

TweetReach Report for #adtechIN from:naina

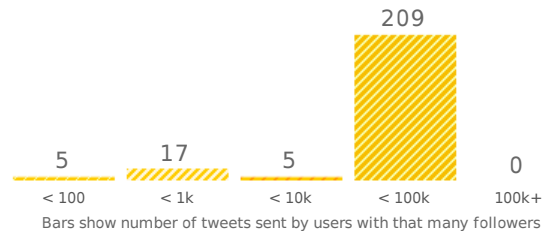
estimated reach

45,602

accounts reached

exposure

3,031,826 impressions

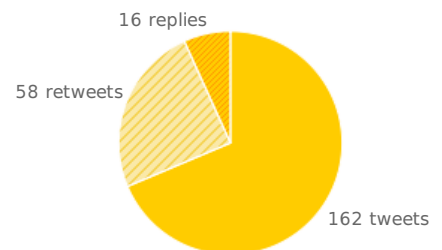
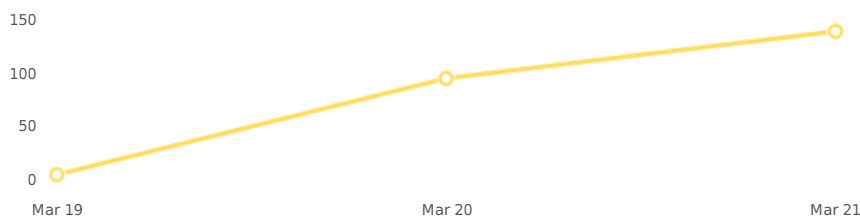


activity

236 tweets

23 contributors

3 days



top contributors

highest exposure

3M impressions



@Naina

most retweeted

26 retweets



@Naina

most mentioned

29 mentions



@boughb

most retweeted tweets

- [Naina](#): Flipkart is the most accessed mobile shopping website in India. [@cacophonix1984](#) [#adtechIN](#)
1 day ago
- [Naina](#): Only 1/3rd of the Indian internet population is women. Further only 14% rural [@ktemsamani](#) [#adtechIN](#)
2 days ago
- [Naina](#): [.@rodinhood](#) is bajaing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)
1 day ago

contributors

		Tweets	RTs	Impressions
1	Naina	210	26	2,981,030
2	Rammohantweets	2	0	20,030
3	boughb	1	0	14,011
4	womensweb	1	0	3,110
5	smc90	1	0	3,044
6	CoolEcommerce	1	0	1,543
7	yashrajx	1	0	1,296
8	kengibbsjr	1	0	1,008
9	dipsy	3	0	813
10	IamMihirPandya	1	0	787
11	ashwinnathan	1	0	672
12	Brhoom_x	1	0	617
13	kaustubhi	1	0	589
14	softwarecoupon	1	0	576
15	Capricious_Me_	1	0	558
16	mBillionth	1	0	523
17	Aakancksha	1	0	426
18	gloliter	1	0	378
19	TodayFahad	2	0	294
20	manasgulati	1	0	204
21	RupabhShukla	1	0	166
22	salizamerican	1	0	108
23	amshadangi	1	0	43

tweets timeline

● Mar 21, 2014 at 3:40pm UTC



[Naina](#): [@syamant](#) Agreed. Would be nice to have access to presentations - slides & video. Especially to delegates who paid. [#adtechIN](#)

1 day ago



[amshadangi](#): RT [@Naina](#): The Like button was created in 24 hours during a brainstorming session at Facebook. [#adtechIN](#) [@boughb](#) [#hackonomy](#)

1 day ago



[Naina](#): [@syamant](#) ~286 tweets from this set are ones I sent out ;) (counted manually) Not including my tweets that were RTd [#adtechIN](#)

1 day ago



[Naina](#): RT [@PreHoon](#): [@ashishkashyap](#) reads out audience's 'get to the point' tweet in between [#keynote](#) debate.. hahahaha epic!! [@adtechindia](#) [#adtech...](#)

1 day ago



[Naina](#): RT [@Swats26](#): Currently ecommerce product market in India is \$2.5billion. Unless it becomes \$30-40bn we r all wasting our time [#adtechIN](#) [@as...](#)

1 day ago



[Naina](#): "[@syamant](#): Some [#adtechin](#) tweets related info <http://t.co/B69AMc4MIL>"

1 day ago



[Naina](#): 2/2 So many unanswered phone calls I have to return & pending projects to get back to. [#adtechIN](#) Was great!

1 day ago



[Naina](#): Last two days haven been such an engaging daze. I have tons of emails to respond to, blog posts have gone out on their own. 1/2 [#adtechIN](#)

1 day ago



[Naina](#): Now back home from [#adtechIN](#) Popcorn in the oven and a bottle of chilled beer. Perfect close to an amazing day.

1 day ago



[ashwinnathan](#): RT [@Naina](#): The Like button was created in 24 hours during a brainstorming session at Facebook. [#adtechIN](#) [@boughb](#) [#hackonomy](#)

1 day ago



[kengibbsjr](#): RT [@Naina](#): The Like button was created in 24 hours during a brainstorming session at Facebook. [#adtechIN](#) [@boughb](#) [#hackonomy](#)

1 day ago



[boughb](#): RT [@Naina](#): The Like button was created in 24 hours during a brainstorming session at Facebook. [#adtechIN](#) [@boughb](#) [#hackonomy](#)

1 day ago



[Naina](#): And that's a wrap! Day two knocked it out of the park! [#adtechIN](#)

1 day ago



[Naina](#): The best way to predict the future is to hack it! [#hackonomy](#) [#adtechIN](#) [@boughb](#)

1 day ago



[Naina](#): RT [@nehaagarwal85](#): tv reach 18% for mondelez, they added twitter and it became 50%. 32 % extra justing fusing them together [#digital](#) [@bough...](#)

1 day ago



[Naina](#): RT [@honeytech](#): So [@boughb](#) is hero of consumer engagement strategies. Follow him, learn few things & implement some for your brand [#adtechIN...](#)

1 day ago



[Naina](#): Now talking about [#hackingculture](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: People waited in line for 2.5 hours! [#eatthetweet](#) [#sxsw](#) [#3DOreo](#) [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: Just saw a video about [#eatthetweet](#) 3D printed Oreos from [#sxsw](#) Brilliant. [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: Sorry but this is a very interesting session. Not able to tweet! [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: RT [@kushalsanghvi](#): Awesome when [#FMCG](#) co [@MondelezGroup](#) decides to spend a full 10% on [#mobile](#) n that's the way to go!! [@adtechindia](#) [#adtec...](#)

1 day ago



Naina: RT [@honeytech](#): User data & analytics via [@boughb](#) [#adtechIN](#) <http://t.co/BvxCjwWQ2N>

1 day ago



Naina: RT [@adtechindia](#): "Mobility provides opportunity to connect through all the channels may it be TV, digital or other media.", Says, [@boughb](#) #...

1 day ago



Naina: Increase media ROI. Influence purchase. Reach. Engagement. Impulse. Loyalty. [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: Nilla ad. Funny. [#hackingmedia](#) [#adtechIN](#) [@boughb](#) [#madeforshooting](#) <http://t.co/WJ5TLhDMM4>

1 day ago



Naina: He's sweating bullets. [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: Creative needs to keep up with media for real time opportunities. [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



softwarecoupon: RT [@Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)

1 day ago



Naina: Aspirations need to match allocations. [#hackingmedia](#) [#adtechIN](#) [@boughb](#)

1 day ago



Naina: RT [@swapdp](#): Smoking up marijuana is more effective than multitasking [@boughb](#) is killing it with this opening remark! [#adtechIN](#)

1 day ago



Naina: RT [@adtechindia](#): How many of you believe the same? "Twitter and Facebook have become gateway drugs today." [@boughb](#) at [#adtechIN](#)

1 day ago



Naina: RT [@ARMDigital](#): "Social media is as addictive as cocaine" - [@boughb](#) [#adtechIN](#)

1 day ago



Naina: RT [@vishal1mehra](#): "We are the most distracted society in the human history" - [@boughb](#). This man is electrifying the stage. [#adtechin](#)

1 day ago



Naina: RT [@adtechindia](#): "Honk if you love Jesus, Text if you want to meet him" [@boughb](#) Hilarious quote! [#adtechIN](#)

1 day ago



Naina: RT [@swapdp](#): Hackonomy is the way ahead. Break away from fixed mindsets, traditions and processes. [@boughb](#) [#adtechIN](#)

1 day ago



CoolEcommerce: RT [@Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)

1 day ago



Naina: The Like button was created in 24 hours during a



brainstorming session at Facebook. [#adtechIN](#) [@boughb](#) [#hackonomy](#)
1 day ago



[Naina](#): Create value by breaking things. [#hackonomy](#) [#adtechIN](#) [@boughb](#)
1 day ago



[Naina](#): When other people see roadblocks, hackers see pivots. [#hackonomy](#) [#adtechIN](#) [@boughb](#)
1 day ago



[Naina](#): Fantastic. Humorous. Informative. [@boughb](#) [#hackonomy](#) [#adtechIN](#)
1 day ago



[Naina](#): Tactile hallucinations because of using smartphones. [@boughb](#) [#adtechIN](#)
1 day ago



[Naina](#): Now on stage [@boughb](#) of Mondelēz International. [#Hackonomy](#) [#adtechIN](#) [#MadeForShoo](#) <http://t.co/GV6UKLjols>
1 day ago



[TodayFahad](#): RT [@Naina](#): 51% of people from Noida ordered online COD & returned the product. For FUN. [#horror](#) [#adtechIN](#)
1 day ago



[TodayFahad](#): RT [@Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)
1 day ago



[dipsy](#): RT [@Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)
1 day ago



[dipsy](#): RT [@Naina](#): 51% of people from Noida ordered online COD & returned the product. For FUN. [#horror](#) [#adtechIN](#)
1 day ago



[Naina](#): Hello again chandelier! [#adtechIN](#) [#MadeForShooting](#) <http://t.co/lF6alLvNRO>
1 day ago



[Naina](#): Very interesting & engaging session ;) [#ecommerce](#) [#adtechIN](#) [@ashishkashyap](#) [@rodinhood](#) [@Harish_Bahl](#) [@vijayshekhar](#)
1 day ago



[Rammohantweets](#): RT [@Naina](#): 51% of people from Noida ordered online COD & returned the product. For FUN. [#horror](#) [#adtechIN](#)
1 day ago



[Rammohantweets](#): RT [@Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)
1 day ago



[Naina](#): [@rodinhood](#) is bajaoing Noida. Deservedly I might add. [#ecommerce](#) [#adtechIN](#)
1 day ago



[Aakancksha](#): RT [@Naina](#): 51% of people from Noida ordered online COD & returned the product. For FUN. [#horror](#) [#adtechIN](#)
1 day ago



[Naina](#): 51% of people from Noida ordered online COD & returned the product. For FUN. [#horror](#) [#adtechIN](#)
1 day ago



[Naina](#): Some want to talk about Flipkart & some don't. [#ecommerce](#) [#adtechIN](#)
1 day ago



[Naina](#): Unnecessary noise being created on stage here. Come to the point please! [@ashishkashyap](#) [@Harish_Bahl](#) [@rodinhood](#) [@vijayshekhar](#) [#adtechIN](#)
1 day ago



[Naina](#): [@Harish_Bahl](#) of Smile Group making a lot of sense. [#adtechIN](#)
1 day ago



[Naina](#): So basically branding had been equated to *shit*. Tch



tch. [#adtechIN](#)

1 day ago



[Naina](#): RT @nehaagarwal85: It is such an interesting session with 2win, ibibo, 197 communication & smile group that no time to tweet. . [#adtechIN](#)

1 day ago



[Naina](#): E-Commerce is e-retail. Money and investment is required. [#adtechIN](#)

1 day ago



[Naina](#): Venture Capital, Vulture Capital, Vatican Capital. *giggle* [#adtechIN](#) [#ECommerce](#)

1 day ago



[Naina](#): Great banter on stage. E-Commerce in India. Euphoria, Reality & Opportunity. [#adtechIN](#) [#MadeForShooting](#) <http://t.co/PHLYSNGbvX>

1 day ago



[Naina](#): Nice to put a face to a name @kushalsanghvi ;) [#adtechIN](#)

1 day ago



[Naina](#): Ooooh! @pranavsapra mentioned that it would be so cool if we could just tweet for a coffee at [#adtechIN](#) Sleepy at the panel discussion.

1 day ago



[Naina](#): Hummingbird made no effect to SEO. [#google](#) [#adtechIN](#)

1 day ago



[Naina](#): Content is, was, and will always be important. [#adtechIN](#)

1 day ago



[Naina](#): Carpet patterns [#adtechIN](#) [#MadeForShooting](#) <http://t.co/Gdii91CRZI>

1 day ago



[Naina](#): Reduce dependency on social media networks. It's just part of your media marketing mix. Sridhar B [#adtechIN](#)

1 day ago



[Naina](#): Reverse engineering Google analytics. For learning keywords & landing pages etc. [#SEO](#) [#adtechIN](#)

1 day ago



[Naina](#): My wise friend @pranavsapra says they could be doing so much more with this panel discussion. I agree. [#adtechIN](#) [#SEO](#)

1 day ago



[Naina](#): Dance in the middle of lunch! I like! [#adtechIN](#) [#MadeForShooting](#) [instagram.com/p/lzQegAm1KU/](https://www.instagram.com/p/lzQegAm1KU/)

1 day ago



[Naina](#): RT @The_Karthik: 99% of stalls at [#adtechIN](#) are either performance or an ad network. There id one big data co. Zero earned media. Are we co...

1 day ago



[Naina](#): SEO, in a way, is hygiene. [#adtechIN](#)

1 day ago



[Naina](#): New panel discussion called Goodbye Keywords. Say Hello to the new SEO. [#adtechIN](#)

1 day ago



[Naina](#): Erhmgd. This panel is amazeballs. [#SocialMedia](#) [#adtechIN](#) @parrysingh @kirthigareddy @martianspeak @nishrao Thank you!

1 day ago



[Naina](#): Great content should be able to go through 3 filters. Core element of medium. Live. Public. Conversational. @parrysingh [#adtechIN](#)

1 day ago



[Naina](#): Previous tweet my favorite from ALL of [#adtechIN](#) Thank you @parrysingh

1 day ago



Naina: You need to know when to measure what. Social media metrics. Listen. Connect. Explore & express. @parrysingh #adtechIN
1 day ago



Naina: There are no dumb metrics. @parrysingh #adtechIN
1 day ago



Naina: Ah! Dumb & smart metrics. #adtechIN
1 day ago



Naina: Do you have a muscle memory quotient (MMQ) for social? @parrysingh #challenge #adtechIN
1 day ago



Naina: RT @deepalinaair: #adtechIN @kirthigareddy @MartianSpeak I agree with Nishant of LinkedIn that social manager at a brand should not be a ju...
1 day ago



Naina: Do you DO social or are you social? Doing & being are different. #adtechIN
1 day ago



Naina: Most people think of social media is free. Perception is hence "cheap" & not really useful. #adtechIN
1 day ago



Naina: RT @kushalsanghvi: Each #socialmedia platform is unique n diff n needs a diff thot so should brands pay diff money to their agencies? #adte...
1 day ago



Naina: Orkut is just a month older than Facebook! Mind blown! :O #adtechIN
1 day ago



Naina: Best panel moderator EVER! @martianspeak Karthi Marshan of Kotak Mahindra Bank #adtechIN
1 day ago



Naina: Engagement is not a business metric in itself. #adtechIN
1 day ago



Naina: RT @nehaagarwal85: Think of a brand as human.. make it as a voice on #social says @parrysingh MD @Twitter #adtechIN
1 day ago



Naina: Make it snackable and relevant. Social media updates. #adtechIN
1 day ago



Naina: Provide practical value or emotional value on your social media. At least one for relevance & authenticity. #adtechIN
1 day ago



Naina: Social media and offline activities should be on same lines. Otherwise creates dissonance. #adtechIN
1 day ago



Naina: People are looking for authenticity more than perfection on social media. #adtechIN
1 day ago



Naina: A social media account is like a deposit. First give give. Then ask for something. #adtechIN
1 day ago



Naina: Brand try to be who they are not. Social is different from real. #adtechIN
1 day ago



Naina: Head of Office India @kirthigareddy of Facebook on stage. #adtechIN
1 day ago



Naina: Brands' customer service from 9-5 Monday to Friday = incredibly dumb. #adtechIN
1 day ago



Naina: On stage @parrysingh of Twitter! I love twitter!
[#adtechIN](#)
1 day ago



Naina: First tweet on 21st March 2006. Happy birthday twitter!
Parminder Singh MD SEA India, Middle East & North Africa,
Twitter. [#adtechIN](#)
1 day ago



Naina: Dispelling myths. 20 things not to do on social.
[#adtechIN](#) [#MadeForShooting](#) <http://t.co/XF9SiTouQ6>
1 day ago



Naina: With the gorgeous @ishashah [#adtechIN](#)
[#MadeForShooting](#) <http://t.co/PptdaKyXuB>
1 day ago



Naina: Give it to me NOW! "@vishal1mehra: @Naina man your
so getting that gionee phone." [#adtechIN](#)
1 day ago



Naina: Lunch is served! [#adtechIN](#) [#MadeForShooting](#)
<http://t.co/V0tbfA3ilQ>
1 day ago



Naina: Getting ready for lunch! [#adtechIN](#) [#MadeForShooting](#)
<http://t.co/TALPzVNPi6>
1 day ago



Naina: With @ddev [#adtechIN](#) [#MadeForShooting](#)
<http://t.co/9hZ2nN4WbJ>
1 day ago



smc90: RT @Naina: Flipkart is the most accessed mobile
shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



kaustubhi: RT @Naina: Flipkart is the most accessed mobile
shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



lamMihirPandya: RT @Naina: Flipkart is the most accessed
mobile shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



Capricious_Me : RT @Naina: Flipkart is the most accessed mobile
shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



yashrajx: RT @Naina: Flipkart is the most accessed mobile
shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



dipsy: RT @Naina: Flipkart is the most accessed mobile shopping
website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



Brhoom_x: RT @Naina: Flipkart is the most accessed mobile
shopping website in India. @cacophonix1984 [#adtechIN](#)
1 day ago



Naina: Flipkart is the most accessed mobile shopping website in
India. @cacophonix1984 [#adtechIN](#)
1 day ago



Naina: "@sarthakbatra: 60% are men. RT. "@Naina: 40% of new
online shoppers are women. In India. @cacophonix1984
[#adtechIN](#)"
1 day ago



Naina: @adtechindia "@Gauravalagh123: @Naina where is the
[#AdtechIN](#) happening? I also want to attend. How can i ?"
1 day ago



Naina: On average, Indians spend 2.5 hours per day on their
smartphone. @cacophonix1984 [#adtechIN](#)
1 day ago



Naina: .@ganesha9999 I didn't mean that but that helps too
yes. Most speakers are too dour ;) @TomKBowman [#adtechIN](#)
1 day ago



Naina: Another very interesting session. Good information &
numbers. @cacophonix1984 [#adtechIN](#) Killer 2nd day!



1 day ago



Naina: 29% online shoppers buy from the personal care category in India. Beauty! [@cacophonix1984](#) [#adtechIN](#)

1 day ago



Naina: 44% online shoppers in India buy from the apparel & footwear category. [@cacophonix1984](#) [#adtechIN](#)

1 day ago



Naina: Happy bunnies with the awesome info coming in from [@cacophonix1984](#). With [@pranavsapra](#) [#adtechIN](#) [#MadeForShooting](#) <http://t.co/8m7ODjik2r>

1 day ago



Naina: 40% of new online shoppers are women. In India. [@cacophonix1984](#) [#adtechIN](#)

1 day ago



Naina: Most Indians shop once online once a month on average. [@cacophonix1984](#) [#adtechIN](#)

1 day ago



Naina: Now Nielsen's [@cacophonix1984](#) on stage. Indian Digital Space. Very interesting stats. [#ecommerce](#) [#adtechIN](#)

1 day ago



Naina: [@ganesha9999](#) actually no, [@google's](#) [@ktemsamani](#) was one of the speakers who mentioned it. [#adtechIN](#)

1 day ago



Naina: I do. But I doubt most do. "[@JustHerbsIndia](#): [@Naina](#) Cool stat. Do any shop on mobile yet?" [#adtechIN](#) [@TomKBowman](#)

1 day ago



Naina: First ever national mobile edition by the BBC - for India. Just in time for the elections! [@TomKBowman](#) [#adtechIN](#)

1 day ago



Naina: In the UK between Christmas & New Year ~70% visits to the sports section were from hand held devices. [#adtechIN](#) [@TomKBowman](#)

1 day ago



Naina: Affluents see advertising formats more positively on mobile. [@TomKBowman](#) [#adtechIN](#)

1 day ago



Naina: Subtle British humor [#win](#) [@TomKBowman](#) [#adtechIN](#) [#BBC](#)

1 day ago



Naina: Three speakers have now confirmed that desktop is dead. For digital advertising. [#adtechIN](#)

1 day ago



Naina: Brand mobile advertising is effective for all, but most significantly for affluent consumers. [@TomKBowman](#) [#adtechIN](#)

1 day ago



Naina: He's cute. And engaging. [@TomKBowman](#) Indian Digital Landscape. [#adtechIN](#)

1 day ago



Naina: This is a FANTASTIC session. So much information. Tom Bowman BBC. [#adtechIN](#) [#MadeForShooting](#) <http://t.co/YHIVueupaQ>

1 day ago



Naina: 50% time spent on mobile is work related usage. [#adtechIN](#)

1 day ago



Naina: 55% of affluent Indians access the internet on mobile at least once per hour. [#adtechIN](#)

1 day ago



Naina: Indian Digital Landscape on now. Tom Bowman of the BBC on the stage. [#adtechIN](#)

1 day ago



Naina: Missed these yesterday because I got a back door entry ;) [#adtechIN](#) [#MadeForShooting](#) <http://t.co/5oE49q6KZS>

1 day ago



Naina: RT @adtechindia: Ready to create some Ripples? Head to Ripple at Booth number 42 to play the Ripple quiz and you could win an iPad! [#adtech...](#)

1 day ago

Mar 21, 2014 at 12:00am UTC



Naina: Nice! Thanks! "@denharsh: With @honeytech n @Naina at [#adtechIN](#) . An eventful day.. <http://t.co/lupDe6g9Rs>"

2 days ago



Naina: Beer and cameras. Perfect. [#adtechIN](#) [#MadeForShooting](#) <http://t.co/M8jEWaPr7h>

2 days ago



Naina: @dipsy and I just got a fab laptop that's at par with my desktop! Evolve yes. @ktemsamani [#adtechIN](#)

2 days ago



Naina: Google Chrome cupcake topper on my tongue! [#Giggle](#) [#adtechIN](#) [#MadeForShooting](#) Thanks for the photo @pranavsapra <http://t.co/dRKW4nCG3t>

2 days ago



Naina: Pretzels at the beer garden [#adtechIN](#) [#MadeForShooting](#) <http://t.co/1TUrqSrcYX>

2 days ago



Naina: Beautiful sky! [#adtechIN](#) [#MadeForShooting](#) <http://t.co/EO8eSeZYUX>

2 days ago



Naina: RT @SanjitPhukan: Consumers do not engage with the technology..they engage with the impact of that technology.. [#adtechIN](#)

2 days ago



Naina: Good session. You woke us all up @adisave [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: Get the audience animated, not the banners! [#Marico](#) [#MarketingMasters](#) [#adtechIN](#) [#NiceOne](#)

2 days ago



Naina: One seat for the bags. [#MarketingMasters](#) [#adtechIN](#) <http://t.co/NzE2dkKXhX>

2 days ago



Naina: He's also the first speaker who shared his twitter handle on his presentation slides. @adisave [#win](#) [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: RT @adisave: A peep into a marketer's life.. coming up in my session at [#adtechIN](#)..@prehoon @deepalinaair @Sanjay_Tripathy @Rammohantweets ...

2 days ago



Naina: Now on stage @adisave of Marico [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: The best online experiences blur the line between virtual & actual. Discover reality in a visual world. [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: Consumers crave unique experiences. Brands can use this to build personal relationships. [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: "I don't mind saying Likes, Followers, etc. measure ROI." Oh? [#Microsoft](#) [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: The focus on online privacy demands services that let users control their data. [#MarketingMasters](#) [#adtechIN](#)

2 days ago



Naina: More than ever, users are online tracking self-improvement goals. [#MarketingMasters](#) [#adtechIN](#)
2 days ago



Naina: Consumers want open exchanges with brands but want rewards for what they share. [#MarketingMasters](#) [#adtechIN](#)
2 days ago



Naina: "Social care engine". [#MarketingMasters](#) [#adtechIN](#)
2 days ago



Naina: RT @sacredeastwind: Sulking about missing [#adtechin](#). But what I really need is a knowledge-sharing session to better apply sales-ey insight...
2 days ago



Naina: Jyotsna Makkar, CMO, Microsoft India on stage now. [#MarketingMasters](#) [#adtechIN](#)
2 days ago



Naina: RT @TheUnbiasedBlog: The trendsetter @adtechindia with 1000+ tweets! We are glad to be influential tweeps with @naina @Akamai [#adtechIN](#) htt...
2 days ago



Naina: The Mutton / Gosht is amazing! [#adtechIN](#) [#lunch](#)
2 days ago



salizamerican: RT @Naina: Only 1/3rd of the Indian internet population is women. Further only 14% rural @ktemsamani [#adtechIN](#)
2 days ago



Naina: And cupcakes have been devoured! Doughnuts too! Thank you [#GoogleIndia](#) [#adtechIN](#) <http://t.co/uZsVxG5zHe>
2 days ago



Naina: .@vishal1mehra @ManviGee @ajaxjoshi I want to go to the Google expo both for the cupcakes & caricatures! Meet there? [#adtechIN](#)
2 days ago



Naina: Listening, touch typing, tweeting. [#pnew](#) "@indianterrain: @Naina sometimes listening on the trot can be tough to absorb." [#adtechIN](#)
2 days ago



Naina: Maybe send out a "Acceptable polite behavior at a conference" newsletters? [#adtechIN](#) Some attendees are clueless.
2 days ago



Naina: "@sumants: How much of @adtechindia is actually ad technology?" [#adtechIN](#)
2 days ago



Naina: .@anandan22 hehe, as long as they're tweeting ;) [@adtechindia](#) [#adtechIN](#)
2 days ago



Naina: .@ajaxjoshi haha, digital ROI is still a very new space regardless of what the "seniors" say. [#adtechIN](#)
2 days ago



Naina: "@ShilpiDPathak: You got to be light weight , immersive and engaging with content [#adtechIN](#) on [#ROI](#) ." [#adtechIN](#)
2 days ago



Naina: RT @adtechindia: "Give consumers a very targeted content and make it discoverable for better Digital ROI's," says Upen Rai, MD, Fork Media ...
2 days ago



Naina: "@ARMDigital: On the internet space users are not very loyal says Yuko Saito. [#adtechIN](#)"
2 days ago



Naina: .@ajaxjoshi No sucking / sad. It's a 2 day set up, there will always be some sessions that some individuals won't find helpful [#adtechIN](#)
2 days ago



Naina: @vishal1mehra heh, I am in the digital ROI session ;) It's



gotten slightly better toward the end though. [#adtechIN](#)
2 days ago



[Naina](#): Upen Rai says "need to be eye catching". Yes! Hire me!
[#Photographer](#) [#Storyteller](#) [#DigitalROI](#) [#adtechIN](#)
2 days ago



[Naina](#): RT [@vishal1mehra](#): I wonder if the question of Digital ROI
will ever get answered. Are we asking the wrong question itself?
[#adtechIN](#)
2 days ago



[Naina](#): RT [@LloydMathias](#): In the US brands measure digital GRPs
tracking total reach & impact. Why not start this in India?
[@piyushcares](#) [#adtechIN](#) ...
2 days ago



[Naina](#): RT [@ShilpiDPathak](#): [#ROI](#) needs to be redefined based on
engagement, virality and interaction but then [#Relevance](#) plays
a key role here. [#ad...](#)
2 days ago



[Naina](#): [.@anandan22](#) Organizers did decide on [#adtechIN](#) It's
written everywhere & was announced a few times as well.
[@adtechindia](#)
2 days ago



[mBillionth](#): RT [@Naina](#): Only 1/3rd of the Indian internet
population is women. Further only 14% rural [@ktemsamani](#)
[#adtechIN](#)
2 days ago



[womensweb](#): RT [@Naina](#): Only 1/3rd of the Indian internet
population is women. Further only 14% rural [@ktemsamani](#)
[#adtechIN](#)
2 days ago



[Naina](#): Disappointed with this panel discussion. Even though
great audience question, no decent answer. [#DigitalROI](#)
[#adtechIN](#)
2 days ago



[Naina](#): One of the panel members is checking his mobile phone
while he's on stage & another member is speaking. [#WhatIsThis](#)
[#adtechIN](#)
2 days ago



[Naina](#): Cupcake monster on its way! "[@TheUnbiasedBlog](#):
[@naina](#) In the Expo area at the [@googleIndia](#) stall :)
[@adtechindia](#) [@krispykreme](#)" [#adtechIN](#)
2 days ago



[Naina](#): Agreed. "[@suneelnair](#): [@Naina](#) Some of the things said
here are so vague! Wish these experts had more direct answers!
[#adtechIN](#)"
2 days ago



[Naina](#): I hadn't heard of Fork Media earlier but their participation
is professional & feels like a fresh breath of air. I like. A lot.
[#adtechIN](#)
2 days ago



[Naina](#): RT [@nehaagarwal85](#): Really, I dont think so! Upen says
Digital has lesser reach than TV.. do we remember the recent
flipkart Motog campaign ...
2 days ago



[Naina](#): "Eventually digital will find its way." Not very helpful. I
want more! [#DigitalROI](#) [#adtechIN](#)
2 days ago



[Naina](#): OMG where?! "[@TheUnbiasedBlog](#): The google cupcakes
[@adtechindia](#) are made by [@krispyKreme](#) :) [#AdtechIN](#)
[instagram.com/p/lwSqmsHdRX/](#)"
2 days ago



[Naina](#): This panel discussion is reminding me of [@RyanHoliday](#)'s
book about media manipulation Trust Me I'm Lying [#adtechIN](#)
[#DigitalROI](#)
2 days ago



[Naina](#): [.@ajaxjoshi](#) You're right. Discussing page views &
numbers & reach. So much for digital ROI [#adtechIN](#) Better
focus would've helped.
2 days ago



Naina: .@indianterrain started slightly late with 1st session brilliant, 2nd wasn't my type, 3rd is panel discussion. Busy, much to see. [#adtechIN](#)

2 days ago



Naina: Must practice speaking to an audience while holding microphone in hand. [#notetoself](#) [#adtechIN](#)

2 days ago



Naina: Tushar Vyas ([@tushvvas](#)) is Managing Partner GroupM in case you're wondering [#adtechIN](#)

2 days ago



Naina: I'm very interested in hearing what Tushar Vyas of GroupM has to say. [#adtechIN](#)

2 days ago



Naina: Next session. Digital ROI. [#adtechIN](#)
<http://t.co/RRNj6M66X3>

2 days ago



Naina: With [@pranavsapra](#) at [#adtechIN](#) wearing [#sociomantic](#) wayfarers! <http://t.co/nXC7iYzKbD>

2 days ago



Naina: There will be beer here from 4-6. You know where to find me then ;) [#adtechIN](#) [#sociomantic](#) <http://t.co/Yh7XYjNTBJ>

2 days ago



Naina: Chandeliers @TheLeelaHotels [#Kempinski](#) [#adtechIN](#)
<http://t.co/SLvalEk0RE>

2 days ago



Naina: Well [@ktemsamani](#) set the bar super high. Challenging for all the speakers who will follow. [#adtechIN](#)

2 days ago



Naina: NAIICE! "[@adtechindia](#): Capture the perfect [#MadeForShooting](#) moment at [#adtechIN](#) and win a brand new [#GioneeE7](#). [@GioneeIndia](#)"

2 days ago



Naina: Looking forward to the break now. I've unfortunately never been a fan of history. [#adtechIN](#)

2 days ago



Naina: RT [@honeytech](#): [#AdtechIN](#) started trending in India in just an hour. Yo, lead with digital. [@adtechindia](#)
<http://t.co/nOzEQNB4uU>

2 days ago



Naina: Raghav Bahl of Network18 on stage now. [#adtechIN](#)
Apparently first time he's speaking at a trade event.

2 days ago



Naina: Currently only 16% of India is on the internet. [#adtechIN](#)

2 days ago



Naina: Nice question to [@ktemsamani](#) from the lady from Mahindra Holidays [#adtechIN](#)

2 days ago



Naina: Had to log in and log out to make the WiFi work again. Works now. [#adtechIN](#)

2 days ago



gloliter: RT [@Naina](#): Only 1/3rd of the Indian internet population is women. Further only 14% rural [@ktemsamani](#) [#adtechIN](#)

2 days ago



Naina: After the [@ktemsamani](#) talk, I'm thinking I must get a mobile website too. Cc: [@sahilk](#) [#adtechIN](#)

2 days ago



Naina: "[@kushalsanghvi](#): WOOHOO!!! By end of #2014 [#india](#) will have more [#Internet](#) users than [#US](#) [@adtechindia](#) [#adtechin](#)"

2 days ago



Naina: So far we're having fun ;) [#selfie](#) With [@nehaagarwal85](#) [#adtechIN](#) <http://t.co/HdusSTtF3A>

2 days ago



[manasgultati](#): RT @Naina: Only 1/3rd of the Indian internet population is women. Further only 14% rural @ktemsamani #adtechIN
2 days ago



[RupabhShukla](#): RT @Naina: Only 1/3rd of the Indian internet population is women. Further only 14% rural @ktemsamani #adtechIN
2 days ago



[Naina](#): Only 1/3rd of the Indian internet population is women. Further only 14% rural @ktemsamani #adtechIN
2 days ago



[Naina](#): Luckily I'm in good company at #adtechIN with @nehaagarwal85
2 days ago



[Naina](#): RT @iwjdb: Google's @ktemsamani: "Asians are rebuilding the internet" #adtechIN <http://t.co/pyLOfwFPcd>
2 days ago



[Naina](#): 70 million smartphone users in India. @ktemsamani #adtechIN
2 days ago



[Naina](#): 4 million new internet users added every month in India - ALL mobile. @ktemsamani #adtechIN
2 days ago



[Naina](#): Asian developers lead Google play for app revenues! @ktemsamani #adtechIN
2 days ago



[Naina](#): He says desktop is dead - hopefully not because how would I do any post production then? But it will happen IMO. #adtechIN @ktemsamani
2 days ago



[Naina](#): Now on stage @ktemsamani #Google #adtechIN Re-Inventing The Internet <http://t.co/iGhrKCjxtM>
2 days ago



[Naina](#): And as expected, WiFi not connecting anymore ;) #adtechIN
2 days ago



[Naina](#): .@ddey67 you got details? WiFi name Adtech, username adtech, password adtech2014 @adtechindia #adtechIN
2 days ago



[Naina](#): And it begins! Cheers! #adtechIN <http://t.co/Sa518nikja>
2 days ago



[Naina](#): W00t! I love the #Independent ;) #adtechIN <http://t.co/Z6iOeBbAR8>
2 days ago



[Naina](#): @ddey67 haven't reached yet :P #adtechIN
2 days ago



[Naina](#): #adtechIN? "@ddey67: @adtechindia @Naina anyone offering free wifi at the event?"
2 days ago



[Naina](#): RT @adtechindia: @Uber_Delhi is offering 2 FREE rides to #adtechIN upto ₹500 each. Download uber.com/app & register your details! ...
2 days ago



[Naina](#): My #adtechIN tweets are NOT paid tweets. Free pass yes. I will be tweeting what I find interesting. Please mute / unfollow accordingly.
2 days ago



[Naina](#): RT @honeytech: Tip: If you are attending #adtechIN Gurgaon, then the rides to and from ad:tech is free. Download & use @Uber_Delhi
2 days ago



[Naina](#): I'm going! Yay! "@adtechindia: It's THE day! Anyone and everyone of the Digital world will be at #adtechIN, will you?"
2 days ago

● Mar 20, 2014 at 12:00am UTC



[Naina](#): Looking forward to it! "[@honeytech](#): [@Naina](#) See you tomorrow [#adtechIN](#) :)"

2 days ago



[Naina](#): This year [#adtechIN](#) seems to have some VERY interesting speakers lined up! Looking forward.

3 days ago



[Naina](#): Looking forward to [#adtechIN](#) tomorrow and day after. I'm the official blogger! Yay!

3 days ago



[Naina](#): You're here! "[@ishashah](#): That's so Gurgaon..Cybercity..! View from my room [@TheLeelaHotels](#) [#adtechIn](#)

<http://t.co/0v9TC5cjWO>"

3 days ago

● Mar 19, 2014 at 5:07am UTC