


ShareChat & Moj for Festive Season 2023

July Infographic - Festive Season

Be Festive Season 2023 ready with ShareChat & Moj	
	ShareChat & Moj saw a 29% increase¹ in the number of brands aiming to drive their festive campaigns and achieve incremental results with innovative mobile-first ad formats in 2022 than in 2021. With more and more brands taking the language-first approach to influence festive purchases, a 25% increase in festive ad spends was observed on ShareChat & Moj.
4.5X Growth in festive ad spends by SMB brands on ShareChat & Moj ¹	135% Growth in festive ad spends by automobile, consumer durables, handset and telecom brands on ShareChat & Moj ²
Top categories Gaming E-commerce FMCG	
Most popular ad formats during the festive season²	
Display Banner	Studio Ads
[Screenshot]	[Screenshot]
Premium ad space on the app that allows brands to drive top-of-mind recall with precise targeting	An end-to-end ad solution that allows brands to create hyper-contextualised mobile-first ads in Indic languages
Average Engagement: 1%	Average Engagement: 2-3%

Branded Hashtag Challenges	Influencer Activation	Top View
[Screenshot]	[Screenshot]	[Screenshot]
An exclusively crafted hashtag-driven challenge that amplifies the brand message and encourages user-generated content	An ad solution that helps brands build advocacy and take affinity to the next level with regional creators	High-visibility roadblock ads for brands to reach users just as they open the app to create and consume content
Average Engagement: 4-6%	Average Engagement: 3-5%	Average Click Through Rate: 0.7%
¹ Aug-Oct 2021 v/s 2022, ² Sep-Nov 2022		
Learn more at ads.sharechat.com To get in touch click here		