

40+ Broadcaster Campaigns That Engaged TV Audiences Digitally

High Engagement and Deterministic Promo-to-Show Conversions
(people tuned in to watch the show or channel)
by Engaging TV Audiences on Mobile During Festive Season.

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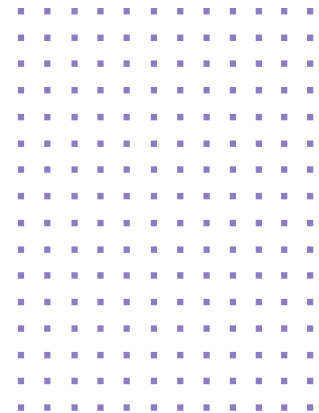
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A large crowd of people is gathered at a night festival or concert. In the background, bright stage lights illuminate the scene, and a person is visible with their arms raised in the air. The overall atmosphere is energetic and festive.

BENGALI

Bengali channel effectively promotes show among 220k genre viewers who don't watch the channel and converts new viewers

Target audiences

**Genre Audience
not watching the
channel**



0.65%

Click Through Rate



43.15%

Video Through Rate



1.10%

Conversion Rate



220k

Reach



5L+

Impressions

RESULT

The regional channel was able to **smartly engage its genre audiences** who don't tune into their own channel, thus trying to shift eyeballs to their own content. They **effectively engaged their TG at 43.15% VTR** resulting in **1.10% conversions** - people who tuned in to watch the show.





BENGALI

Bengali mystery series reaches 157,000 viewers and fetches high engagement rate of 79.25% VTR

Target audiences

Competition channel audience

Competition show audience



1.30%

Click Through Rate



79.25%

Video Through Rate



1.50%

Conversion Rate



157k

Reach



3L+

Impressions

RESULT

The show effectively reached its TG of competition audience, **reaching 157,000 viewers** with a **conversion rate of 1.50%** and **high engagement rate of 79.25% VTR** on week 38



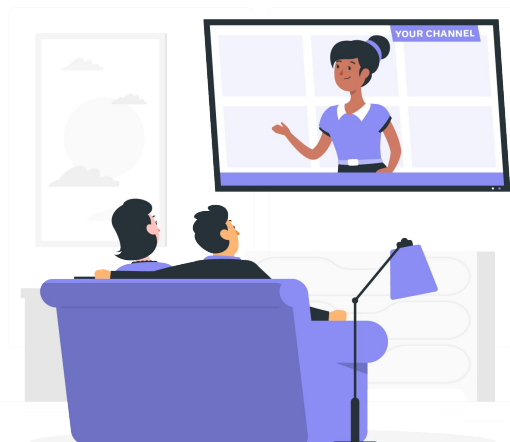


ENGLISH

English channel converts 35.42% promo viewers into watching its movie premiere on week 41

Target audiences

Core Channel Audience



1.40%

Click Through Rate



73.41%

Video Through Rate



35.42%

Conversion Rate



420k

Reach



6L+

Impressions

RESULT

The channel **reached more 420k individuals** and had good engagement for its promo video with more than 73% who viewed the video watching it till the then. The result was **more than 35% conversion** into movie watchers for week 41.





ENGLISH

**English dance show secures high engagement
with 68.70% VTR**

Target audiences

Competition channel and sub-genre audience



1.23%

Click Through Rate



68.70%

Video Through Rate



194K+

Impressions

A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a smart TV interface. In the top right corner, there is a decorative pattern of small green dots.

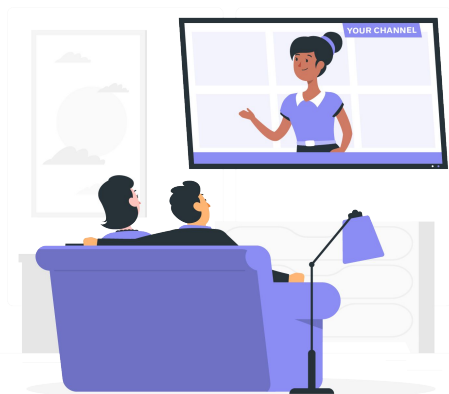
ENGLISH

English channel reaches 576,000 unique viewers, with a high engagement rate of 73.81% VTR

Target audiences

Genre Audience

Sub-Genre Audience



1.44%

Click Through Rate



73.81%

Video Through Rate



0.90%

Conversion Rate



576k

Reach



904k

Impressions

RESULT

English channel successfully targeted its TG of genre audiences and **reached 576,000 unique viewers** and fetched a high **engagement rate of 73.81%** VTR on week 43





HINDI

Hindi TV show reaches 332k competition audiences on mobile and engages with 71.4% VTR

Target audiences

Core audience of competition channels



1.32%

Click Through Rate



71.42%

Video Through Rate



1.62%

Conversion Rate



332k

Reach



1M+

Impressions

RESULT

By targeting core audiences of competitor channels, the channel engaged **332k individuals** with high VTR and got **more than 1L impressions** on these audiences during week 44.



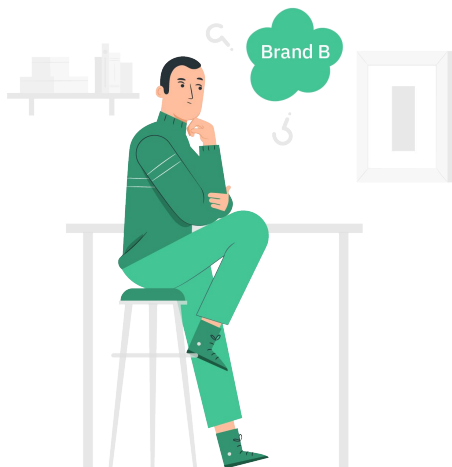


HINDI

Hindi channel bags position in Top 3 Free To Air channels by targeting show timeslot audiences

Target audiences

Core audience of competition channels in similar timeslot



2.05%

Click Through Rate



64.42%

Video Through Rate



3.20%

Conversion Rate



591k

Reach



1M+

Impressions

RESULT

The channel promoted its drama series and was **able to reach 591k core audiences** of competition channels who tuned in during the show timeslot. This resulted in a fantastic **position in Top free-to-air channels for week 49.**





HINDI

Hindi drama series engages 767k of its core channel audiences and competitor viewers at 62% VTR

Target audiences

Core Channel Audience

Competition show watchers



1.78%

Click Through Rate



62.74%

Video Through Rate



4.20%

Conversion Rate



767k

Reach



1.6M

Impressions

RESULT

By reaching its core channel audiences as well as competitor show viewers, the show got good engagement for its promo video and got **4.20% conversion for week 50.**



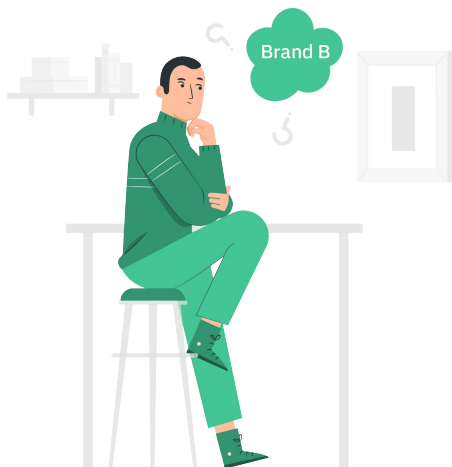
A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful elements and text, suggesting a TV show or news broadcast. In the top right corner, there is a decorative pattern of small green dots.

HINDI

Hindi TV serial reaches 2 Million+ competitor channel viewers and emerges as No.1 show in the timeslot for week 29

Target audiences

Competition show audience



0.21%

Click Through Rate



21%

Video Through Rate



6.80%

Conversion Rate



2M+

Reach



16M+

Impressions

RESULT

The show engaged its TG effectively and **secured 6.80% conversions**, and even **reached the top as the no.1 watched show for its specific time slot.**





HINDI

**Hindi comedy show reaches 981,000 viewers,
with more than 72% of the people who viewed
the promo video watching it through**

Target audiences

Top viewers of channel and competition channel and show



1.59%

Click Through Rate



72.55%

Video Through Rate



5.39%

Conversion Rate



981K

Reach



3.3M

Impressions

RESULT

The show engaged its TG effectively, reaching **981,000 viewers** and securing **5.39% conversions**, with 72% of the people who viewed the promo video, watching it through on week 36



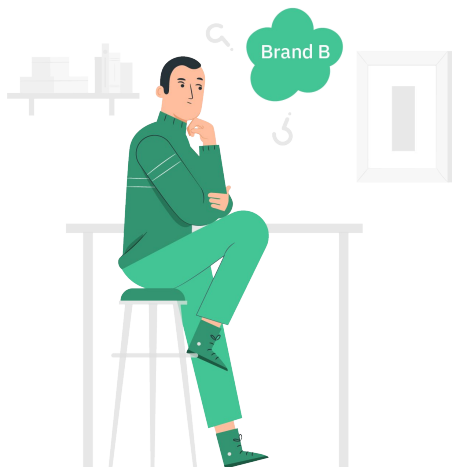
A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a streaming service interface. A green rectangular box is overlaid on the left side of the image.

HINDI

**Hindi drama serial reaches 491,000 viewers,
with 81% of promo viewers watching the
entire video**

Target audiences

Competition channel at time-slot audience



1.36%

Click Through Rate



81%

Video Through Rate



6.97%

Conversion Rate



491K

Reach



942K

Impressions

RESULT

The show successfully targeted its TG of competitor channel viewers of the same time-slot and reached **491,000 unique views, converting 6.97 percent of the promo viewers** into show viewers on week 49



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a streaming service interface. In the top right corner, there is a decorative pattern of small green dots.

HINDI

Hindi channel reaches 914,000 unique viewers, converting 3.72% into their audience

Target audiences

Core Channel Audience

Genre Timeband Audience



1.56%

Click Through Rate



68.96%

Video Through Rate



3.72%

Conversion Rate



914K

Reach



1.8M+

Impressions

RESULT

Hindi channel successfully targeted its TG and reached **914,000 unique viewers**, converting close to **4%** of them into their audience, also fetching a **high engagement rate of 68.96%** on week 45



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a streaming service interface. A green rectangular box is overlaid on the left side of the image.

HINDI

Hindi channel reaches 1,110,000 unique viewers, converting a massive 36% into their audience

Target audiences

Core Channel Audience

Channel Lapsers

Competition channel audience



1.34%

Click Through Rate



68.99%

Video Through Rate



36.09%

Conversion Rate



1.1M+

Reach



2.3M+

Impressions

RESULT

Hindi channel successfully targeted its TG and **reached 1,110,000 unique viewers, converting 36%** of them into their audience, also fetching a high **engagement rate of 68.99%** on week 47



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful elements and text, suggesting a news or entertainment broadcast. In the top right corner, there is a decorative pattern of small green dots.

HINDI

Hindi drama serial promo reaches 362,000 viewers, with high engagement of 70% VTR

Target audiences

Core Show audience

Core Channel audience

Competition show audience



1.54%

Click Through Rate



69.64%

Video Through Rate



5.02%

Conversion Rate



362K

Reach

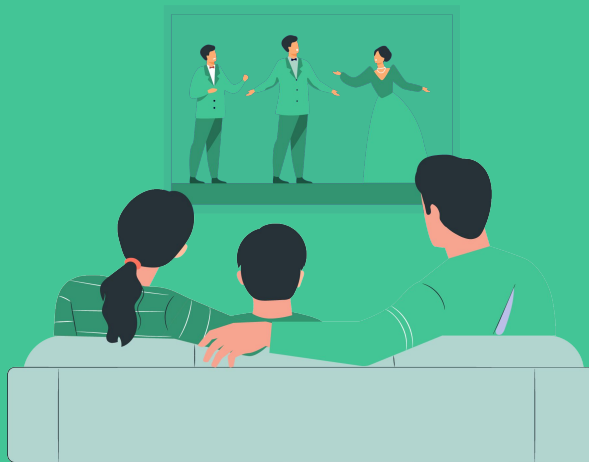


708K

Impressions

RESULT

The channel was able to reach its target audience of core show and channel audience + competition show audience, reaching an impressive **362,000 viewers**, with almost **70% of the people who viewed the promo, watching it through**, on week 47





HINDI

Hindi comedy serial promo reaches 7 lakh viewers on week 49, with more than 72% viewers who viewed the video, watching it through

Target audiences

Core Channel Audience

Channel Lapsers

Competition channel audience



1.37%

Click Through Rate



72.17%

Video Through Rate



2.66%

Conversion Rate



700K

Reach



1.4M+

Impressions

RESULT

The channel was able to reach its target audience of core channel viewers, lapsed and competition audience, reaching an impressive **700,000 unique viewers**, with more than **72% of the viewers who viewed the promo, watching it through**, on week

49



A hand holding a black remote control in front of a blurred television screen. The background shows a television screen with various colorful icons and text, suggesting a streaming service interface. A purple rectangular box is overlaid on the left side of the image.

KANNADA

Kannada channel garners an impressive conversion rate of 27.45% among competitor show viewers

Target audiences

Competition show audience



1.35%

Click Through Rate



76.97%

Video Through Rate



27.45%

Conversion Rate



60k

Reach



132k

Impressions

RESULT

The channel successfully reached its competitor show audiences, securing a high **engagement rate of 76.97%** and an impressive **conversion rate of 27.45%** on week 38





MALAYALAM

Malayalam Channel Ranks 1st in Genre for week 44 with 490k Reach For Movie Premiere

Target audiences

The movie promo video was targeted to Malayalam Movies + Reality show viewers



1.20%

Click Through Rate



46.72%

Video Through Rate



9.26%

Conversion Rate



490k

Reach



1M+

Impressions

RESULT

The movie premiere was able to **reach more than 490k** individuals resulting in **more than 9% conversion** from promo to movie viewers. This **resulted in the channel ranking 1st** in the Malayalam channel genre **on week 44**.



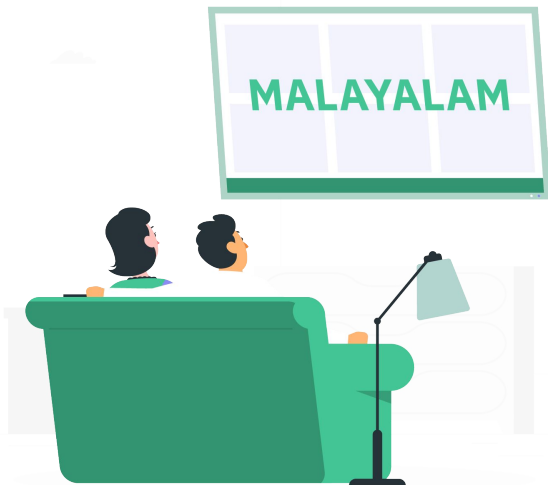


MALAYALAM

Malayalam Channel hits gets 1L+ impressions for promo by targeting Malayalam GEC audiences, ranks 1st in genre

Target audiences

Malayalam GEC audience



0.64%

Click Through Rate



38.78%

Video Through Rate



~18%

Conversion Rate



461k

Reach



1.6M+

Impressions

RESULT

The channel got **significant conversations (18%)** into viewers with good number of 1M+ impressions, and **went on to rank no.1 in the Malayalam channel genre** on week 34.



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a TV show or app interface. In the top right corner, there is a decorative pattern of small green dots.

MALAYALAM

**Malayalam TV show gets 40.32% conversions
and Ranks No.2 All India**

Target audiences

Malayalam GEC audience



1.47%

Click Through Rate



34.79%

Video Through Rate



40.3%

Conversion Rate



378k

Reach



1M+

Impressions

RESULT

The campaign converted high number of promo viewers into show viewers (40.32%), resulting in the channel **ranking first in the Malayalam channel genre and No.2 show all over India on week 36.**



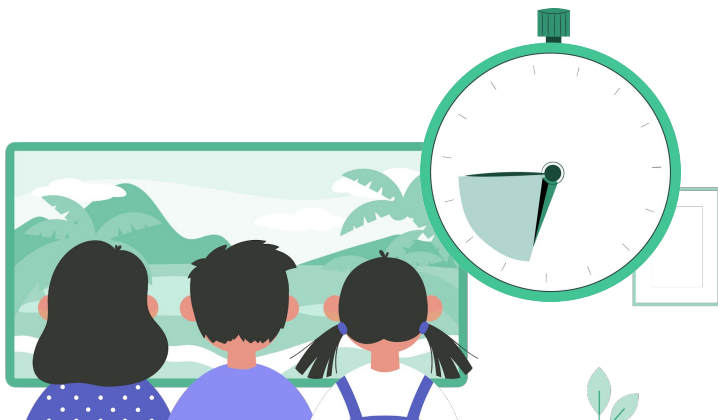


MALAYALAM

Malyalam TV show ranks 1st in timeslot for week 37 by targeting Malayalam GEC viewers of specific time band

Target audiences

Malayalam GEC audience (6:30-8:30 Slot)



1.49%

Click Through Rate



37.54%

Video Through Rate



38.19%

Conversion Rate



347k

Reach

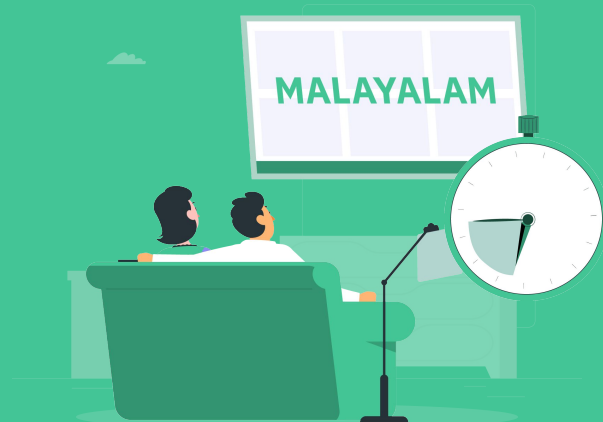


1M+

Impressions

RESULT

The channel was able to **convert 38.19% of promo viewers** into show viewers by targeting people who watched Malayalam GEC audiences who tuned in during the show's timings. This **resulted in the show ranking first for the time slot**, and becoming the **2nd most watched show in the genre during week 37**.





MALAYALAM

Malyalam music reality TV show gets 48.42% promo to show conversion by targeting 412k TV audiences on mobile

Target audiences

Reality Show audience and Malayalam GEC audience



1.50%

Click Through Rate



35.27%

Video Through Rate



48.42%

Conversion Rate



412k

Reach

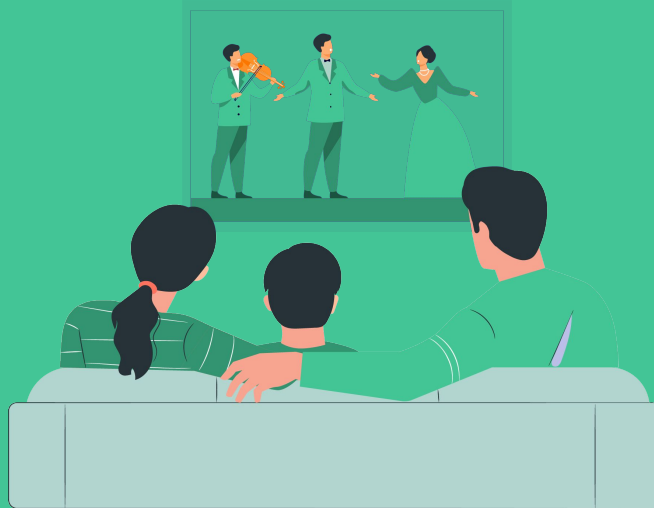


1M+

Impressions

RESULT

The channel got a **high number of conversions for its music reality TV show (48.42%)** by targeting other reality TV show and Malayalam GEC channel viewers during week 46.



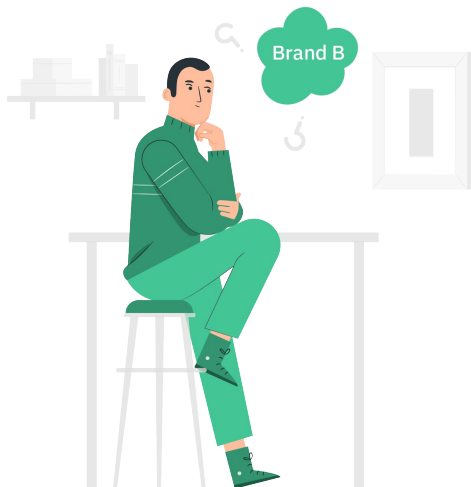


MALAYALAM

Malayalam drama serial reaches 869,000 unique viewers, with 8.02% of promo viewers converting into show viewers

Target audiences

Competition channel audience



0.73%

Click Through Rate



85.21%

Video Through Rate



8.02%

Conversion Rate



869k

Reach

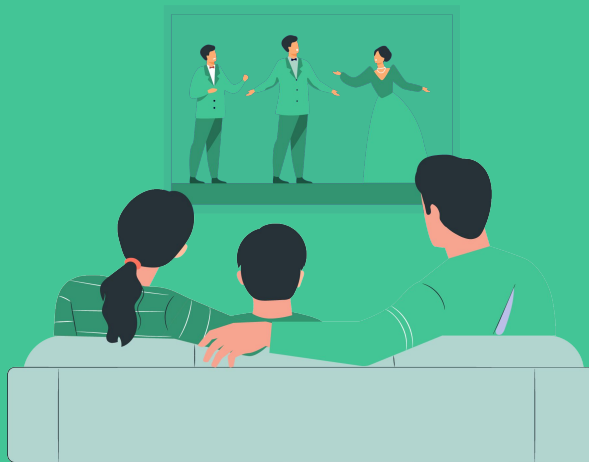


1.4M+

Impressions

RESULT

The serial promo **reached more than 869,000 viewers**, with more than 8% of the promo viewers tuning in to the show and 85.21% of promo viewers watching the entire video on week 43



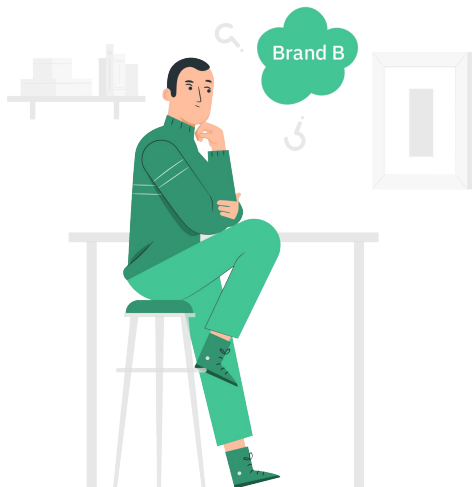
A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a smart TV interface. In the top right corner, there is a decorative pattern of small green dots.

MALAYALAM

Malayalam drama serial promo reaches close to 4 lakh unique viewers, with 85.69% of the promo viewers watching the entire video

Target audiences

Competition channel audience



0.38%

Click Through Rate



85.69%

Video Through Rate



4.93%

Conversion Rate



391k

Reach

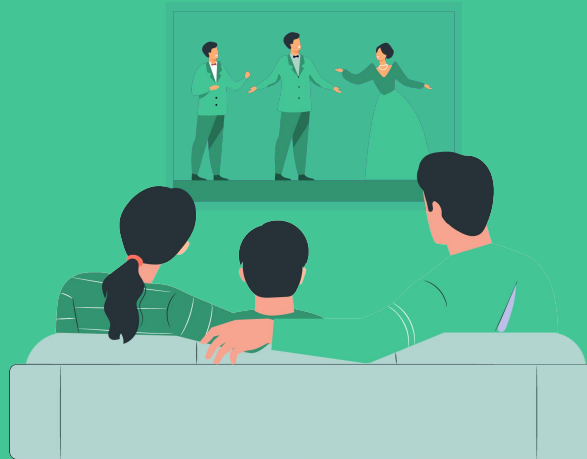


628K

Impressions

RESULT

The show successfully targeted its TG of competition channel audience, **reaching 391,000 viewers** and scoring a high engagement rate for the promo with **85.69% VTR**, this resulted in **4.93% conversion on week 41.**



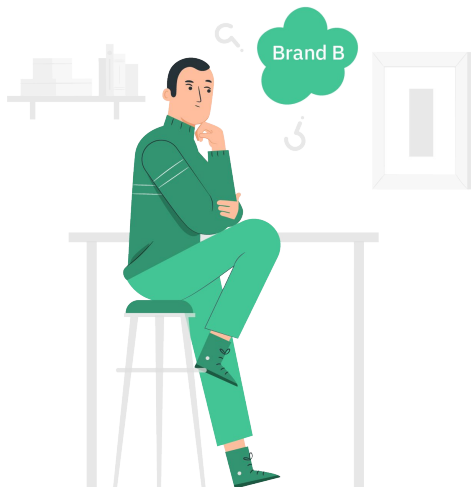


MALAYALAM

Malayalam reality TV game show reaches competition show viewers and gets 6.32% with high engagement rate of 76.6% VTR

Target audiences

Competition channel audience



1.39%

Click Through Rate



76.60%

Video Through Rate



6.32%

Conversion Rate



37k

Reach



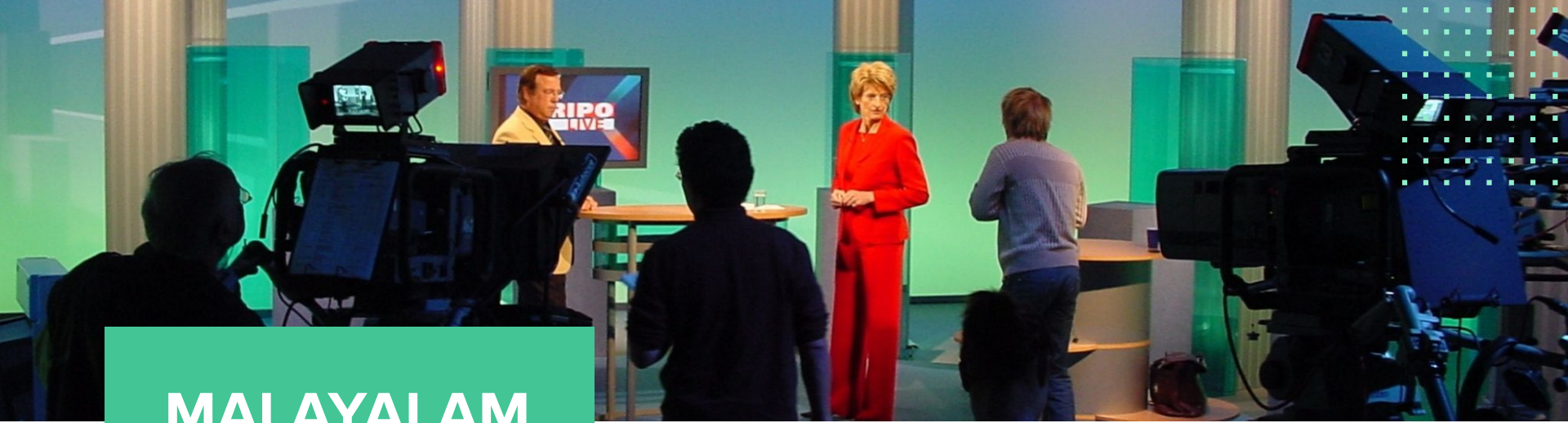
112K

Impressions

RESULT

The show successfully targeted its TG, with **76.60% of the promo viewers watching the entire video** and more than 6% of the promo viewers converting to show viewers on week 41



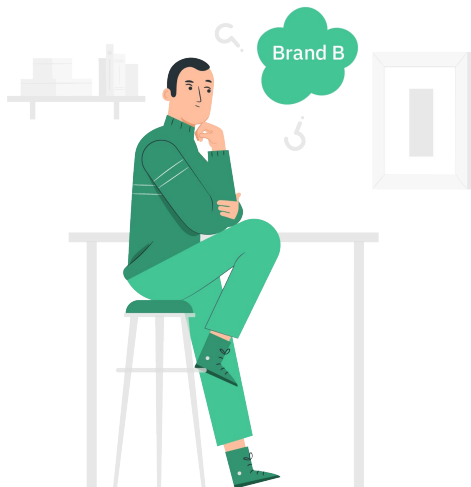


MALAYALAM

Malayalam reality TV game show fetches high engagement rate of 68.94% VTR

Target audiences

Competition channel audience



1.81%

Click Through Rate



68.94%

Video Through Rate



4.38%

Conversion Rate



56k

Reach



145K

Impressions

RESULT

The show effectively reached its TG of competition channel audience, with a high engagement rate of **68.94% VTR, converting 4.38% of promo viewers into show viewers on week 45**





MALAYALAM

Malayalam channel targets competition channel audience for Malayalam movie TV premiere and converts more than 17% of promo viewers into premiere viewers

Target audiences

Competition channel audience



1.15%

Click Through Rate



75.75%

Video Through Rate



17.56%

Conversion Rate



35k

Reach



106K

Impressions

RESULT

The channel was able to convert 17% of the competition audience who watched the promo into tuning in for the movie's tv premiere on week 31. **The promo video had a high engagement rate of 75.75%**



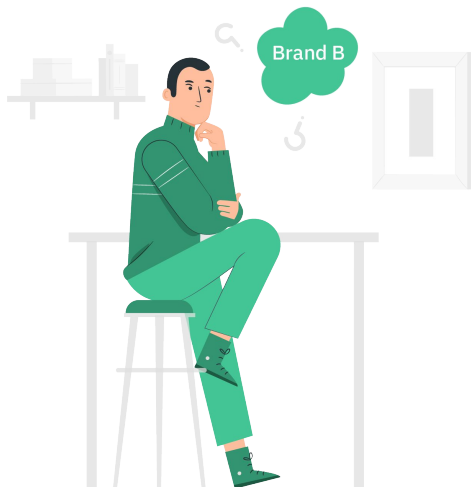


MALAYALAM

Malayalam channel targets competition channel audience for Malayalam music reality TV show and converts 15% of promo viewers into show viewers

Target audiences

Competition channel audience



1.30%

Click Through Rate



72.69%

Video Through Rate



15.47%

Conversion Rate



37k

Reach



112K+

Impressions

RESULT

The channel was able to convert 15% of the competition audience who watched the promo into show viewers for the music reality tv show on week 30. The promo video had great **engagement with more than 72% of the people who viewed the promo, watching it through**



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a menu or a show. The background is dark with some bokeh light effects. A purple rectangular box is overlaid on the left side of the image.

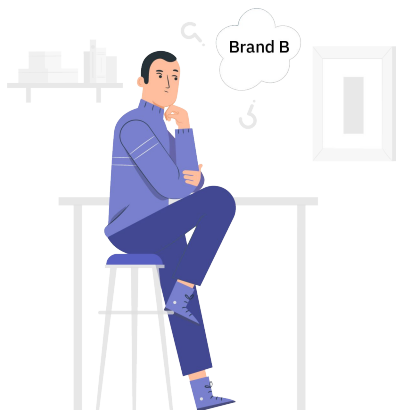
MARATHI

Popular Marathi TV show reaches sub-genre and competition audiences and converts them into viewers

Target audiences

Sub-Genre
audience

Competition
channel audience



0.83%

Click Through Rate



80.72%

Video Through Rate



3.41%

Conversion Rate



601k

Reach



1.17M+

Impressions

RESULT

The show was able to reach **601k individuals** among its target audience and get high engagement of **80.72% VTR**, resulting in **3.41% conversion** on week 37.



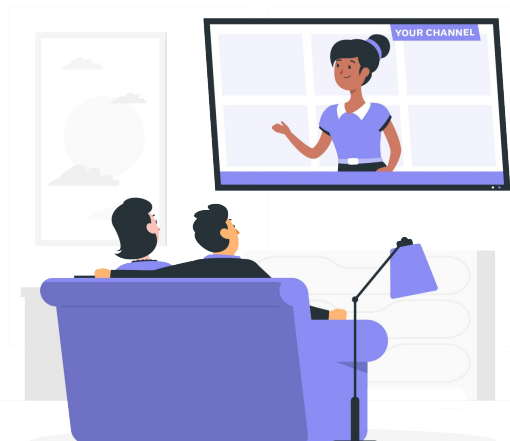
A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful elements. In the top right corner, there is a decorative pattern of small green dots.

MARATHI

**Marathi channel targets 873k genre viewers
with TV show promo and engages at 74.69%
VTR**

Target audiences

Genre Audience



1.05%

Click Through Rate



74.69%

Video Through Rate



3.29%

Conversion Rate



873k

Reach



1.81M+

Impressions

RESULT

The channel was able to effectively engage its genre viewers who were most likely to tune into the show and **got 3.29% conversion for its TV show.**



A hand holding a black remote control in front of a blurred television screen. The background shows a grid of colorful, out-of-focus squares, possibly a decorative element or a reflection on the screen.

MARATHI

**Marathi show promo reaches 335k
competition channel viewers and converts
5.41% into show viewers on week 38**

Target audiences

Competition channel audience



1.54%

Click Through Rate



65.40%

Video Through Rate



5.41%

Conversion Rate



335k

Reach



989k+

Impressions

RESULT

The show got significant engagement with around **65.40% VTR** among promo video viewers, therefore **gaining mind space among the TG of competitor** channel viewers, **resulting in 5.41% conversion.**





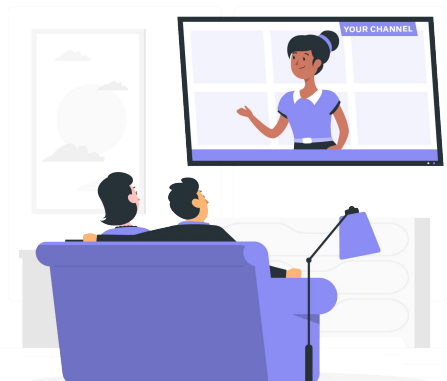
MARATHI

Marathi music reality show engages 1 Million+ competition channel and music show genre viewers at 70% VTR

Target audiences

Competition
audience

Sub-genre
audience



1.58%

Click Through Rate



70.08%

Video Through Rate



4.37%

Conversion Rate



1.19M

Reach



2.09M

Impressions

RESULT

The show was able to tap into its target audience effectively, with fantastic engagement, **resulting in 4.37% conversion on week 33.**





MARATHI

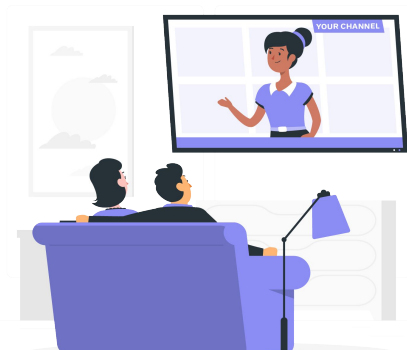
Marathi dance reality show engages genre, competition and network channel audiences and converts 5.85% into show viewers

Target audiences

Genre Audience

Competition
channel audience

Network audience



1.35%

Click Through Rate



79.63%

Video Through Rate



5.85%

Conversion Rate



424k

Reach



1.26M

Impressions

RESULT

The show **reached 424k individuals** belonging to its TG with impressive **engagement of 79.63% VTR**, all resulting in significant conversion for week 47.



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful elements. In the top right corner, there is a decorative pattern of small green dots.

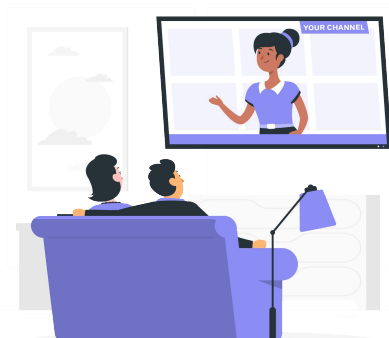
MARATHI

Marathi TV show engages 702k lapsers and competition audiences, converts 4% into show viewers

Target audiences

**Competition
channel audience**

**Audience lapsing
out to Impact
Property**



1.87%

Click Through Rate



64.83%

Video Through Rate



4.02%

Conversion Rate



702k

Reach



1.41M

Impressions

RESULT

The show was **able to win back its show lapsers** (viewers who dropped out) and also acquire new competitor channel viewers, with **significant promo engagement as high as 64.83% VTR.**





ODIA

Odia comedy serial promo reaches competitor show viewers and get high engagement rate of 74.80% VTR

Target audiences

**Competition show
audience not
watching core
channel**



1.34%

Click Through Rate



74.80%

Video Through Rate



2.55%

Conversion Rate



91k

Reach



137k+

Impressions

RESULT

The show successfully targeted its TG, with **74.80% of the promo viewers watching the entire video** and **2.55% of the promo viewers converting to show viewers** on week 45





ODIA

Odia drama serial reaches 209,000 unique viewers, converting more than 9% of promo viewers into show viewers

Target audiences

Competition channel audience

Channel lapses

Competition show audience



1.85%

Click Through Rate



65.65%

Video Through Rate



9.12%

Conversion Rate



209k

Reach



407k+

Impressions

RESULT

The serial successfully targeted its TG, reaching **209,000 unique viewers**, converting **9.12% of promo viewers into show viewers**, with a high engagement rate of **65.65% VTR** on week

36



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a smart TV interface. A purple rectangular box is overlaid on the left side of the image, containing the word 'TAMIL' in white capital letters. In the top right corner, there is a decorative pattern of small green dots.

TAMIL

Tamil Reality TV show engages close to 5 lakh IPL audiences and competition channel viewers on mobile, converting 61.63% of promo viewers into show viewers

Target audiences

IPL audience

**Competition
channel audience**



1.25%

Click Through Rate



82%

Video Through Rate



61.63%

Conversion Rate



493k

Reach



1M+

Impressions

RESULT

The show effectively engaged its TG of IPL and competition channel audiences, **converting 61.63% of promo viewers into show viewers**, with 82% of the viewers who watched the promo, watching it through on week 38



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful elements and text, suggesting a TV interface or a show. In the top right corner, there is a decorative pattern of small green dots.

TAMIL

Tamil drama serial targets competitor channel audiences and converts more than 45% of promo viewers into show viewers

Target audiences

Competition channel audience



0.80%

Click Through Rate



85.56%

Video Through Rate



45.51%

Conversion Rate



3.3M+

Reach



5.3M+

Impressions

RESULT

The serial promo reached more than 33 lakh viewers and fetched a **high engagement rate of 85.56% VTR, managing to convert a massive 45.51% of promo viewers into show viewers**



A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a media or entertainment interface. In the top right corner, there is a decorative pattern of small green dots.

TAMIL

**Tamil channel reaches 256,000 unique viewers,
converting 8.44% into their audience**

Target audiences

Competition channel audience



1.47%

Click Through Rate



77.45%

Video Through Rate



8.45%

Conversion Rate



256k

Reach



431k

Impressions

RESULT

Tamil channel successfully targeted its TG and **reached 256,000 unique viewers**, converting more than 8% of them into their audience, also fetching a **high engagement rate of 77.45% on week 41**





TELUGU

Telugu show promo reaches 572k competitor channel viewers and engages with 88% VTR

Target audiences

Competition channels



0.31%

Click Through Rate



88.10%

Video Through Rate



3%

Conversion Rate



572k

Reach



687k

Impressions

RESULT

With the right targeting, the show was able to effectively engage its competition channel viewers with reach as high 572k unique individuals engaging with **more than 88% VTRs, converting promo viewers into show viewers on week 46.**



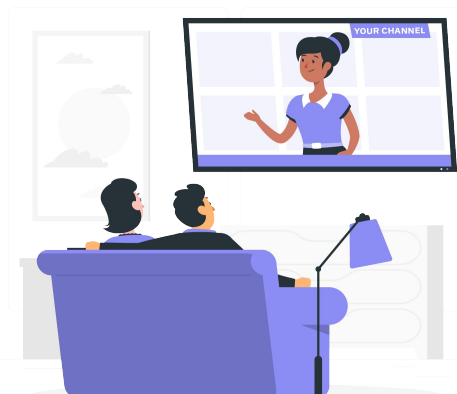
A hand holding a black remote control, pointing it towards a television screen. The screen is blurred, showing various colorful icons and text, suggesting a channel guide or menu. In the top right corner, there is a decorative pattern of small green dots.

TELUGU

Telugu channel engages 827,000 Telugu GEC channel viewers to promote its popular TV serial

Target audiences

Telugu GEC audience



0.29%

Click Through Rate



87.97%

Video Through Rate



2.45%

Conversion Rate



827k

Reach



1.1M+

Impressions

RESULT

The channel engaged the universe of Telugu GEC channel viewers and was able to get **1M+ impressions**, with impressive **87.97% VTRs**, and got promo to show conversions for week 45.



A hand holding a black remote control in front of a blurred television screen. The background shows a television screen with various colorful, out-of-focus elements, possibly a news or entertainment program. A purple rectangular box is overlaid on the left side of the image, containing the word 'TELUGU' in white capital letters.

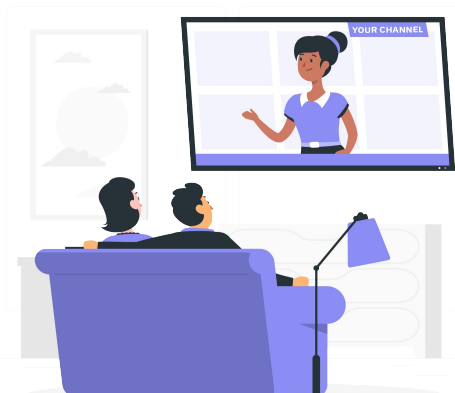
TELUGU

Telugu TV show targets 242k competition and impact property show viewers and converts 11.32% audiences

Target audiences

Competition slot
audience

Impact property
audience



1.63%

Click Through Rate



74.78%

Video Through Rate



11.32%

Conversion Rate



242k

Reach



501k+

Impressions

RESULT

The show was **able to tap into its competition audiences as well as viewers of impact properties**, resulting in significant conversion on week 40.



CONCLUSION

These campaigns were executed during the peak of the festive season (3-4 months). The conversion of new viewers from these campaigns helped broadcasters retain and also acquire new audiences even during IPL, India's biggest TV event.

The impact of our cross-screen engagement on TV viewership makes Zapr the best digital advertising partner for broadcasters.

Zapr is a fast-growing media-tech startup funded by Walt Disney, 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.