



## **Kneoteric brings evolution in the Internet marketing industry**

**New Delhi, December 18, 2006** – Vinove Software and Services attained a new altitude by launching its hottest service ever under its subsidiary, Kneoteric e-Solutions. Now unlike any other Web promotional services this unique solution will enable all its customers an assurance to generate more business (revenue) than the investment amount within the project tenure itself. Therefore, it assures you to earn more money than the amount you invested towards the project before the stipulated project completion tenure. “Your Return on investment (ROI) becomes positive and the Break even point (BEP) lies well within the project tenure”, quoted Parvesh Aggarwal, the Director of Vinove.

This new service assists any company for their web promotions and counters any of its negative publicity simultaneously. The concept of this unique business solution model has been developed by its in-house R&D team. In today’s marketing dynamics more and more companies are opting online marketing as a powerful yet cost effective tool due to spread of Internet literacy across the globe. It has been ‘a must’ for all service seekers and providers not only to make the brand more popular but also synchronize the solution as per respective budgetary constraints.

The concept around is based on statistical and economics theory which analyzes demand-supply gap in the dynamic marketing environment and apply Michael Porter’s 5-forces model to streamline a feasible solution. “While you take care of your business, we take care of your competitors”, is as assured by Parvesh.

The most important thing is two fold, viz.

- Firstly, positive ROI and profitability lies within the campaign tenure
- Secondly, ideal application of Game theory – watching competitors’ activities and demoting negative advertisements against you
- According to the management, Kneoteric has been successful in delivering positive results to its first batch of clientele who has pursued this service. With luck, Kneoteric will prove popular to other conglomerates with passage of time.

Those interested in learning more about this evolution can visit [www.kneoteric.com](http://www.kneoteric.com) and place a request online.

### **About Kneoteric e-Solutions**

Kneoteric is the Internet Marketing and Web Consulting wing of Vinove Software & Services (P) Limited, based in New Delhi, India. Its core competency lies in Search engine marketing (SEM) and Web applications. It is also the market mover in Latent semantic indexing (LSI) based Search engine optimization (SEO) and Cost per action (CPA) based Pay per click (PPC) Management services. It aims to offer the most competitive business solution synchronizing with our unique proprietary Return on Investment (ROI) model.

Kneoteric is known for its ethical (also called as 'white hat') practices and 24x7 customer service.