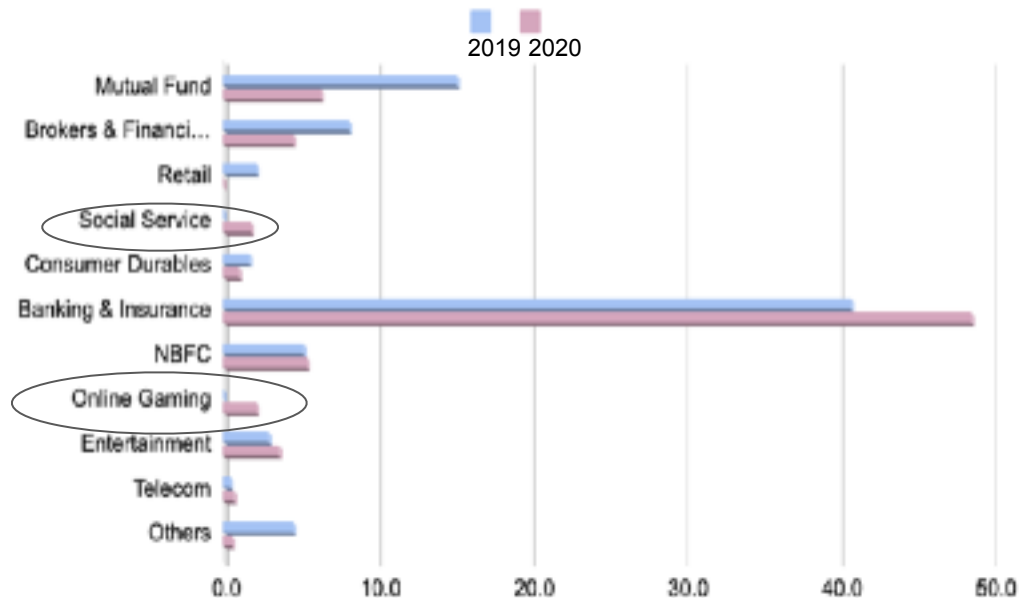


Solution & Results

New Category Development

- Background : There were a few categories that were otherwise not active, but were anticipated to grow during this pandemic
- Solution : Created a special category list basis the market trends, personal judgement and other insights from other countries. The list included :
 - Social Donation
 - Money Transfer Gateways
 - Health Check up Services
 - Online Gaming
 - Environment-Friendly Products
- Challenge : Some of these categories were restricted for advertising in our platform, so legal documentation and approvals had to be taken before onboarding them
- Results : We were able to activate a few advertisers from donation category like ketto and a few from Online Game like rummycircle.com

Category Trend in 2019 vs 2020



NBFC : Non banking financial services.

Solution & Results

Capitalized on the increase consumption of audio content.

- Background : Verizon Media Demand Side Platform has capability to targeting multiple audio platforms for an advertiser.
- 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.



Bajaj Travel Audio



17p

Cost per complete listen



99%

Mobile Traffic



91.37%

Completion Rate

Best CPCL - Spotify @ 10p

Companion CTR - 1.7%

Domain	25% Complete	50% Complete	75% Complete	100% Complete
adrevia.ppt	46,995	32,972	35,112	34,588
roberts	353,535	152,118	353,032	142,577
Screen.com	15,551	15,337	15,281	15,115
Spotify iOS	125,886	125,560	124,868	124,185
Spotify Android	838,438	805,429	893,544	891,614
Spotify Web	1,534	1,518	1,510	1,518

Advertise includes RadioCity and Rappio inventory

Next, using the insights from this campaign we can improve our targeting and optimize the outcome for the future campaigns like genre wise creative targeting