

B2B Advertisers

Case Studies

Campaign Name - **YAHOO!** SMALL BUSINESS

Campaign Ideation

- Targets any small & medium business owner/professional/consultant with a sales turnover of 10 lakhs and above.
- The campaign was positioned Run-of-Network targeted across Indian IPs targeting end-users.
- Campaign targeted regional and entertainment inventories to look towards non e-commerce savvy audience.
- Innovations were thought out, as to pausing the campaign on weekends and day-of-time targeting to ensure click relevancy is maintained.

Campaign Optimization

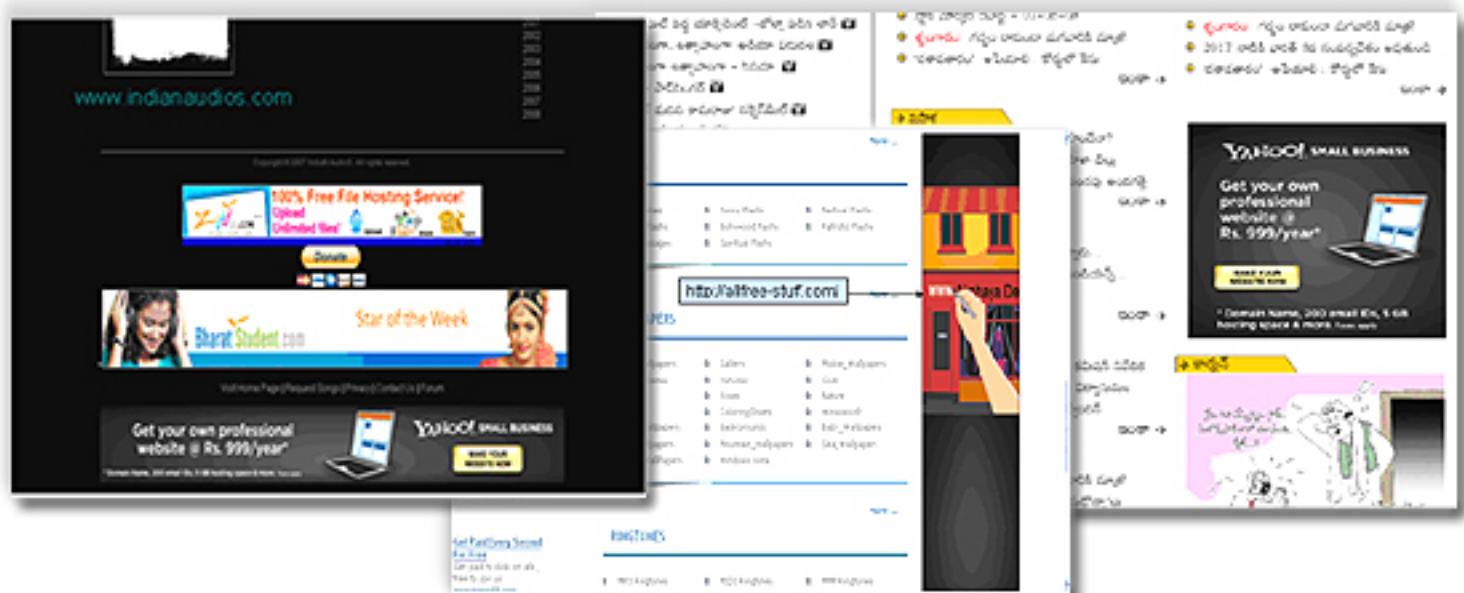
The campaign was run in 4 phases, using a different set of creatives each time. Akshaya Designs, one of the creatives delivered an excellent 1.26% CTR, while others delivered significantly less. Next campaign onwards, only the Akshaya Designs one was used and has been optimized well.

Competitive Mapping

The major competitors for Yahoo are Rediff & Indiatimes, and the campaign had to be optimized such that, banners were visible on websites competing with competitor's advertisements.

Campaign Results –

- The optimized creatives worked really well with above 1% CTR.
- Entertainment and Music, along with News, Business and Finance worked well.



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SITG - YAHOO!