A decorative graphic consisting of a circle with a horizontal gradient from orange to teal, positioned behind a light purple rounded rectangle.

Innovate, Navigate, Elevate

Conquering the Marketing Maze

A Maze Venture is an **AI-powered MarTech company** revolutionizing marketing with intelligent, data-driven solutions. From automation to personalization, we build scalable platforms that help brands engage smarter and grow faster.

Mission

To revolutionize marketing and communications through intelligent, automated, and data-driven technology solutions.



Vision

To be the leading AI-driven marketing technology innovator in South Asia, empowering brands with cutting-edge platforms that transform traditional practices into measurable, optimized results.



Technical Foundation and Innovation Focus

- Proprietary AI and machine-learning core across all platforms
- End-to-end automation frameworks for marketing and PR activities
- Real-time analytics and performance optimization using big data
- Scalable, cloud-native infrastructure supporting agile deployments
- Continuous R&D investments fostering rapid innovation



Introducing

A Maze Venture's products



Digital Ads: Programmatic ad tech solution



Digital PR: First Ever Digital PR Platform in Bangladesh



Digital Photography: 360-degree product photography solution



Ad Tracker: Tracking ads seamlessly combining multiple platforms

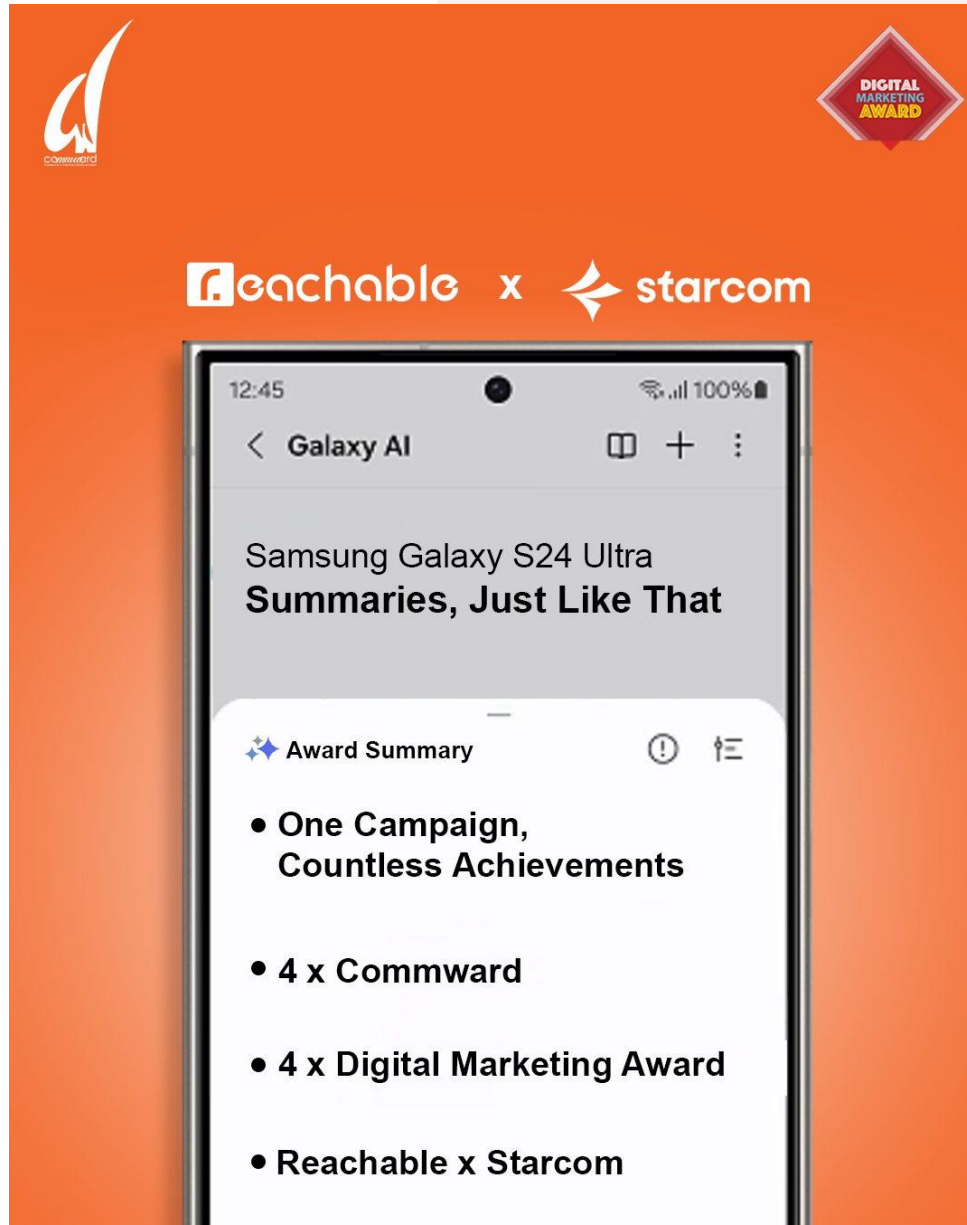


Reachable, a digital innovation company, garnered acclaim for its creative campaign for Berger Paints Bangladesh. The campaign featured a dynamic portal takeover that transformed the website's colour scheme as users scrolled, unveiling a scroll-activated banner. This interactive design not only captivated users but also effectively showcased Berger's vibrant paint offerings, earning Reachable a prestigious award in digital marketing.





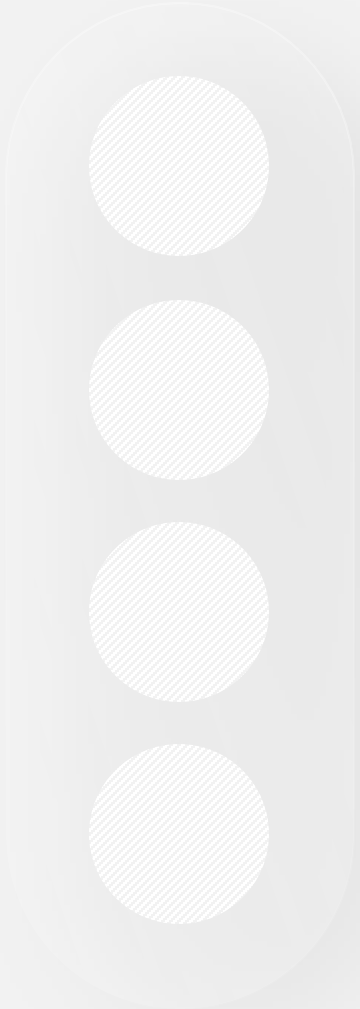
SAMSUNG



Reachable, in partnership with Starcom, launched Bangladesh's first AI-powered display ads for the "Samsung Galaxy S24 Ultra – Summaries, Just Like That" campaign. The groundbreaking initiative won 8 awards across Commward 2024 and the Digital Marketing Award 2024, marking a major leap in innovative, AI-driven advertising.

What is SSP

→ An SSP is a technology platform used by digital publishers to manage, sell, and optimize their ad inventory in real-time through automated auctions.



Connects publishers with multiple Ad Exchanges & DSPs

Enables Real-Time Bidding (RTB) for ad space

Maximizes revenue through dynamic pricing

Controls over ad placements, formats, and buyers

What is DSP



A DSP (Demand-Side Platform) is a technology platform that allows advertisers and agencies to buy digital ad inventory from multiple publishers through automated, real-time bidding (RTB).

Partnership

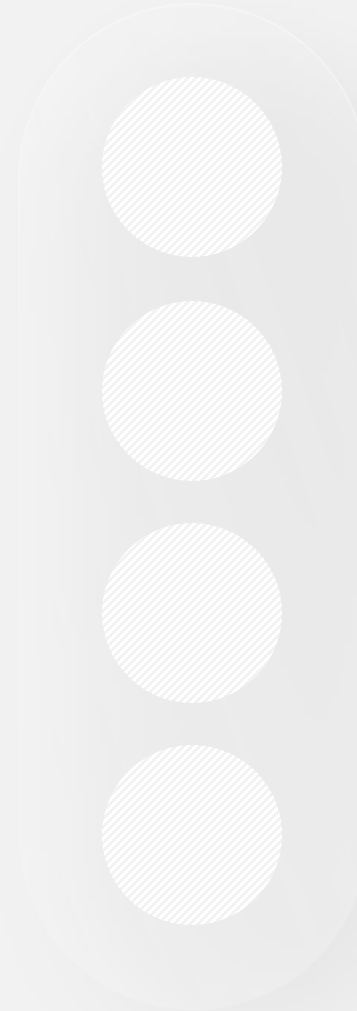


Google Ad
Exchange



Display &
Video 360

DV360



Connects advertisers to
multiple SSPs & Ad Exchanges

Uses AI & data to target the
right audience

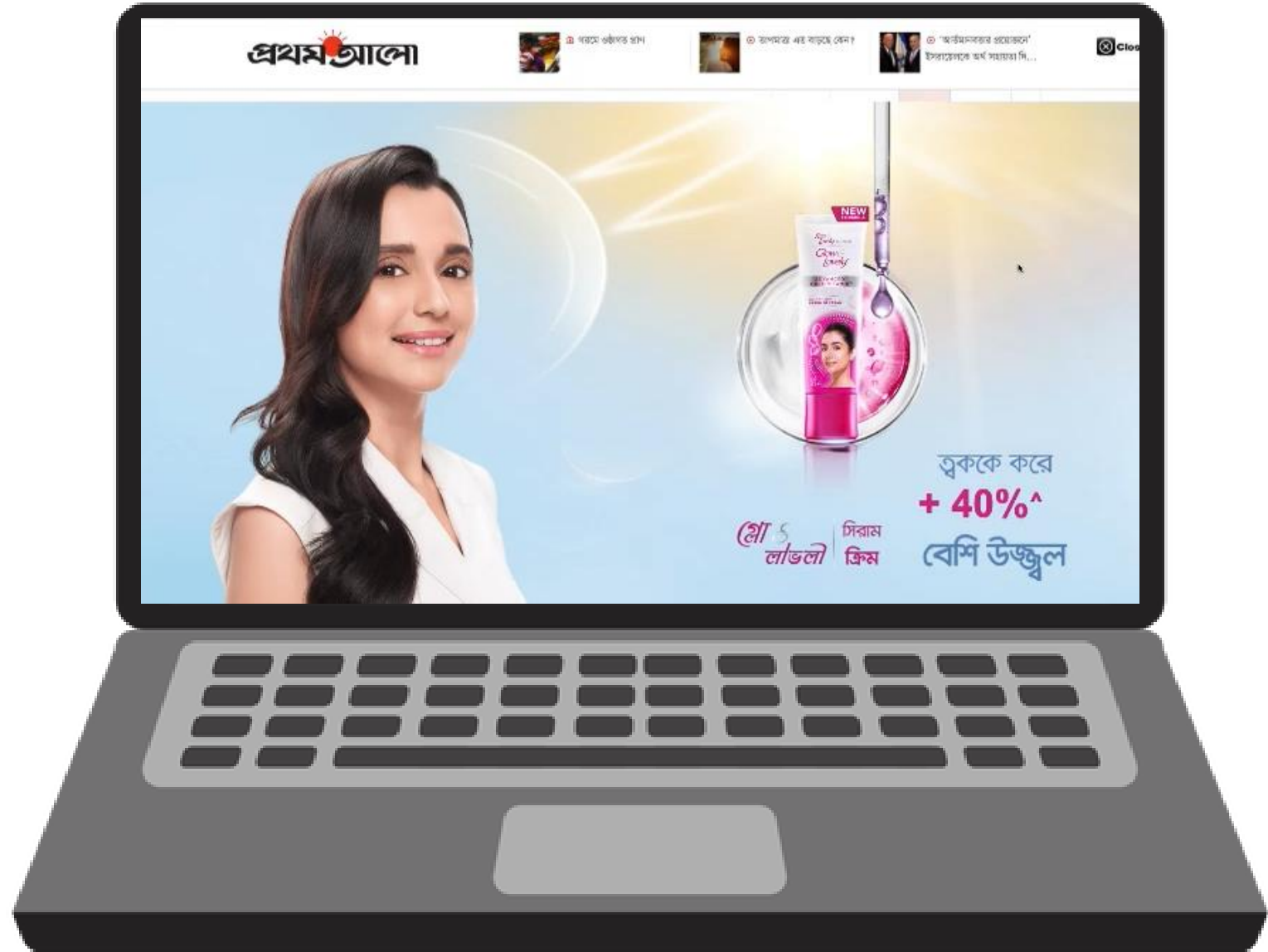
Automates media buying
across display, video, mobile,
and more

Optimizes campaigns based
on performance and budget

Fixed Banners



Dove



Glow & Lovely

Interactive Banners

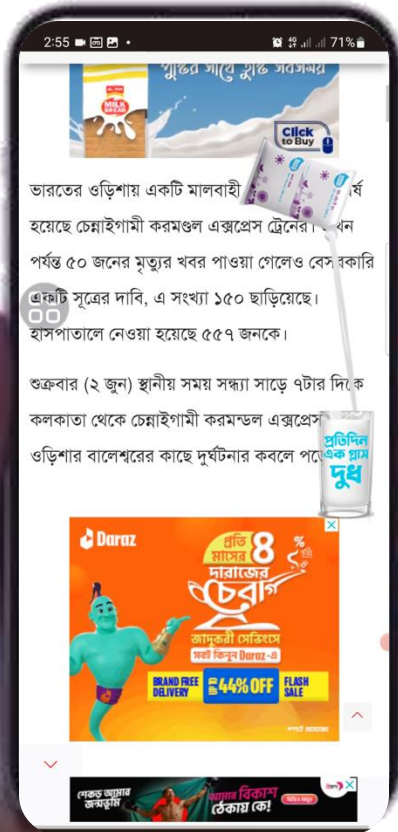


Ponds



Sunsilk

Interactive Banners



Aarong Milk



Berger Silk

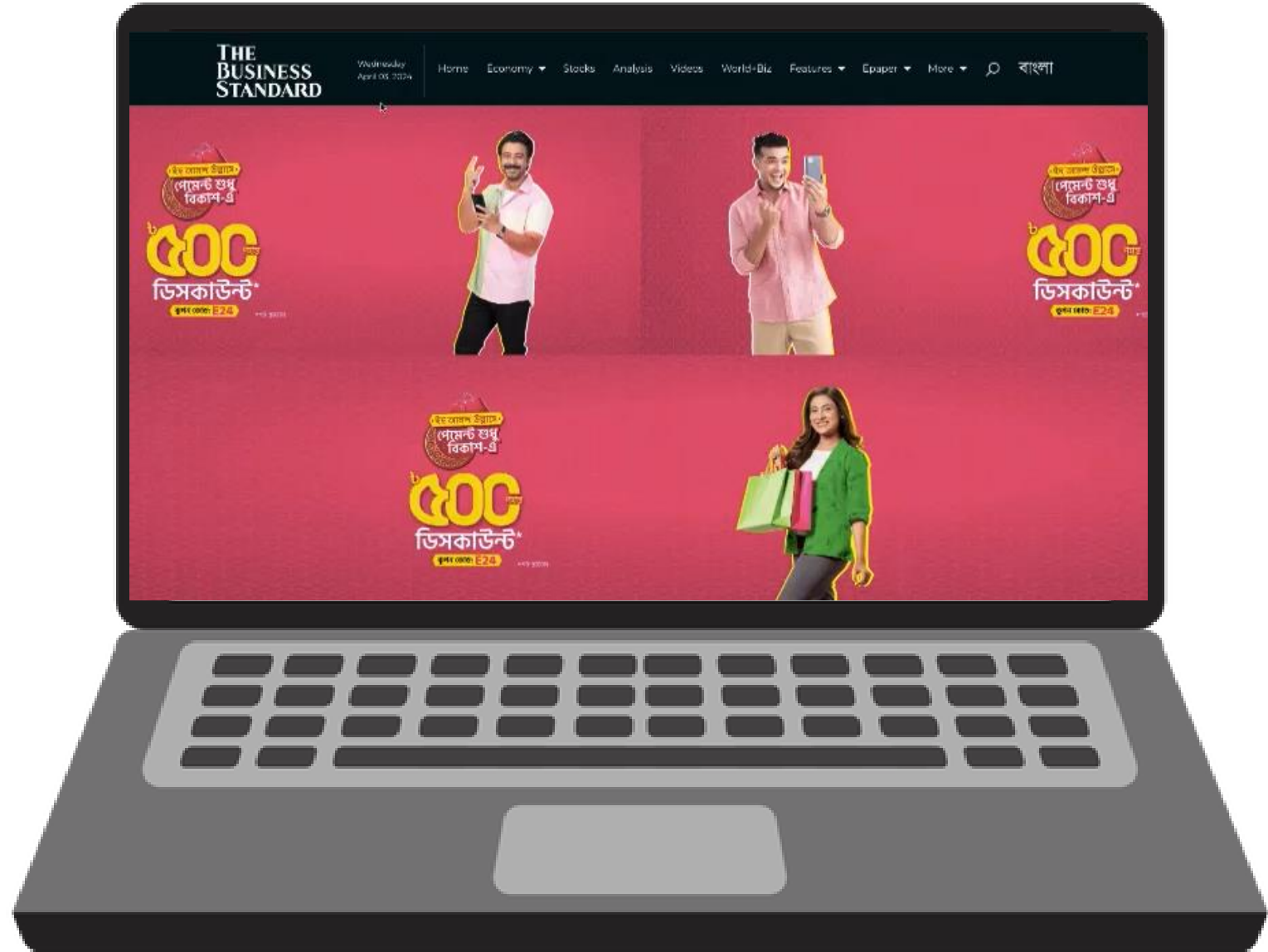


Berger Mr. Expert

Interactive Banners



Dano



bKash

Apex – AI Stylist for Eid 2025

Campaign: “স্টাইলে No.1 ইদ Collection”

Client: Apex

Partner: Mindshare | Powered by Reachable

Solution:

Apex launched the “No.1 Style Match” microsite—an AI-powered experience where users uploaded Eid outfit photos and received matching shoe suggestions. Rich media banners drove traffic with high visibility and engaging CTAs like “Match Your Style.”

Results

Impression

6M+

Engagements

94K+

CTR

0.66%

Challenge:

Stand out during the crowded Ramadan season with more than just visibility deliver personalized value to style-conscious, digital-first consumers.

Formats Used:

- AI-driven microsite
- Rich media & interactive banners
- Contextual native ads

The image displays the Apex No.1 Eid Match campaign. At the top, the Apex logo is in red, followed by "No.1" in large green numbers and "ইদ ম্যাচ" (Eid Match) in green Bengali script, with "MATCH" in red below it. Below the title, a message in Bengali says: "Apex No.1 স্টাইলের জুতার সাজেশন পেতে আপনার ইদ লুকের ছবি আপলোড করুন" (To get Apex No.1 style shoe suggestions, upload your Eid look photo). This is illustrated with a man in a brown suit and a brown loafer shoe, with arrows indicating the upload process. Below this, a red button says "ছবি আপলোড করুন" (Upload photo). A line of text below the button reads: "বিঃ দ্রঃ ১৫ বছর ও তার থেকে বেশী বয়সীদের পেশাকের সুশপষ্ট ছবি দিতে হবে" (Note: Users 15 years and older must provide clear photos of their feet). At the bottom, a video player shows a group of people in a modern, brightly lit store, with the Apex logo in the top right corner of the video frame.

Berger Luxury Silk Emulsion – Paint Takeover

Client: Berger Paints Bangladesh
Product: Luxury Silk Emulsion

Solution:
An industry-first Paint Portal Takeover—users saw paint drip from a Berger bucket across the screen, transforming the site's background into luxury shades. This was followed by a sleek, branded banner.

Results

Impression	Clicks	CTR
26.4M+	225K+	0.85%

Challenge:
Differentiate in a saturated paint market by showcasing luxury in a never-before-seen digital format.

- Formats Used:**
- Full portal animation takeover
 - Rich media banner integration
 - Seamless native execution



Samsung S24 Ultra – AI Summary

Client: Samsung
Agency: Starcom | Tech by Reachable
Focus: Showcasing AI-powered real-time article summarization

Solution:
An in-banner interactive ad let users instantly summarize any article in real time, demonstrating the phone's capabilities firsthand—without leaving the site.

Results

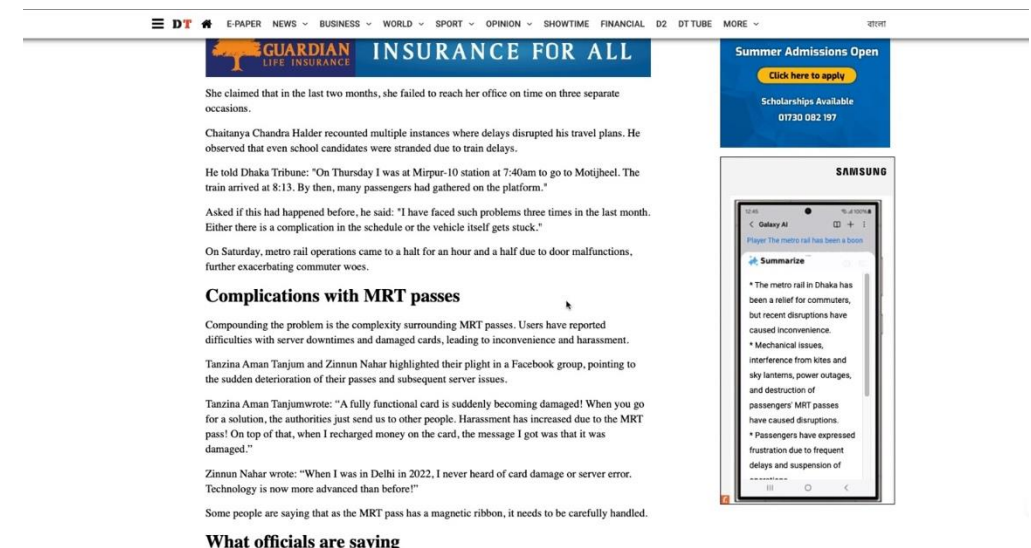
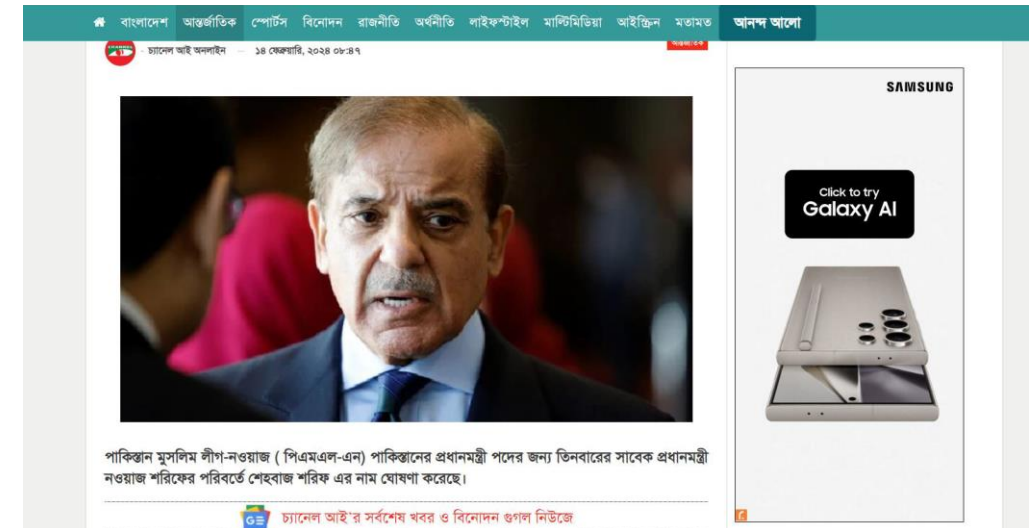
Impression
5.7M +

Unique Reach
1.9M+

Challenge:
Showcase the practical, time-saving benefits of Samsung S24 Ultra's AI in a cluttered digital space.

Formats Used:

- Real-time AI interactive banner
- News portal placements
- Seamless content integration



Grameenphone Star – AI Recipe Generator

Campaign: “খোঁজ নিচ্ছেন তো?”
(Grocery & Cuisine Edition)
Client: Grameenphone (GP)

Challenge:
Many GP Star users missed out on grocery/organic shopping discounts—these needed a cultural, emotional hook.

Solution:
Phase 1: Users chose between grocery types and favorite cuisines to receive a personalized, AI-generated recipe.
Phase 2: Retargeted users with offers from relevant grocery partners.

- Formats Used:**
- AI recipe microsite
 - Personalized banners & native ads
 - Programmatic retargeting

Results

Impression

5M +

CTR

0.92%



Grameenphone Star – AI Stylist Campaign

Campaign: “খোঁজ নিচ্ছেন তো?”
(Grocery & Cuisine Edition)

Client: Grameenphone (GP)

Focus: GP Star Lifestyle Offers

Challenge:

Users knew GP Star but weren't exploring its lifestyle perks, especially during Eid—a key fashion moment.

Solution:

Phase 1: An AI Stylist tool matched Eid looks based on users' physical traits.

Phase 2: Retargeted these users with brand-specific fashion offers, emphasizing GP Star's real-world benefits.

Formats Used:

- AI stylist microsite
- Interactive banners
- Retargeted brand placements

Results

Phase 1 CTR

0.005%

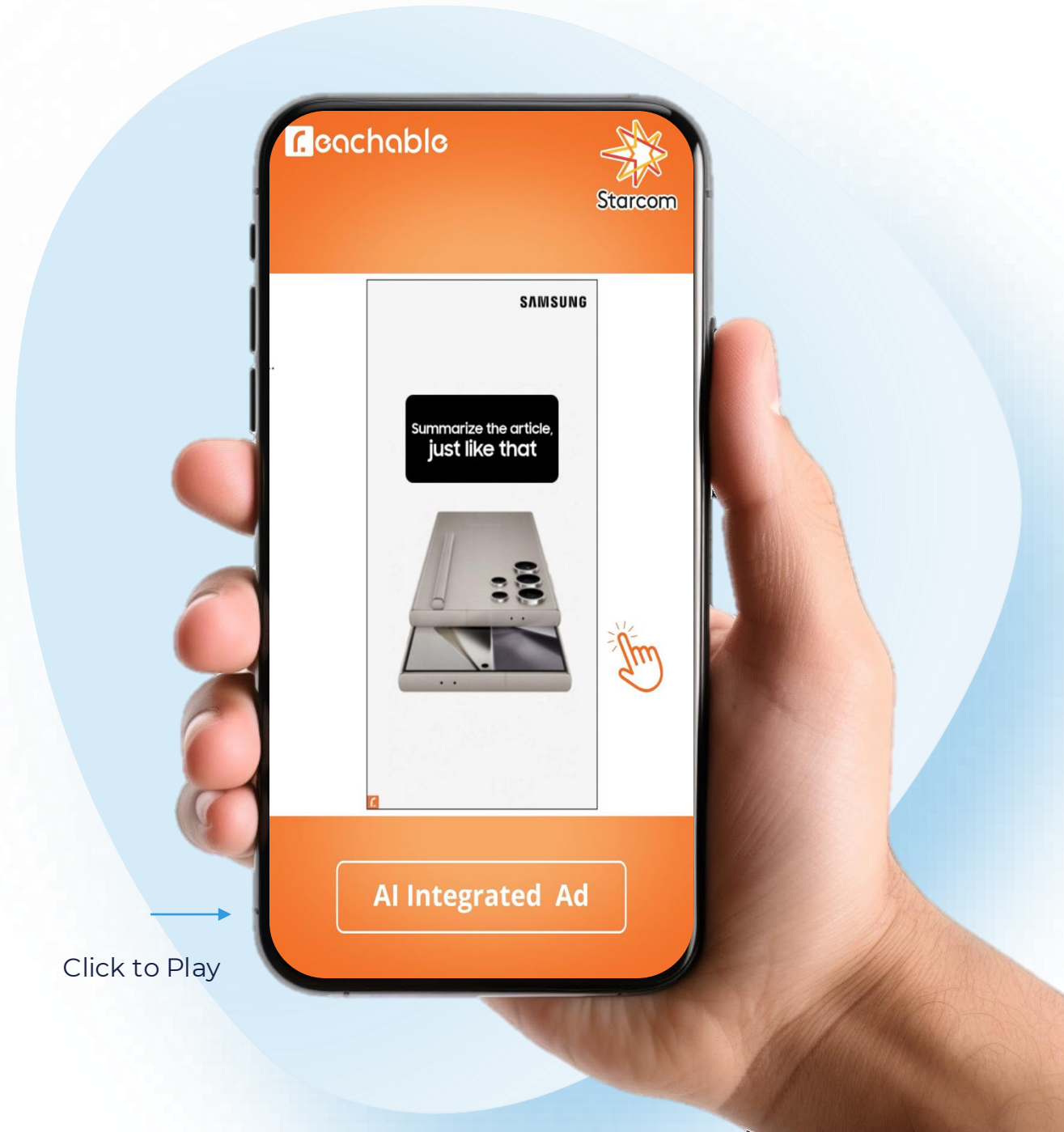
Phase 2 CTR

0.94%



AI Gen Advertisements

By using multiple GPTs, we
can combine and make an
AI Generated Advertisement
on portals



Keyword Targeting

Native

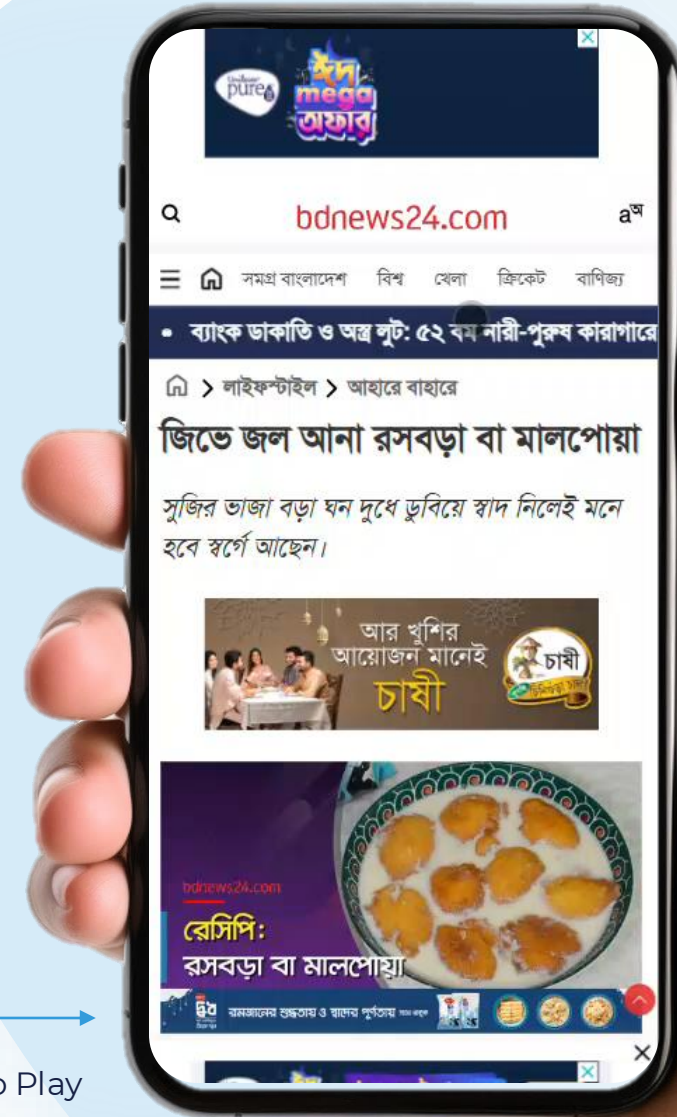
Article

Keyword Targeting

Native

We can place ads natively while audience hovers over any specific keyword or lines inside articles.

Click to Play



Keyword Targeting

Article

By scanning the whole article, we can specify the placement by filtering keywords that are available inside the article writeups.

Click to Play





ANALYTICS

Ad Analytics

Key Metrics

Impression

Reach

Clicks

CTR

Ad Analytics

Key Metrics

Impression

Reach

Clicks

CTR

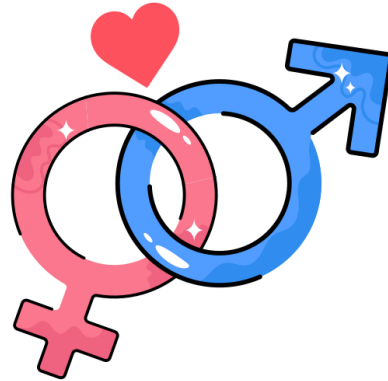
Reach

- Combined Data
- Breakdown Data

Reach Breakdowns



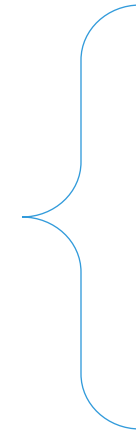
Geo Location



Gender



Age Group



Reach



DIGITAL PR



First Ever Digital PR Platform in Bangladesh

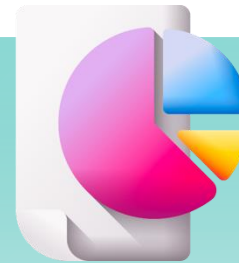
Services



**Content
Writing**



PR for Brands



**Analytics for
Agencies**



**Social Media
Sharing**

13 Publishers
Collaboration with



DIGITAL
MARKETING
AWARD
2023

Senora PR Campaign



Total Readers
54,408

Avg. Read Time
0.64
min



Spent Time
40,859
min

Impressions
64,012





Results

Generated

200+ Leads

From the **Remarketing**
Funnel Strategy



360 Photography





FIRST EVER 360° PHOTOGRAPHY SOLUTION IN BANGLADESH

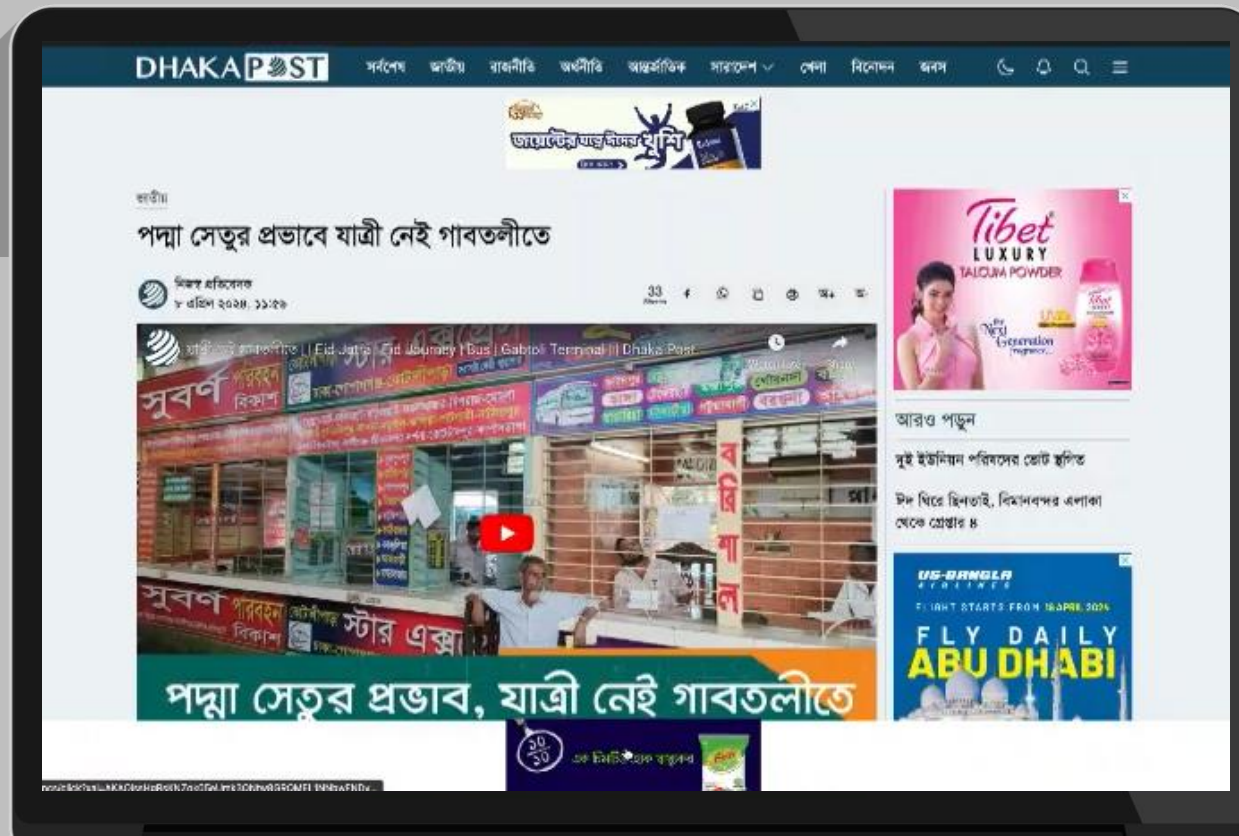
Showcase Your Products Like Never Before

Spinable is a first-of-its-kind photography technology in Bangladesh, that let's your consumers view your products in 360° motion.



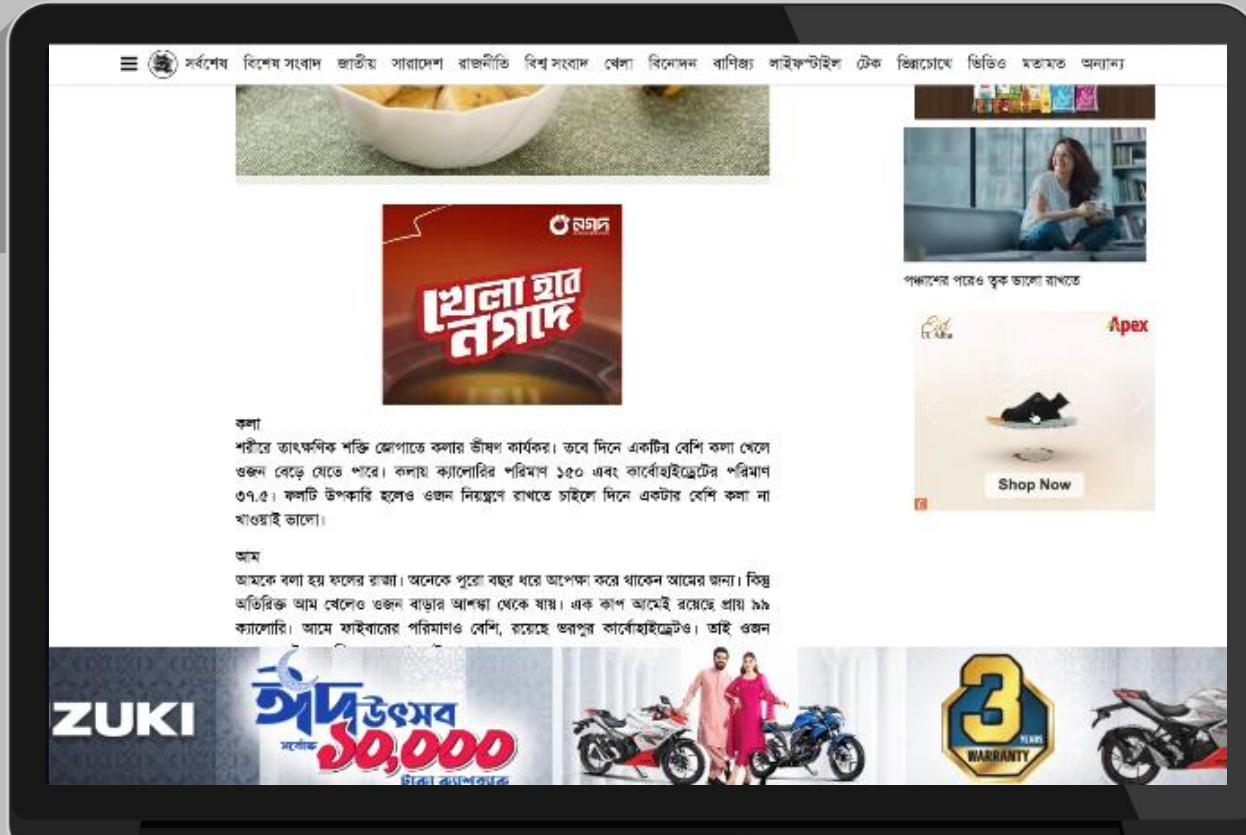
BATA 360 Digital Ad

Tap to Play



APEX 360 Digital Ad

Tap to Play



Intellectual Property: Patent Protection

A Maze Venture owns an international patent
(WIPO Patent WO2023008609) titled:

**"Method and System for Displaying Content Using Information
Associated with a Content Display Area"**

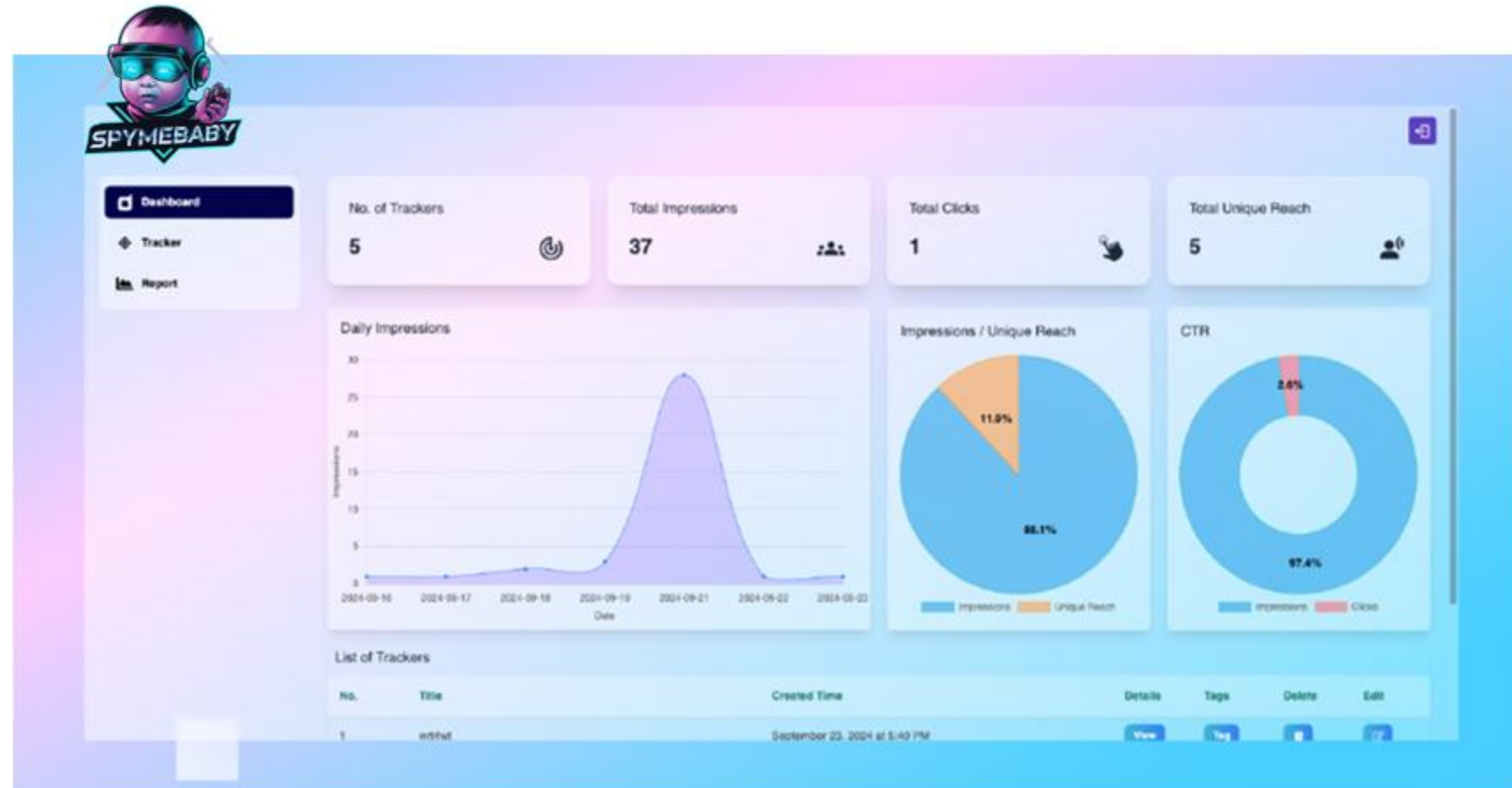
This patent protects proprietary technology focused on intelligent ad serving and contextual content placement, providing a strategic technological edge and safeguarding innovations in the global marketplace.

Ad Tracking Solution



Is your ad
reaching to your
audience
properly?

**Tracking
Your Ads
has Never
Been this
Easier**



Available Tools



Realtime Impression Data

Live data lets you stay updated on the ads that are being shown.



Multiplatform Coverage

Coverages multiple platforms like website, apps, media sites



In-depth Demographic Data

In depth insights regarding your ads like geographical location, time and devices statistics.

Client and Publisher Ecosystem

50+

Corporate
Clients

20+

Publishers
Partnership

Publishers Partnership

বাংলা ট্রিবিউন
সঠিক সময়ে সঠিক খবর

THE
BUSINESS
STANDARD

সমকাল



প্রথম আলো



নয়া দিগন্ত

মানবজমিন

কালের কণ্ঠ

যুগান্তর

Jamuna tv

দৈনিক
ইত্তেফাক

দৈনিক
ইত্তিহাদ
THE DAILY INQILAB



INDEPENDENT

Dhaka Tribune

DHAKA POST

daily sun
TRUE AND IMPARTIAL

The Daily Star

বনিক বাত্রা

আমরা কখনো পকে
বাংলাদেশ প্রতিদিন

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BANGLA
NEWS 24
.com



আজকের পত্রিকা



নতুন দৈনিক
আমাদের সমগ্র

Clientele



Any Question?



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