

## Solution & Results

Continuous engagement with the clients and agencies during the phase of no marketing activity.

- **Background** : Five to Six months during the peak of COVID 19, all the marketing were paused.
- **Solution** : Expensively pitched Audio programmatic advertising as the consumption of audio content increased on platforms like Spotify, Podcasts increased during 2020. Mostly because people started consuming music while working.
- **Challenge** : Clients were skeptical to try new product when their overall budgets were slashed.
- **Results** : A few advertisers were onboarded on this platform.

Thank You