

Direct to Home Advertisers

Case Studies



Campaign Objective

- Branding for the product across categories.
- Converting prospective customers to buyers.

Campaign Ideation

- RON inventory, primarily targeted towards Entertainment, Movies, Music and News.
- Regional Inventory was used to target tier-II cities & village where cable TV doesn't have much penetration.

Key Learnings

- Consumer Durable Technology sites resulted in the highest CTR. These are the sites having the most relevant user base.
- Regional Inventory was best as regards conversions.
- DTH campaigns perform best over medium term. Cost per conversions falls up to 50% with time.

