

A close-up photograph of a woman with dark hair styled in a bun, wearing traditional Indian jewelry including a gold forehead ornament (maang tikka) and large gold earrings. She is holding a large, ornate silver mirror with a peacock design in the center, which is partially covering her face. The background is a soft, out-of-focus green and yellow.

FrontAd Ecosystem: Effectiveness through influence

Our ecosystem consists of three portals:

1. Trackitt

An accurate way for U.S. immigrants to connect and discuss immigration questions.

2. Path2USA

The most trusted source for all aspects of travel, created for immigrants by immigrants.

3. CompareRemit

CompareRemit is the leading online global money transfer ecosystem.

Our work creates real connections with moneyed South Asians in U.S. and drives results.



More than 1 million immigrants arrive in the USA each year. Among these, 71% of South Asians are most likely to have a bachelor's degree or higher education. With a strong focus on authenticity and connection, Trackitt gives U.S. immigrants an accurate way to connect and discuss immigration questions.

Trackitt is a crowdsourced portal that has become the top choice for U.S. immigrants who want to collectively grow their migration knowledge and share their unique perspective. Trackitt simplifies what the U.S. immigrants need to know about changes in immigration rules, discuss their concerns with an

intelligent community, and accurately track their request for the Green Card.

As a result, Trackitt has become the most trusted online immigration forum. Recognized by U.S. Center for Immigration Services as the number 1 resource allowing people to collaboratively track, analyze, and estimate their application status.

Audience

- High-net worth income immigrants in the USA waiting for permanent residency
- Highly-educated demographic
- Maintain a luxurious lifestyle

- Work at Fortune 500 companies: Google, Apple, Facebook, Amazon, etc.
- Propensity for high-spending and investments

Trackitt website statistics

- 4 million page views monthly
- 3 million new users annually
- 500,000 active users monthly
- 140 prominent sites linking into Trackitt
- 11K Alexa ranking

 **trackitt**
Track Your Immigration Status



The U.S.A. has more immigrants than any country in the world. More than 40 million people living in the U.S. were born in another country, accounting for 1/5 of the world's migrants. According to the Pew Research, immigrants account for 13.7% of the U.S. population. Approximately 29 million immigrants are working in the U.S. making up 17% of the total civilian labor force.

Path2USA is the most trusted source, created for immigrants by immigrants—to navigate all aspects of travel. From

students to employee to spouse, and the latest in news—Path2USA provides information about everything that's relevant to visitors traveling to the U.S.A.

Audience

- Immigrants living or traveling into the USA
- Affluent demographic
- Ambitious and aspirational
- Work at Fortune 500 companies such as Google, Apple, Facebook, Amazon, etc.
- High disposable income

Path2USA Website Statistics

- 500,000 monthly page views
- 3 million new users annually
- 6 million page views annually
- 70% new users monthly
- 23K Alexa ranking





As immigrants in the U.S. have become more integrated into mainstream culture, CompareRemit offers a financial ecosystem to compare, review, and learn about money transfer services from around the world.

CompareRemit is the leading online money transfer ecosystem for remittance, a critical tool for people from around the world who wish to send money without incurring delays or extra expenses. CompareRemit users are among the high net-worth U.S immigrants who want to expand their monetary footprint to include home

mortgages, investments, loans for businesses, retirement planning and 401K. This customer is ripe for business banking in addition to personal banking.

Audience

- U.S. immigrants with ties back to home country
- Heavy internet usage and are comfortable transacting online
- Work at Fortune 500 companies such as Google, Apple, Facebook, Amazon, etc.
- Maintains an upscale lifestyle
- Transacting audience

CompareRemit website statistics

- 800,000 monthly page views
- 1.5 million new users annually
- 10 million page views annually
- 70% new users monthly
- 31K Alexa ranking