

# Not Just Cars, But Driving TV Ads Home

Cars24 analyzed the TV viewing patterns of their user base and planned effectively for a successful TV campaign.



**CARS24 | zapr**

## Key Markets

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**Ahmedabad**

**Bangalore**

**Chennai**

**Delhi / NCR**

**Hyderabad**

**Jaipur**

**Kolkata**

**Lucknow**

**Mumbai**

**Pune**

## Challenge

Cars24 is India's largest platform for buying and selling used cars. With its presence across 80 major cities, the platform has a stable user base of consumers. This means they get a wealth of data from them based on their online activity. But the challenge they faced was in measuring the impact of offline campaigns among their user base – especially since the brand advertised on TV during last year's festive season, the biggest advertising quarter in India.

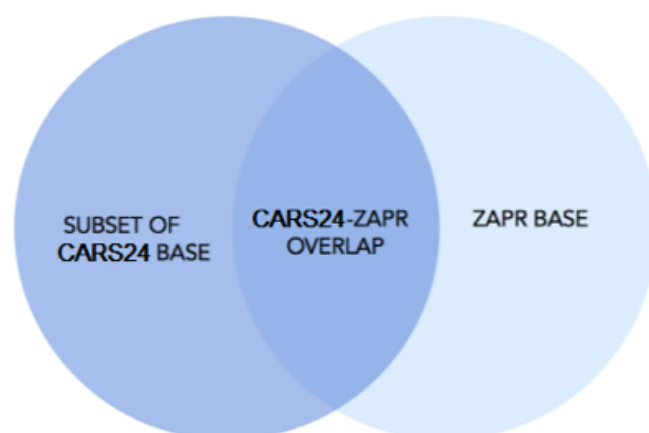
## Objectives


- Cars24 wanted to understand whether their existing channels were effective for certain geo markets.
- The brand wanted to create an effective media plan based on granular TV viewership insights of their target demographic.
- It further wanted to measure the impact of the new media plan with a post campaign analysis of its TV commercial viewership among its user base.

## Solution

The brand leveraged Zapr's platform to identify and analyze TV ad viewership and content consumption of its users in priority cities where Cars24 operated.

An overlap analysis was first conducted between Zapr and Cars24's user base.





The common set of users became the universe for all studies conducted across 10 select cities in India. Two cohorts were identified among the user base and the analysis was conducted separately for each in every city.

**Cars24 received the following insights:**

### TV viewership insights

Data time period: 1 month

- Top genres, channels and shows based on reach percentage and time spent for each cohort across the 10 cities.
- Granular insights on day of the week and primetime/non-primetime slots for the above.
- Overlap analysis to determine what percentage of each cohort watched the same channels and shows in each city.

### Media Plan Analysis

Based on the above TV viewership insights, Zapr created a new TV media plan with the following insights:

- 30 channels that are most effective for Cars24 to advertise on
- Weekend vs. weekday spot distribution (primetime and non-primetime spots, rates, costs, etc.)

This helped the brand target their own audiences and people having similar viewership more efficiently.

### Post Campaign Analysis

Data time period: 2-3 weeks

Zapr analyzed how many users had watched Cars24's ads (reach percentage) and how many times they did (frequency):

- On a weekly basis
- For primetime vs. non-primetime slots
- For weekday vs. weekend
- For top performing channels and genres

The TVC insights were shared for each cohort from the overlapping users and also compared with Zapr's overall user base.

The brand also received hyperlocal insights from four of its key cities. Unique reach, reach percentage and average frequency were measured on a daily basis at zonal level.

# Client Testimonial

"Working with ZAPR helped us further optimize our approach towards television media planning.

Given the inherent drawbacks of planning via BARC, such as a sample set of 35,000 – 40,000 users across only six cities, we needed a more robust and scientific method because we peg television as a major growth driver, allowing us to reach consumers across the country, and because advertising across television accounts for a significant proportion of our overall annual marketing investment.

Therefore, understanding the finer nuances associated with how our audience behaves via ZAPR's insights not only helped us learn granularities associated with reach% and timepent%, but also helped us reduce spillage in terms of investment that would traditionally be diverted to channels, shows and genres associated with high historic reach.

ZAPR's methodology, wherein google advertiser IDs were first gathered to determine an overlapping base for only cohorts of interest, followed by determining potential pools of similar audiences and finally culminating in a media plan backed by multiple iterations of modeling to determine a desired reach% at an optimal frequency level allowed us to plan television based on insights derived via an exhaustive sample of 130+ million users."

**Gajendra Jangid,**

*Co-founder & CMO (Cars24 Services Pvt. Ltd.)*

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](http://www.zapr.in).

**If you are also interested in doing a successful campaign with Zapr, reach out to us on [marketing@zapr.in](mailto:marketing@zapr.in).**