLS, an acronym for Cross-Marketing Integrated with Rewards & Customer Loyalty Solution (the X stands for the Cross in Cross-Marketing), is radically different in architecture compared to current players in the global martech & ad-tech space. While these companies (like Google & Facebook) operate as centralized platforms where businesses pay to display their ads to an anonymous and unverifiable user base, XIRCLS is a decentralized network where businesses enter into consenting partnerships to reach genuine & verified customers shopping and engaging in real-time.

XIRCLS co-founder Deepak Dhingra said: "Presently, businesses resort to paying for ads online with no guarantee that it's reaching genuine users, not bots or fake accounts. With XIRCLS, for the first time ever, businesses can verify and track the outcome of every marketing rupee. They can be assured that every marketing message is reaching a genuine consumer currently buying in an allied or complementary category."

Google and Meta (Whatsapp, Instagram & Facebook) collectively made Rs.41,115 crore in gross advertising revenue in FY22, even as they continue to tussle with the Indian government about questionable data privacy practices and abuse of their market dominance. Alluding to this fact, Mr. Dhingra stated: "Our startup stands up against the entire system of digital advertising that American tech giants have made the norm - an exploitative digital ad market, rife with fraud and run by centralized authorities who feed off a lack of transparency to arbitrarily raise ad prices for millions of small and medium enterprises in India and globally. We aim to redirect billions of rupees in ad revenue back to the Indian business community & corporate ecosystem through our decentralized collaborative marketing technology."

XIRCLS now has 135+ companies running campaigns on the network, including PVR Cinemas, Bombay Shaving Company, Beardo, Cornitos, Hammer, Kapiva, Estele Jewellery, Skullcandy India, mCaffeine, Snitch, etc., and has processed over 2.5 million transactions.

"We envision XIRCLS as not just a collaborative marketing technology company but a new global movement wherein a small shopkeeper in a village can potentially collaborate with the world's biggest brands and give value additions to his customers in a way he could never do before. We aim to bridge the gap between corporate boardrooms and the local street vendor when it comes to marketing collaborations with the long-term goal of helping local economies & communities thrive," said Mr. Dhingra.

For more information, visit: <http://www.xircls.com> | **Demo video:** bit.ly/XIRCLSDemo

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