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'Confluence'- India's First Search Ad Network Conference

Mumbai, India. 11th June 2014

[Vertoz](#) and [Vokut](#) hosted 'Confluence' on June 6th 2014, Friday at ITC Maratha, Mumbai. The core focus of the event was to create a platform 'Where Ideas Meet Industry!' The evening was graced by presence of many among India's top Search/XML ad network companies and the chief guest for the event was Eugene Peresvyetov, CEO AD - Kernel.

The main agenda for Confluence was to discuss business concerns with ease and through an informal meet for the first time in the history of the Search/XML Ad network industry. As the market landscape in this kind of business modules constantly keeps on changing and the current software's are not flexible enough to empower the traffic managers to provide quality management across all tiers. Of course, accessing better and more traffic sources and developing new ad formats for better promotions are a different set of problems altogether. In such a scenario, constantly upgrading the software to suit the market requirements, designing high quality management, optimization and analytic tools and creating new ad formats look like a practical option.

Addressing the concerns for Search Ad Networks, Eugene said, "During my visit to India, I was looking forward to meet everyone who are using our platform and understand their problems and expectations. I'd like to thank both, Vertoz and Vokut for hosting this brilliant evening of Confluence to share ideas on how we can improve the user experience. It was a great experience for me and I am sure everyone present has the same view. The feedback was motivating and we promise to strive harder to improve the overall user experience". Ad kernel has come up as a fast, reliable and scalable ad serving platform with both Search/Text Ads and Display Ads being its key products. It's striving hard to suit the market conditions from time to time.

Hiren Shah, Founder & Chairman - Vertoz & Vokut, addressed that, "It is important to share ideas when you belong to the same industry. Together, we cannot just help and benefit each other but also add value and expand the horizons of this distinct industry". "We hosted Confluence with a vision to bring people from similar business process under one roof for a pleasant evening of knowledge-sharing. After an astonishing response from the Indian Ad Networks, we surely look forward in taking this event to an International level. It was our honour to connect with every key market player on a personal note", concluded, Ashish Shah, Founder & CEO – Vertoz & Vokut.

About Vertoz & Vokut - Vertoz & Vokut are the Online Advertising Ventures of [Trunkoz Group](#). Vertoz is an Ingenious Ad network offering Innovative Advertising on Display, Mobile & Search Properties; while Vokut is a Premium Ad Exchange acting as a Strategic Platform that bridges the gap between publisher's direct sale of guaranteed inventory and their third party sold, non-guaranteed inventory.

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