

Solutions

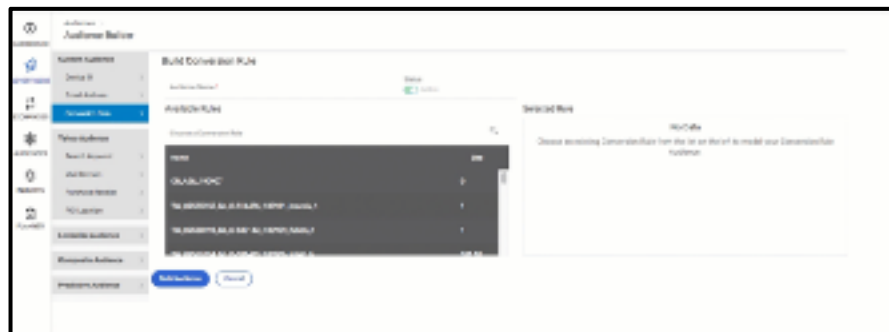
We gave a walk through of various tools on our Demand Side platform.



Audience Insight tool in the DSP provides helpful insights about the audiences relevant for optimization and targeting



Omniscio in the DSP is a forecasting tool for planning the campaign delivery.



Audience Builder tool in the DSP provides access to multiple targeting capabilities.

Implementation

We used the platform and tools to share the insights about the prospect customers of health insurance with the client.

- Few insights that were used in campaign planning were:
 - Geographic locations in India that were responding well to the insurance advertisement were chosen for ICICI Lombard Campaigns.
 - Online Shoppers were targeted for this campaign.
 - Audience with productivity, Finance, and Business Applications were targeted.

AUDIENCE INSIGHTS

App Usage & Content Consumption

46%
Audience also consume Entertainment Content



64%
Users consume Business and Finance content and 45.5% are transacting via VISA cards



42%
Users consume sports content



22 Mn Users on Verizon have an affinity toward Business & Finance

7.7 Mn Users on Verizon have an affinity toward News Content

Top Selling Domains



38.4%
Audiences are ordering food online



33%
Audience are shopping And 64% prefer purchasing via Amazon



60%
Of transacting audience are from Tier 1 and metro cities

