

Finance Advertisers

Case Studies



Campaign Ideation

- Targets towards working professionals. Age-group - 21 to 40 years, Annual Income - INR 300,000 and above.
- Premium News has the most relevant audience, age-group 21 to 40 years and with disposable income to spend.
- NRI inventory works best for the Money Transfer clients.

Key Learnings

- Branding inventory across genres essential to back-up performance campaigns. Cost per acquisitions has fallen sharply with branding campaigns.
- Financial clients work best on Premium inventories because of the quality of the users. A direct correlation between effectiveness of campaign and cost per click has been often detected.



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