

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 measures 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 measures.

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
11.9M

Highlights

- Targeted Users
- Targeted Content
- Targeted Devices
- Targeted Formats
- Targeted Publishers
- Targeted Times

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 \$1.6M | | Brand Engagement 1.44 Million | | Content Cost \$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 (30 sec +) | 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 |

Description

- Annual Strategy implemented in 2020 to manage the Business Impact due to Covid.

Challenges

- 2020 was the most unprecedented year, hence there were no past trends to plan and strategize.
- Even after making a concrete plan, there was an extensive drop in the revenue from April till September.

Solutions

- I developed business plan specifically relevant for current times and evolved it based on the changing environment.
- We continued the engagement with all clients across the year.

Success Story

- We managed to have no revenue decline from 2019 to 2020 when digital advertising spends across industry declined by 7% to 15%.

My Contribution

- I created a detailed the Business strategy to deal with the impact on revenue in 2020 due COVID.