



Case Studies: 30 Brands That Beat Industry Benchmarks With Smart Segments

How brands from 9 major industries have used Zapr's exclusive media-based audiences.

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FMCG



Soap brand Godrej No.1 leverages Zapr's Smart Segments to complement their TV plan

Zapr builds reach beyond TV for Godrej No.1 soap



Objective of the Brand

Build Brand awareness

Among audiences across TV and digital platforms

Key Challenge

Optimize targeting

To build unduplicated reach

Smart Segment Utilised

Cord Cutters

Audiences unexposed to the Brand's TVC

Zapr helps Godrej No. 1 capture TVC unexposed audiences in priority markets



260k+

Unique Audience
Reached



~30%

Cost savings in
campaign budget



71%

VTR for the campaign





FMCG

Nutrition Drink Brand builds higher Brand Recall using Zapr's deterministic viewership profiles

Zapr builds reach beyond TV for the brand

Objective of the Brand

Build brand awareness

Among audiences across TV and digital platforms

Key Challenge

Optimize targeting

To build unduplicated reach

Smart Segment Utilised

Cord Cutters

Audiences unexposed to the brand's TVC

Brand builds recall, leveraging competition's TVCs

Objective of the Brand

Higher Share of Mind

Among audiences exposed to the category but not the brand

Key Challenge

Differentiate against competition

At an optimized cost

Smart Segment Utilised

Competition-inclined Audience

Audiences unexposed to the Brand's TVC

Zapr helps the brand build reach over theirs and competition's TV plan



>3.82%

CTR



1.56Mn+

Unique Reach
Delivered





FMCG

Oral Care Brand develops brand awareness among niche audiences using Zapr

The brand wanted to market Ayurvedic offering to relevant audience

Objective of the Brand

Drive Brand consideration

Among audience leaning towards Ayurvedic product

Key Challenge

Reach audiences with affinity

During a TV-heavy period for the category

Smart Segment Utilised

Devotional audience

Audiences which associate with traditional practices

Zapr helps oral care brand reach category affinity audiences



2.5Mn+

Impressions



1Mn

Unique Audience
Engaged



A photograph of various household cleaning products. From left to right, there is a small green and white spray bottle, a purple spray bottle, a large blue bottle of liquid cleaner, and a blue bucket with a pair of yellow rubber gloves hanging over its edge. Several colorful sponges (red, green, blue) are also visible in the foreground.

FMCG

Home Hygiene Brand leverages Zapr to improve brand recall

Markets: Top 6 Metros

Brand wanted to be in the consideration set for relevant audiences

Objective of the Brand

Increase Share of Mind

Among category aware audiences

Key Challenge

Reach key audiences

In a TV market cluttered by competition messaging

Smart Segment Utilised

Competition-inclined Audience

Leveraging viewers educated by competition's TVCs

Zapr helps Home Hygiene Brand create SoV against competition brands



>1Mn

Unique Reach
Delivered





BFSI

**Global Bank drives Brand Salience using
Zapr's deterministic audience profiles**

Brand wanted to reach audiences aware of the category offerings

Objective of the Brand

Increase share of mind

Among audiences aware about the category

Key Challenge

Reach priority audiences

Breaking through the TV clutter

Smart Segment Utilised

Competition-inclined Audience

Leveraging viewers educated by competition's TVCs

Brand wanted to connect with audiences which identify with their message

Objective of the Brand

Establish Brand Association

Key Challenge

Leverage Brand Ambassador

A cricket celeb, to build stronger association

Smart Segment Utilised

Cricket Fans

Audiences having affinity to the Brand Ambassador

Campaign Outcome



20Mn+

Unique Reach
Delivered





BFSI

Max Bupa drives brand awareness & engagement using Zapr's Smart Segments

Zapr helped the brand reach audiences exposed to their TVCs



Objective of the Brand

Drive Call to Action

Among audiences aware about the brand

Key Challenge

Leverage recall

To convert views to clicks

Smart Segment Utilised

Cord Lovers

Exposed to the Brands TVCs

Zapr helped the brand neutralize the SoV created by competition



Objective of the Brand

Increase share of mind

In a TV environment
cluttered with competition
messages

Key Challenge

Differentiate from competition

To nullify their impact
on the consumer's
mind

Smart Segment Utilised

Competition-inclined Audience

Educated by
competition's TVCs

Zapr helped the brand leverage surrogate brand audience to build further awareness



Objective of the Brand

Raise Brand Awareness

Among unduplicated audience

Key Challenge

Identify Priority Segments

To create a stronger association for the brand

Smart Segment Utilised

Surrogate Audience

Educated by competition's TVCs

Zapr improved performance for Max Bupa in their target markets



1.6Mn+

Unique Reach
Delivered



2.3x

Higher Brand
Recall



3x

Website visits
post campaign





BFSI

Zapr helps Retail Bank engage digital audiences in key markets

Zapr helped the brand build reach beyond TV

Objective of the Brand

Build unduplicated reach

Among regional audiences

Key Challenge

Optimize targeting

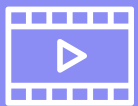
To communicate with only
unexposed regional
audiences

Smart Segment Utilised

Cord Cutters

Audiences not exposed to
the Brand's TVCs

Brand was able to push a three-phased message to new audiences using Zapr



>60%

VTR across platforms



2.1Mn+

Unique reach delivered





BFSI

Leading Retail Bank reaches Zapr's Smart Segments to leverage Top of Mind recall created by their TVC

Brand wanted to enhance the SoV created by their TVC

Objective of the Brand

Drive Product Consideration

Among audiences exposed
to the brand's message on
TV

Key Challenge

Leverage TVC's impact

To raise possibility of the
audience taking action

Smart Segment Utilised

Cord Lovers

Audiences exposed
to the Brand's TVC

Campaign Outcome



2.5-5%

CTR to the landing
page



2.5Mn+

Unique reach delivered





Automobile

**Zapr Smart Segments help Major Car brand
achieve higher Brand Salience**

Brand built SoV against competition at optimized cost during high impact event

Objective of
the Brand

Increase share of mind

Among audience exposed
to the category's TVCs

Key
Challenge

Reach priority audiences

In a competition cluttered
TV environment

Smart Segment
Utilised

**Competition-inclined
Audience**

Audiences exposed to
competition ads during
high impact event on TV

Campaign Outcome



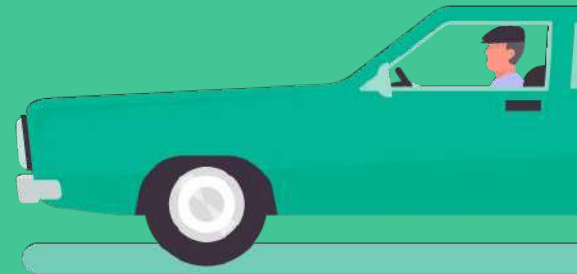
38%

Savings in cost per
ad view



1Mn+

Unique audiences
engaged



A photograph of two motorcycle racers on a track. The racer in the foreground is on a blue and white bike, leaning into a turn. The racer behind is on a green and white bike, also leaning. The track has a red, white, and blue striped curb. A green box with the word 'Automobile' is overlaid on the left side of the image.

Automobile

**Zapr Smart Segments help Motorcycle
Brand generate awareness for their new
racing bike**

Zapr built a sharper audience to target for the new motorcycle

Objective of the Brand

Audience engagement

To encourage test-drives of their new motorcycle

Key Challenge

Leverage Category interest

To build higher engagement

Smart Segment Utilised

Racing Enthusiasts

Avid watchers of racing events on TV

Campaign Outcome



20x CTR

Higher than industry
benchmark (~0.09%)



>100K+

Unique audience
reached





Automobile

Premium Auto brand creates higher Brand Recall using Zapr's deterministic audience profiles

Markets: Pan India

Brand wanted to capitalize on competition's efforts and build SoV

Objective of the Brand

Higher share of mind

Among premium audiences aware about the category

Key Challenge

Reach premium audience

While competition is active on TV

Smart Segment Utilised

Competition-inclined Audience

Audience exposed to competition ads on TV

Zapr's cross media profiles helped the brand engage competitors' audiences



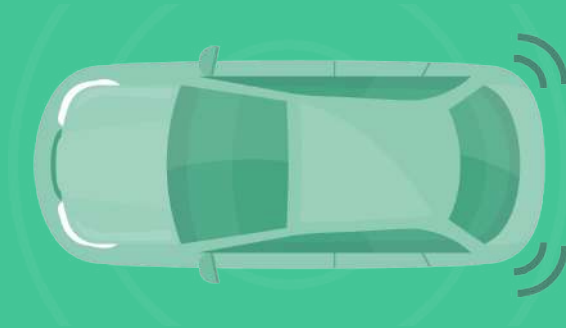
>3%

Click Through Rates



>500K+

Unique audience
reached



A white Land Rover Defender is shown driving through a shallow river, creating a splash of water. The background features rugged, brown mountains under a cloudy sky. A green rectangular box with a white border is overlaid on the left side of the image.

Automobile

A decorative pattern of green dots arranged in a grid, located on the right side of the slide.

Zapr helps Auto Player build absolute reach over offline audiences

Markets: Metros

Zapr helped in creating brand awareness among audiences not watching TV

Objective of the Brand

Brand Awareness

Among audiences not communicated via their TV campaign

Key Challenge

Optimize Targeting

To build unduplicated reach

Smart Segment Utilised

Cord Cutters

Audience not exposed to the brands TVCs

Zapr built unduplicated audience by mapping two of the highest offline and online advertising channels



>5%

Click Through Rates





E-Commerce

Zapr helps E-Com Player create higher share of mind using deterministic audience profiles

Brand wanted to build higher SoV among category informed audiences

Objective of the Brand

Stronger Brand Association

For exclusive product launch on e-com player's website

Key Challenge

Reach Priority audiences

During a TV cluttered time period

Smart Segment Utilised

Competition-inclined Audience

Audiences in a particular age group, exposed to competition brand's TVCs

Zapr built unduplicated audience by mapping two of the highest offline and online advertising channels



~5x CTR

Higher than industry
benchmark (~0.02%)



>2Mn+

Unique audiences
reached



A photograph of a small metal shopping cart with a yellow handle and a yellow basket, filled with several white and brown cardboard boxes. In the background, a laptop is open on a desk, displaying a website. Behind the laptop are several colorful folders or bags in shades of blue, green, purple, and orange. The scene is set against a grey, textured wall.

E-Commerce

Zapr helps E-com Player maximize brand awareness using Smart Segments

Brand wanted to reach audiences not engaged via their TVC

Objective of
the Brand

**Increase Brand
Awareness**

By reaching new audiences
using a digital platform

Key
Challenge

Maximize ROI

By targeting an
unduplicated audience

Smart Segment
Utilised

Cord Cutters

Audiences not exposed to
the Brand's TVC

Brand wanted to build recall against competition using Digital

Objective of
the Brand

Higher share of mind

Among audiences aware
about the category but not
the brand

Key
Challenge

**Differentiate from
competition**

Which is creating a
clutter on TV

Smart Segment
Utilised

**Competition-inclined
Audience**

Audiences exposed to
competition's TVCs

Zapr helps major e-com brand capture its closest competitor's audience to create better impact with their audience



2% CTR

Higher than industry benchmark (~0.02%)



60% VTR

On a Programmatic Platform





E-Commerce

PharmEasy builds incremental reach and higher brand recall

Pharmeasy gets incremental reach among competition's audiences



Objective of
the Brand

Grab higher
share-of-voice in the
market

Key
Challenge

Winning over audiences
exposed to competition
ads on TV

Smart Segment
Utilised

Competition
influenced audiences

Pharmeasy builds higher brand recall for TVC exposed audiences



Objective of
the Brand

Give optimal
exposure to those
who already
watched Pharmeasy
TV ads

Key
Challenge

Identifying segment
and effectively
engaging on second
screen

Smart Segment
Utilised

Cord shavers

Zapr helps PharmEasy fulfil TV objectives via digital



3% - 4%

CTR



92%

VTR





Consumer
Durables



**LED brand creates brand awareness using
Zapr Smart Segments**

Brand wanted to increase exposure among audiences not reached by it's TVC

Objective of the Brand

Build Engagement

Encourage brand exposed audiences to take action

Key Challenge

Ensure High consideration

To move audience to action in the brand communication funnel

Smart Segment Utilised

Cord Cutters

Audiences exposed to the Brand's TVC

Brand wanted to build recall against competition using Digital

Objective of the Brand

Higher Share of Mind

Among audiences aware about the category but not the brand

Key Challenge

Differentiate from competition

Which is creating a clutter on TV

Smart Segment Utilised

Competition-inclined Audience

Audiences exposed to competition's TVCs

Brand wanted to leverage audiences which associate with the category

Objective of the Brand

Build Unduplicated Awareness

Amidst audiences with affinity
to the product category

Key Challenge

Identify priority audiences

To increase relevance
of impressions

Smart Segment Utilised

Surrogate Audience

Exposed to surrogate
brands' messaging


Zapr builds absolute audience reach for a LED brand, mapping offline and online advertising channels




>5x CTR

Higher than industry
benchmark (~0.02%)





Consumer
Durables



**Luxury speaker brand leverages Zapr's
deterministic audience profiles to engage
premium audiences**

Zapr helps the brand reach affluent audiences

Objective of the Brand

Build Brand awareness

Among audiences which
relate with the brand's
positioning

Key Challenge

Map key audiences

To build unduplicated
reach

Smart Segment Utilised

High Affluence Audience

Audiences watching
premium content and
owning smartphones > 25k

Engage premium audience for a luxury speaker product



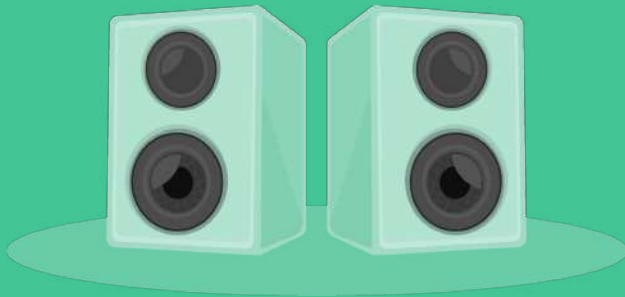
>4x CTR

Higher than industry benchmark (~0.02%)



>300K+

Reach among the premium segment





Consumer
Durables

**Zapr helps Home Appliances brand build
Brand Recall using Smart Segments**

The brand wanted to leverage competition's TVC to connect with audiences

Objective of the Brand

Higher share of mind

Among audiences which are exposed to the category but not the brand

Key Challenge

Reach key audiences

During the TV cluttered time period of IPL

Smart Segment Utilised

Competition-inclined Audience

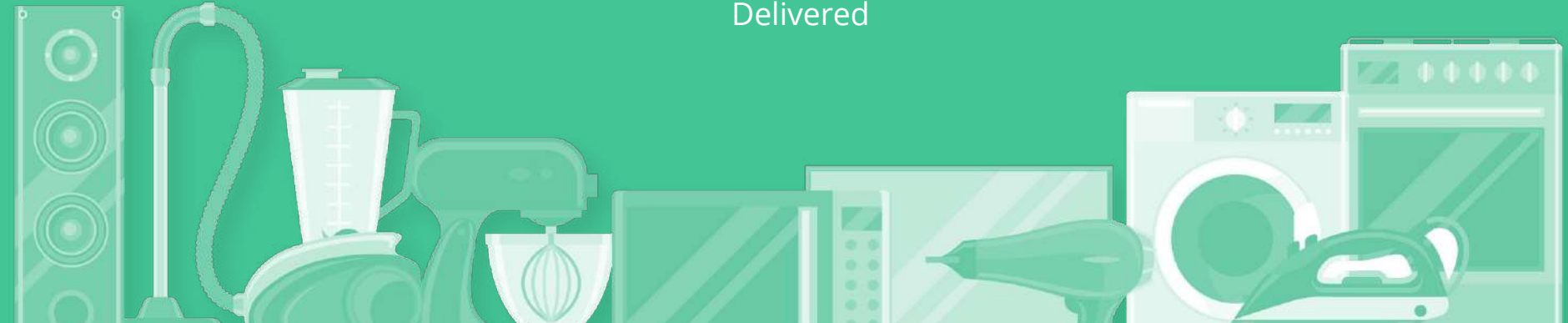
Audiences exposed to competition's ads during IPL

Home Appliance Brand leverages competition's IPL TVC burst cost-effectively via Zapr



~0.5Mn

Unique Reach
Delivered





**Consumer
Durables**

Zapr's Smart Segments help a Wires & Cables brand create higher impact during festive season

Brand wanted to increase exposure among audiences not reached by it's TVC

Objective of the Brand

Build Awareness

Among audiences not exposed to the brand's TVCs

Key Challenge

Optimize Targeting

To reach unduplicated audiences

Smart Segment Utilised

Cord Cutters

Audiences not exposed to the Brand's TVC

Zapr helped the brand reinforce recall among TVC exposed audiences

Objective of the Brand

Build Brand consideration

Among audiences aware about the brand TVCs

Key Challenge

Sharper targeting

To only reach audiences exposed to the Brand's message

Smart Segment Utilised

Cord Lovers

Audiences exposed to Brand's TVCs

Brand wanted to leverage competition's TVCs to drive SoV

Objective of the Brand

Higher Share of Mind

Among audiences aware about the category but not the brand

Key Challenge

Differentiate from competition

Which is creating a clutter on TV

Smart Segment Utilised

Competition-inclined Audience

Audiences exposed to competition's TVCs

Brand builds impact over their own audience and competition audiences using Zapr



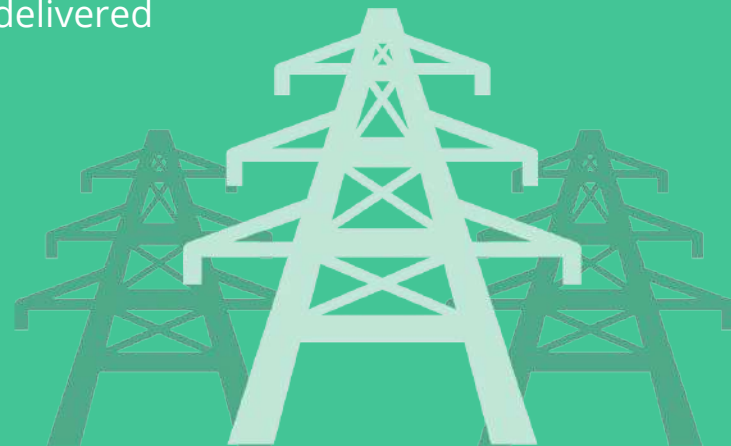
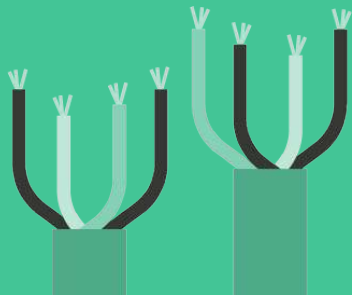
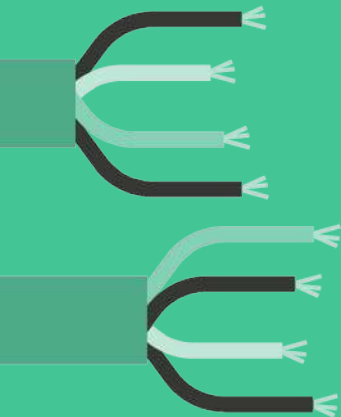
>5x CTR

Higher than industry
benchmark (~0.02%)



>2Mn

Impressions
delivered





**Consumer
Durables**



**Dell leverages Zapr to engage with
custom audiences**

Zapr helped Dell reach Youth based custom audience for their mid-range laptops

Range: Mid-Range



Objective of
the Brand

Build Awareness

Among custom audiences
basis their TV viewership
habits

Key
Challenge

Differentiate from competition

Which has cluttered TV as
a medium

Smart Segment
Utilised

Youth Audience

Exposed to competition
brands TVCs and
watching Sports content

Zapr helps Dell target TV audience of their choice without running a campaign on TV



2.7%

Click Through Rates



700K+

Unique Reach
Delivered



Dell reached affluent TV audience on Mobile using Zapr

Range: Premium



Objective of the Brand

Build Brand awareness

Among audiences which associate with the premium segment offering of the brand

Key Challenge

Map key audiences

To build unduplicated reach

Smart Segment Utilised

High Affluence Audience

Audiences watching premium content and owning smartphones > 25k

Zapr helps Dell target TV audience of their choice without running a campaign on TV



3.8%

CTR to the
landing page



550K+

Unique Reach
Delivered





Travel

Club Mahindra employs Zapr's Smart Segments to convert Top-of-Mind recall to Action

Zapr deterministically targeted audiences who were exposed to their TVC recently



Objective of the Brand

Drive Engagement

Among key audience segments of the brand

Key Challenge

Identify exposed audiences

Who are already informed about the brand

Smart Segment Utilised

Cord Lovers

Exposed to the Brand's TVC

Zapr got 1,00,000 TVC viewers make snap decisions for a holiday at Club Mahindra



20,000

Increase in web traffic



~5%

CTR for interstitials



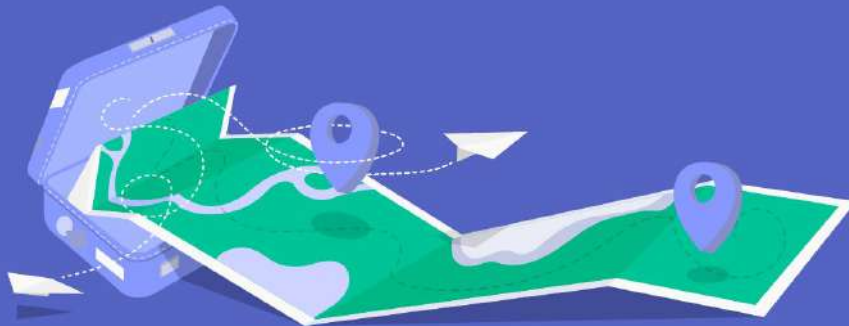
300K

Impressions



100K

Unique Reach





Internet

OTT player builds awareness for premium content using Zapr's Smart Segments

Markets: Metros

Zapr built awareness for launch of the last season of an English SitCom on the OTT platform

Objective of the Brand

Add new viewers

To its platform leveraging the show's popularity

Key Challenge

Optimize targeting

To reach audience which actually watches the genre of the content

Smart Segment Utilised

Premium audience

People who consume English and premium content

Zapr helps OTT player build viewership for a new season launch



3.9%

Click Through Rate



100K+

Unique Reach
Delivered





Internet



Zapr helps OTT player build reach for a new show launch using its deterministic audience profiles

OTT platform wanted to inform children show watchers about its new offering

Objective of the Brand

Increase Viewership

For a new show in the
niche animated segment

Key Challenge

Reaching relevant audience

Which connects with the
genre of the show

Smart Segment Utilised

Children's channel watchers

People who watch channels
like Cartoon Network,
Hungama and Nickelodeon

Zapr helps OTT player reach Children's channel viewers



>1.5%

Click Through Rate



350K+

Unique Reach
Delivered



A close-up of a video camera's LCD screen. The screen displays a woman with long dark hair, wearing a white top and a dark blazer, smiling. The background of the video feed shows an office setting with a window and some plants. Below the video feed, there are several camera control icons and numbers: '25', '5.6', '±0', and 'AUTO'. The camera itself is black and partially visible on the right side of the frame.

Internet

**OTT player promotes its original content
using Zapr's Smart Segments**

Zapr helped the OTT platform engage users basis their viewership behavior

Objective of the Brand

Drive Viewership

For a celebrity's biopic among interested audience

Key Challenge

Sharpen Targeting

To ensure higher sampling of the show

Smart Segment Utilised

Celebrity Fans

People who watched the celebrity's shows and movies

Zapr helps OTT player reach audience basis their viewership behavior to increase interest in a new show



>1.8%

Click Through Rate



460K+

Unique Reach
Delivered



A photograph of a person's hands and arms as they work on a silver laptop. The laptop screen displays a website with various icons and text. To the left of the laptop is a white ceramic pot containing a green plant. On the desk next to the laptop are a black smartphone and a black water bottle. The person is wearing a dark sleeveless top. The background is slightly blurred, showing a kitchen sink area.

Internet

E-learning Platform drives brand consideration using Zapr's Smart Segments

Brand wanted to leverage competition's presence on TV to build SoV on Digital

Objective of the Brand

Higher Share of Mind

Among audiences aware about the category

Key Challenge

Differentiate against competition

To reach relevant audience in the TV clutter

Smart Segment Utilised

Competition-inclined Audience

People who are exposed to competitor's ads

Zapr helps E-learning platform reach competition audience to build higher SoV



5x CTR

Higher than industry
benchmark (~0.02%)



120K+

Unique Reach
Delivered





Internet

E-learning Platform drives brand engagement using Zapr's deterministic audience profiles

The brand wanted build recall on top of the impact created by their TVC

Objective of the Brand

Higher Brand Recall

Among audiences aware about the brand

Key Challenge

Sharper targeting

To build frequency among audience exposed to the Brand

Smart Segment Utilised

Cord Lovers

People who are exposed to brand's ads

Zapr engages TVC exposed audience online for a leading e-learning player



4x CTR

Higher than industry
benchmark (~0.02%)





Beverages

Mid-Market Tea Brand leverages Smart Segments to build better Recall

Zapr helped Tea brand build SoV among key audience segments

Objective of
the Brand

**Build higher Share
of Mind**

Against other players in the
Tea Market

Key
Challenge

**Reach audiences
with affinity**

During a TV-heavy
period for the category

Smart Segment
Utilised

**Competition inclined
audience**

Audiences exposed to
competitors' ads, further
filtered by gender

Zapr helps Tea brand negate competition's Share of Mind



~3.4%

CTR



205K

Unique Audience
Engagement



A woman with long brown hair in a ponytail, wearing a light blue denim shirt, is painting a solid blue wall with a white brush. The image is split horizontally, with the top half showing the painting action and the bottom half being white with text.

Paints

Industrial Paint brand leverages Smart Segments to build awareness

Zapr helped the brand build affinity among category aware audiences

Objective of the Brand

Build higher Brand Awareness

Against other players in the Tea Market

Key Challenge

Positioning the brand

Differently against competition

Smart Segment Utilised

Surrogate audience

Audiences exposed to Surrogate brands' ads on TV

Zapr identified the relevant TV base for India's largest industrial paint brand



>4x CTR

Higher than industry
benchmark (~0.02%)





Paints

Paints brand drives brand recall using Zapr's deterministic audience profiles

Zapr helped the brand negate competition's SoV

Objective of the Brand

Higher Brand Recall

Against competing Paint brands

Key Challenge

Reaching the correct audience

In a cluttered TV environment

Smart Segment Utilised

Competition inclined audience

Audiences exposed to competition brands' ads on TV

Zapr helps create higher SoV in a challenge market for a multinational paint brand



>3%

CTR



600k+

Unique Audience
Engagement





Paints

Zapr creates Brand Awareness for a Paints Brand, beyond TV

Zapr helped the brand reach audiences above and beyond their TVC

Objective of the Brand

Brand Salience

Among brand's core TG

Key Challenge

Optimize targeting

To communicate with only unexposed premium audiences

Smart Segment Utilised

Cord Cutters

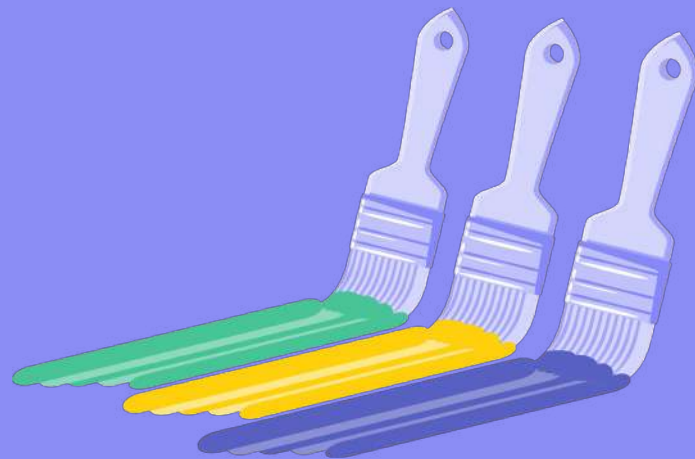
Audiences unexposed to the Brand's TVC

Delivering deterministic incremental reach over brand's TV campaign for a domestic paints brand



>3%

CTR



Want to drive similar campaigns for your brand?

Reach out to our customer success at arun.kumar@zapr.in

Zapr is a fast-growing media-tech startup funded by 21st Century Fox, Star India, Flipkart, Saavn and is backed by several iconic angel investors with the vision of reimagining the distribution, discovery and consumption of media and advertising content. Being the world's largest offline media consumption repository, Zapr bridges the gap between the offline and online worlds by enabling TV-to-Mobile audience engagement. We work across the entire value chain of the media industry - right from media owners, broadcasters, advertisers, research companies to end consumers.

Over the past few years, we've worked with all major players in the industry: 200+ brands from every nook and corner of the Indian consumer market. To know more about the company, our offerings, careers and work culture, visit: www.zapr.in.