

zapr

This IPL, Drive Effective Digital Advertising With Zapr's TV Intelligence Based Smart Segments

This IPL, targeting audiences based on their TV consumption patterns got even easier. Brands can easily leverage exclusive, premium audience segments provided by India's only granular TV viewership intelligence in a snap!



Why “Smart Segments” during IPL?

Currently, Zapr’s data universe covers 45% of India’s smartphone population, including more than 500 cities. Zapr audiences consist of 65% urban base and 35% rural base. Smart segments are built on this. They are exclusive audience segments profiled on the basis of their TV and digital consumption behaviour across various Android apps. **As of today, Zapr profiles 200 Mn+ smartphone users across India - TV viewership, geo location, app/digital activity and mobile handset data. Now if you’re advertising during IPL or not, we’ve got you covered.**

Here are the top smart segments that IPL spenders go after:

Loyal IPL fans, the ones who watch it every year

Size: 60 Mn

Audiences who have watched IPL previously are bound to come back this year. Targeting this segment would ensure you engage IPL's core audiences.

Audiences that are watching IPL, but not on TV (cord cutters)

Size: 20 Mn

Audiences who are a part of your TG but are not watching IPL on TV. This segment helps brands drive incremental reach over their TV ads in a much more optimized way.

Go regional

Leverage segments based on language preferences of audiences.

Audiences underexposed to your expensive IPL ads (cord shavers)

Size: 30-40 Mn

These audiences are watching IPL on TV and have also seen your ads, but are *underexposed*. You could either spend more on TV (for the expensive ad slots) OR you could choose this segment and achieve that frequency by engaging this set on digital, at highly optimized costs.

Audiences that have their TV on, but are certainly distracted

Size: 20-25 Mn

This set is basically glued to their phones when there's an ad break, or maybe not. How about you make sure that your brand's messaging reaches them too?

Team fans? Player fans? We've got them all.

Size: Upto 10 Mn each

Yes, we can help you find audiences that have watched every Kohli or Dhoni match and combine that TV viewing pattern with what team they support during the IPL. This way, we can find you the most appropriate target audiences.

Planning to buy expensive IPL ad spots? Here are the segments that can help you spend smartly:

Audiences that are exposed to your competitor's TV ads (one of the popular ones!)

Size: Upto 50 Mn

Well, if you're advertising on TV or not, this segment has its charm for everyone. It helps you target audiences that are exposed to your competitor's TV ads.

Audiences who are big IPL fans in general:

Size: ~35 Mn

We can find out audiences that love IPL - watch it heavily on TV, follow it closely on digital. What could be the best proxy than this? By analyzing their TV and digital consumption, we can vouch for this.

Haven't thought of spending during IPL at all? These segments might change your mind:

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Segments you can target during IPL



Audiences that watch IPL on digital streams

Size: ~25 Mn

These are digital first audience who watch IPL over digital streams.



Remote IPL viewers

Size: ~15 Mn

Don't leave out those people who are stuck at work and keep checking scores on digital platforms.



Premium IPL fans, and when we say premium, we mean "premium"

Size: 10-15 Mn

Looking to target audiences with high purchase power and also watching IPL? We've got you. This segment is built on the basis of the price range of devices this set uses, combined with their top used apps i.e. news, finance, business and topped with their TV viewership consumption patterns.



The IPL's youth bucket

Size: ~25 Mn

We can help you find the correct youth fans of IPL based on digital usage, types of apps used, the age group filter and all of it combined with their IPL consumption pattern!

“It all sounds so complicated, why can’t we keep it simple?”

Trust us, they’re super simple to use. All you have to do is plug and play. But, here are a few more reasons why we think you need Smart Segments:



Integration so seamless - feels like your TV plan is running on Digital:

Zapr smart segments help you reach your TV audience (especially the audiences of impact properties on TV) across digital platforms at much lower costs. Zapr helps you integrate your TV and digital spends.



Smart Segments give context to make your ads more effective:

Attaching behavioral affinity to the genre or the brand's message.



Win over your competition, without burning a hole in your pocket:

Reach the same audiences they do at an optimized cost on a platform which is more involved and personal.

Have other brands used these segments?

Yes! Hundreds of brands across different industries have used Zapr's audience segments to meet campaign objectives. Below are examples from two major industries:

How Dell bridged broadcast TV with digital engagement

Dell targeted IPL audiences and other youth content consumers for a new laptop launch.

700k+

Reach

2.7%

CTR

Automobile brand generates 4x higher website traffic by targeting IPL viewers on mobile

A motorbike brand complimented their TV campaign during IPL with digital by targeting the same TV commercial viewers on their phones.

4x

Higher Website Visits

3%

CTR

500+

Leads generated

[Download this case study pack of how 30 brands from 9 major industries leveraged smart segments and beat industry benchmarks!](#)

Get started with Smart Segments today!



Get in touch