Dotcom Advertisers

Case Studies

Campaign Name - YAHOO! msn Sify AOL NDTV

Campaign Objective

- Bulk traffic and cost efficient.
- Relevant traffic, to increase subscriber base.

Campaign Ideation

- RON inventory across categories, providing bulk traffic.
- All genres of audience
- Targeting users who spend considerable time online.
- Bulk Quarter deals generally done, to have regular access, and best possible rates.

Key Learnings

- Categories like Entertainment, Social Networking, News and Regional work best for Dotcoms.
- Feedback from clients suggested RON was cost effective than search.
- E-mail service providers, News and Entertainment verticals prefer Class-I RON inventory.
- Such campaigns work best over medium-term (3-6 months) as user retention rates increases considerably.

tyroo Internet Advertising. Made Easy

SITG - YAHOO!

Contact Tyroo Sales team or email at sales@tyroo.com