

# Business Plan for 2020

| Description   | My Contribution  | Challenges  | Solutions   | Success Story  |
|---|--|---|---|--|
| <ul style="list-style-type: none"><li>Annual Strategy implemented in 2020 to managed to Business Impact due to Covid.</li></ul> | <ul style="list-style-type: none"><li>I created a detailed the Business strategy to deal with the impact on revenue in 2020 due COVID.</li><li>I evaluated the plan across and recalibrate basis the changing circumstance</li></ul> | <ul style="list-style-type: none"><li>2020 was the most unprecedented year, so there were no past trends to planning and strategizing.</li><li>Even after making a concrete plan, there was an extensive drop in the revenue from April till September.</li></ul> | <ul style="list-style-type: none"><li>I developed business plan specifically relevant for current times and evolved it basis the changing environment.</li><li>We expanded revenue from active clients like entertainments OOT players.</li><li>We continued the engagement with all clients across the year.</li></ul> | <ul style="list-style-type: none"><li>We managed to have a revenue growth of ~ 4.5% from 2019 to 2020 when digital advertising spends across industry declined by 7% to 15%.</li></ul> |

## Solution & Results

A business plan was drafted after brainstorming with the team.

The plan was tailored to the current times and had granular details with explicit directions for myself and the team.

A few Ideas that worked were

Special deals designed for stressed category

- Background : Generic discounted deals were made for all advertisers once in three months.
- Solution : To revive the mutual fund and insurance category, customised objective-specific deals were created.
- Challenge :
- Results : Closed a few mutual advertisers on this package. Here is one the case study.

**Mutual Fund Advertiser | Case Study**

**Goal**

- Drive traffic to the website & generate engagement with the users.

**Solution**

- Leveraged Verizon Media's native platform to drive Video.
- Identified audience segments with an affinity towards investment & finance targeted to drive traffic to the website.
- Non-media solutions to create engagement.
- Used Countdown Ads to create a sense of urgency with the count down timer ending on a CTA for users to apply for the IPO.

**Results**

- 32% Higher CTR on rich media creatives as compared to static image creatives.

verizon media

**Verizon Media Ad Platforms**

One-stop solution for Mutual Fund Advertisers across Premium Inventory, while leveraging Verizon Media's Data capabilities.

Omni-channel approach to deliver value across ad channels such as Native, Display & Video (Web domains + OTT + CTV)

**Cumulative Unique Reach**  
1.1B

**Highlights**

- Targeted Reach
- Targeted Demographics
- Targeted Publishers
- Targeted Devices
- Targeted Content

**Average Ratio**

- Male: 64%
- Female: 36%

**Average Age**

- Below 35: 45%
- Above 35: 55%

**Publishers:**

- yahoo!
- moneycontrol
- THE TIMES OF INDIA
- The Economic Times
- msn
- hindustan times
- Rediff
- NDTV
- THE HINDU

| MFI/Launcher Cost<br>\$1.6M |       | Brand Engagement<br>1.44 Million |         | Content Cost<br>\$75 Lakh |        |
|-----------------------------|-------|----------------------------------|---------|---------------------------|--------|
| Actual Cost                 | 1.6M  | Actual Cost                      | 1.44 Mm | Actual Cost               | 7.5 L  |
| Package deal                | \$1   | Package deal                     | 1.44 Mm | Package deal              | 5.75 L |
| Estimated Impressions       | 25.0% | Estimated Impressions            | 20.0%   | Articles                  | 0      |
| Overall CPM                 | 32    | Overall CPM                      | 60      | Estimated Clicks          | 1,400  |
| Estimated Impressions       | 0.0%  | Complete View 300 x 600 Pixels   | 0.0%    | Estimated PS              | 30.4   |
| Overall Cost per Reach      | 0.08  | Estimated Impressions            | 4.00%   | Estimated CPM             | 0      |
|                             |       | Overall Cost per Reach           | 0.30    | Estimated CPM             | 7      |