

Zapr Smart Segments For Digital Advertising

Bringing TV Intelligence To Digital Targeting



Data is without doubt the currency which drives audience engagement on any platform. At Zapr Media Labs, we've built India's largest data repository for media consumption where audiences are profiled based on both their offline (TV) and online media viewership. As a cutting-edge media tech company, we have developed deep AI-based capabilities for content detection and user profiling, which makes our audience segmentation truly unique and unparalleled.

Zapr's unique data has provided invaluable audience insights to over 300 brands, helping them smartly segment and engage India's massive TV + digital population based on their media consumption behavior.

These comprehensive audience profiles are now available on DMP, where marketers can seamlessly find and use them to fulfill digital targeting objectives.

What are Smart Segments?

Zapr Smart Segments are exclusive media consumption-based audiences* now easily accessible for digital advertising through data management platforms (DMP) like Lotame.

In the DMP ecosystem, Zapr's segments are exclusive because of our unique audience profiling technology.

**Media consumption is detected using ACR technology and proprietary fingerprinting algorithms.*

Benefits of using Smart Segments



UNIQUE

Audience data based on deterministic media consumption.

Our audience data is created using media as a lens. This method makes us the only player in India to provide TV-based audience segments accurately at a massive scale.



SCALE

Largest data provider on DMP.

Our audience base consists of 175+ Mn profiled users consuming content across TV, Digital and Cinema. This large scale profiling can help you comprehensively achieve branding objectives along with sharp targeting.



EASY

Plug-n-play feature for easy campaign execution.

We provide always-on segments as well as custom segments. You can simply choose them through DMPs and use them for your everyday digital campaigns.



SMARTER

Smarter planning for all your digital campaign needs.

Our smart segments add intelligence to your digital plans and help you spend smartly. The result is accurate targeting which leads to better ROIs.

How To Effectively Use Zapr's Smart Segments

1. Use TV intelligence to run efficient and effective digital campaigns while your TV campaign is on-air, and achieve overall branding objectives comprehensively across platforms.

2. Utilize strong media-driven profiles to sharpen audience targeting for all your digital campaigns: move beyond static demographic filters and use richer, dynamic segments

when to use

First, let's look at how Smart Segments can be used for digital alongside TV campaigns.

Due to the lack of TV ad exposure data for large-scale audiences, current digital plans lack efficiency in achieving brand objectives in a way that is well integrated with TV campaigns. Most of the digital targeting capabilities out there cannot sufficiently address the gaps in exposure in a cost-effective way, across audience segments.

This challenge can be resolved using advanced TV viewership intelligence.

Zapr accurately identifies TVC exposure for audiences and classifies them into three sections:

Unexposed audiences who have never seen the brand's TV campaigns.

Underexposed audiences who have watched brand ads fewer times than the optimal frequency.

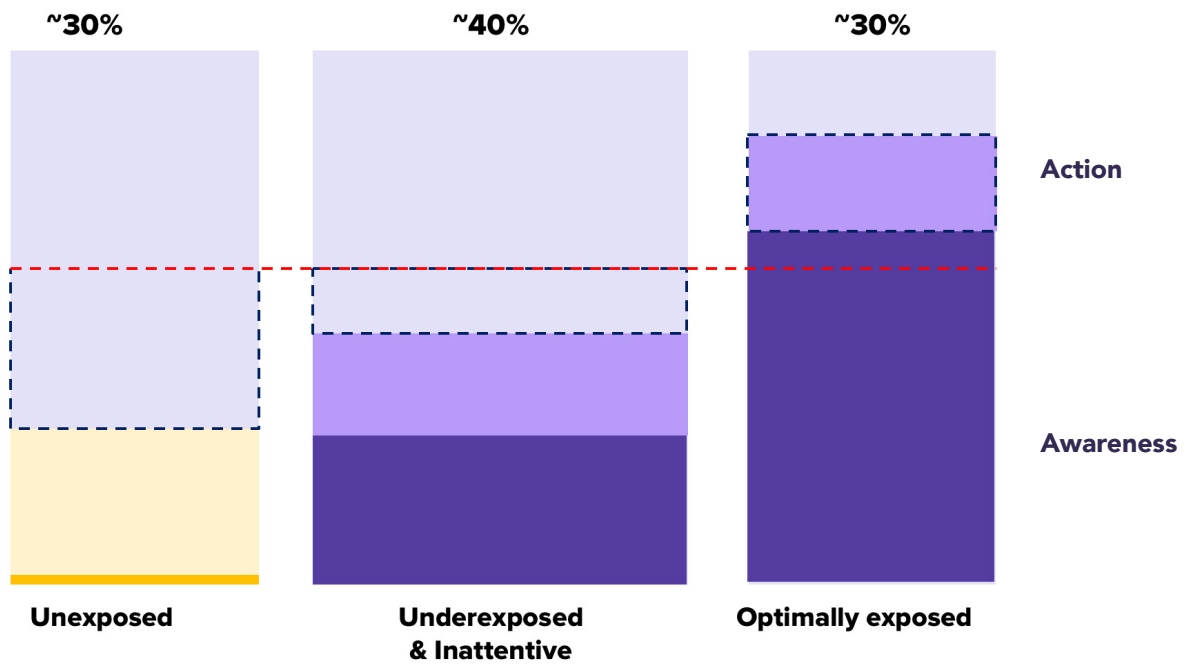
Optimally exposed audiences who have watched TV ads optimal number of times for brand lift .

Furthermore, there are **inattentive audiences** who are distracted while watching the TVC and do not focus on the brand's messaging.

What is optimal exposure?

When a brand is running an ad campaign, they want to reach their TG with the right frequency of exposure to make them aware and take action. This optimal frequency of ad exposure is the "magic number" of times people have to watch a brand's TV campaign for the highest brand lift (brand awareness, recall, consideration and purchase intent).

Accordingly, digital engagement is directed either towards increasing “awareness” or pushing audiences towards “action” i.e responding to Call to Actions, or both.

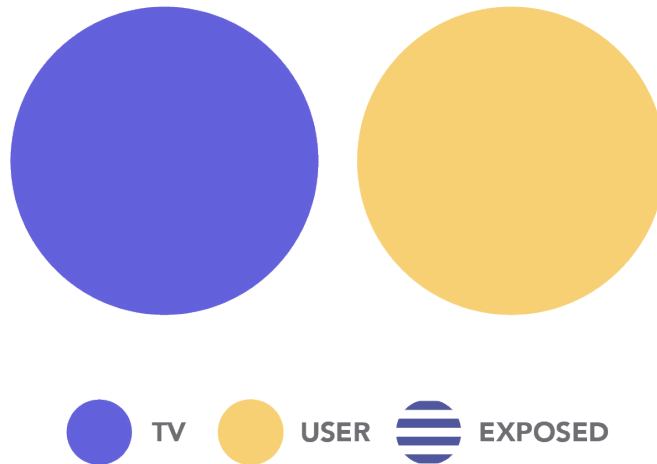


The image above depicts a typical media plan wherein there are unexposed and underexposed/inattentive audiences who do not meet the required audience exposure threshold. These audiences require more frequency of exposure to get more “awareness”, whereas optimally exposed audiences require messaging to push them into “action”.

For example, an e-commerce brand can customize their digital campaigns based on the different TVC exposure levels of their audiences. They can target unexposed and underexposed audiences on digital with higher frequency caps to increase awareness. On the other hand, they can engage optimally exposed audiences with lesser frequency and have stronger call to actions in their creatives.

This kind of audience profiling adds **deterministic TV intelligence for precise frequency and creative messaging** that your digital campaigns need.

Now we shall explore each of the smart segments in detail:



Cord Cutters

A cord cutter is someone who does not watch TV and prefers to use digital mediums for content consumption.

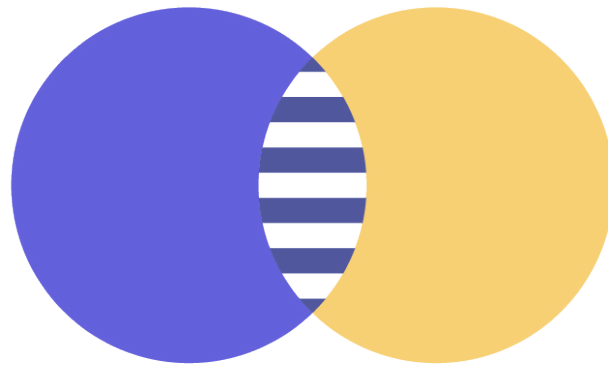
Cord cutters constitute 20 - 30% of the entire smartphone universe who cannot be reached by a brand's TV campaigns. Owing to the growth of OTT platforms and recent TRAI implementations, many have cut off TV consumption or reduced it to a large extent.

While there are many data providers who try and define the cord cutter segment using online behaviour proxies, Zapr is the only platform that can truly identify cord cutters by tracking TV inactiveness of an individual over a long period of time.

The objective of engaging this segment is to drive unduplicated reach and build awareness among new, unexposed audiences.

Using this deterministic targeting, digital marketers can reach people who are not going to watch TV ads, and hence need more frequencies than the average digital campaign to build optimal levels of awareness.

By reaching Zapr's cord cutters, digital planners can make sure that target audiences are optimally exposed to brand ads on digital platforms. The result is efficient targeting ensuring the highest brand lift possible.



Cord Shavers

A cord shaver is someone who has considerably reduced their TV viewership and would be sub-optimally exposed to TV campaigns.

Cord shavers constitute 35% to 45% of the TV viewing universe. They need to be shown more ads at higher frequency to reach optimal levels of exposure that lead to significant brand lift.

The objective of targeting this segment is to bridge the branding gap for underexposed audiences and maximize brand footprint. The goals are to increase awareness and slowly push them towards more “action” by building enough frequency of exposure.

For example, a brand which ran a TV campaign can find those who watched it very few times, and continue to engage them on digital. Additionally, this allows two-way engagement and lead generation among target audiences.

A brand that wants to build maximum awareness for its TV campaign can use Zapr’s cord shavers segment to reach those who are less exposed to their ads. By building more frequency on digital, they can plug TV exposure gaps and increase brand lift among target audiences.



Cord Lovers

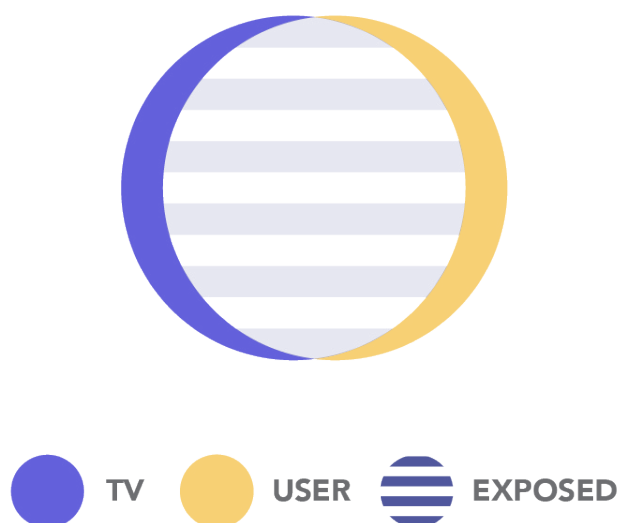
A cord lover is someone who consumes TV heavily and would be optimally exposed to your TV brand campaigns. They are “ripe for action”.

Brands have the potential to drive action among 30% of the entire TV audience base which belong to this section.

For example, a brand which has spent hugely on TV can identify those who have watched their ads more than 5 times, and digitally engage them with action oriented ads. This way, they can leverage top-of-mind recall to achieve brand ROIs and lead people closer to the point of sale. Additionally, Zapr’s deterministic segments would help the brands to maximize this action with minimal nudge, i.e., minimal additional frequency beyond TV.

The objective is to drive cord lovers from “awareness” to “actionable” by building higher frequency on top of TV, via mobile engagement. This ensures that a brand’s TV spends are leveraged to the maximum potential of getting actionable results from exposed audiences.

This brings the brand campaign from 6 feet away to 6 inches closer, and opens up a two-way communication between the brand and its TV audience.



Cord Fakers

Cord fakers are “distracted audiences” who pay very little or no attention to what’s happening on the TV screen, and divide screen time between TV and their mobile phones.

In other words, they’re “faking” TV viewership because although they are exposed to TV, they aren’t really consuming the content. GRPs cannot justify the impact of content on this segment.

Cord fakers constitute a sizable chunk of more than 35% of the TV universe. Since they are split between TV and digital, they are inattentive to TV campaigns and require more targeted engagement on digital.

By effectively reaching out to cord fakers on their mobiles instead, brands can grab eyeballs for their campaign ads. This ensures that they plug the gaps which traditional TV measurement systems can’t detect.

Using Zapr’s exclusive segmentation capability, a brand can identify who among their TV exposed audiences are inattentive viewers, and target them on digital at higher frequencies.

RECAP

Benefits of using Smart Segments

Increase Awareness

Maximize brand awareness by building unduplicated reach over TV. Amplify your brand reach and engagement by plugging frequency gaps.

Complement your large TV spends

While Zapr has been helping make your TV plan more actionable, layering digital on top of TV data can enhance the impact manifold.

Buy inventory and execute campaigns

Plug in Zapr data into your digital campaigns while still continuing to benefit from lower inventory rates via bulk deals with Google, Facebook, etc.

Combine strategy of TV + DIGITAL

Execute timely campaigns with relevant segments synced with TV, to fulfill media objectives.

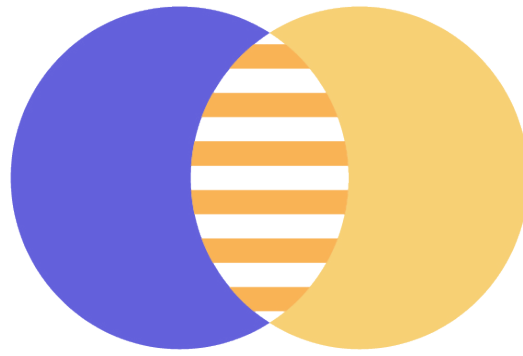
Now, let's look at how Zapr's unique and strong media-driven profiles can be utilized for sharper digital targeting

In a single day, we spend more than 4.5 hours of our time awake consuming media such as news, movies and TV shows across multiple platforms. What and how we consume reveal a great deal about what we do on a daily basis, how we think and behave. Hence media consumption can be a highly accurate proxy to determine personas or characters.

For example, a working professional would obviously not watch TV for the bulk of the day, and then maybe turn on TV post 6 pm. But their viewership would significantly increase over non-working days like weekends or specific public holidays. Hence TV consumption can be used as a unique layer of intelligence to determine digital targeting for working people.

Based on this strong correlation between media consumption and personas, we've developed advanced audience segments that are more behaviour focused, instead of just relying on demographic and geographic assumptions.

Using media consumption as a powerful lens for smart segmentation of audiences, we can help you reach the following segments:



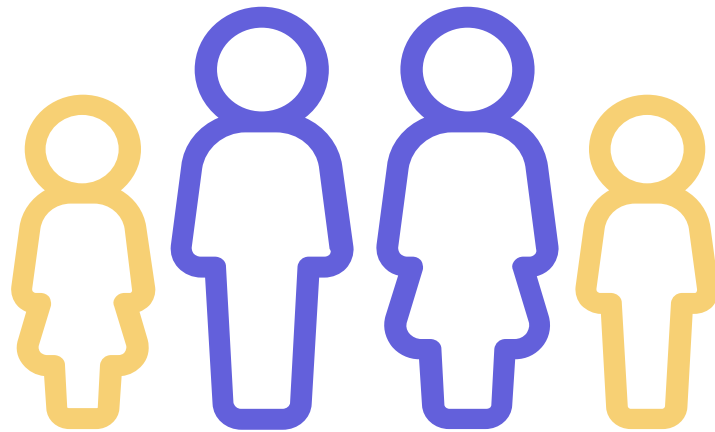
Competition Influenced Audience

Your target audiences are constantly caught in a storm of brand messages, and the strongest ones on their minds could be your biggest competitors. Everyone in your category is trying to gain more share of voice with the same set of audiences. This causes a lot of clutter which hinders you from standing out among your audiences.

To understand just how much competition can hinder your brand voice, we conducted an analysis for 5 top brand categories such as FMCG, Automobiles, etc. Results showed that competitors of an average brand have 7 - 9 times higher influence over a TG. This means your TG's brand preferences can be heavily influenced by competitors, if you do not win back their attention.

Whether you're running a TV campaign or not, it's important to reach the same exposed audiences in an uncluttered environment where you can emerge as the hero brand.

With Zapr smart segments, you can target competition and win back share-of-voice by making them lean closer to your brand. We'll help you neutralize the impact of your competitor brands among TV audiences. Moreover, we'll do it more cost-effectively, especially in cases where your audience has spent tons of money on TV for advertising on impact properties like IPL, sports events, movie premiers, reality shows etc.



Parents with Young Kids

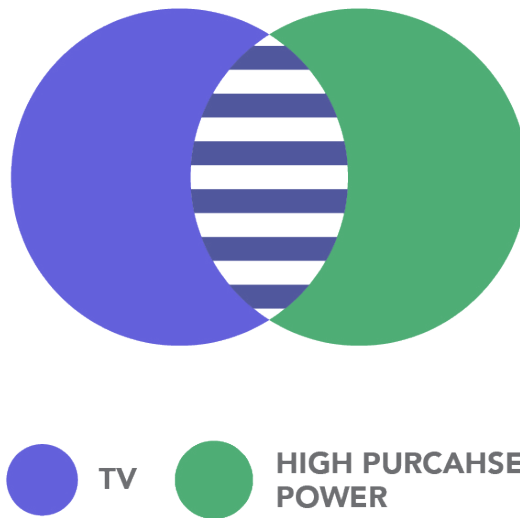
Parents with young kids are an important segment for many top categories. However, they have remained a niche segment who are extremely difficult to identify and target effectively.

So far, the industry has used age and demographic filters to define this segment. But is that sufficient?

Zapr adds more intelligence to this segment by profiling viewership of kids channels such as Nickelodeon, Cartoon Network, etc, and takes an overlap with General Entertainment Category (GEC) to further sharpen segmentation. This is based on the high likelihood that kids are present around individuals who are exposed to kids content.*

Our TV viewership intelligence combined with age and demographic filters can give an advanced accuracy to this segment. For example, we can additionally define female audiences between the ages 20 - 35 and create more impact among this segment.

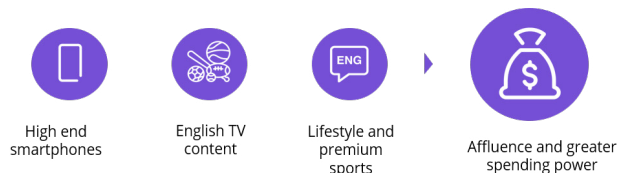
*Zapr does not collect TV viewership data from children below the age of 13. Read our privacy policy to know more.



Affluent Audience

These are “high end” audiences who have greater spending power compared to others, and are also highly involved with the content they watch on TV. Since 24% of affluent audiences contribute to 48% of total product consumption, it is important to effectively engage them to ensure high brand consideration and purchase intent.

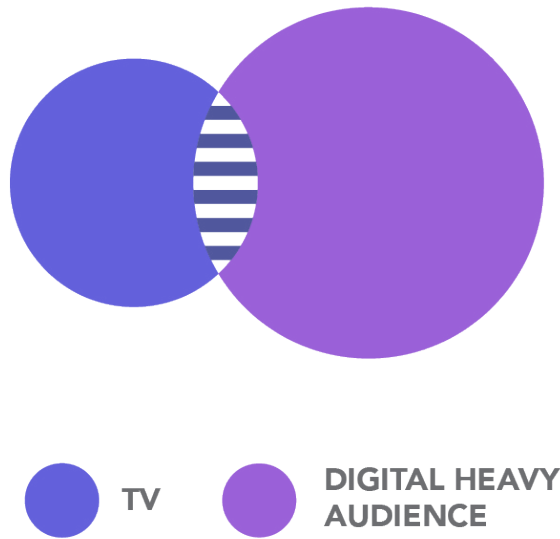
We’ve developed three parameters to identify affluent audiences:



These affluent audiences are high-end smartphone users of devices which cost 35k and above. Additionally, they are viewers of English TV content which are highly exclusive since only 15% watch Hindi channels and are extremely difficult to reach outside of these channels. And thirdly, they watch lifestyle and premium sports channels, which include HD channel viewers. These audiences have disposable income that is 3x higher than SD subscribers, while ~60% of HD subscribers reside in India’s top 10 cities.

Research shows that for affluent consumers, mobile is now the device of choice when it comes to online purchasing with 65% using a mobile to purchase a product online in a single month.* Hence mobile engagement via DMP is vital in influencing brand consumption among TGs, not just for premium products but for all the products since purchase volumes are strongly driven by higher-end audiences.

* Global Web Index: The Attitudes of Affluent Consumers & How Brands Can Tap Into Them

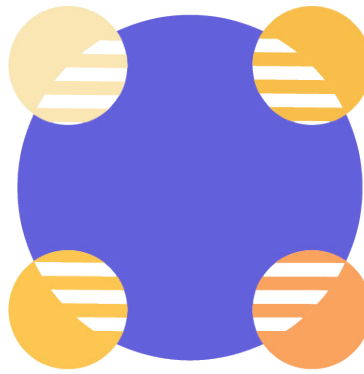


Digital First Audience

These are audiences who heavily consume digital content and rely on digital as their mainstream source of content.

They comprise of about 40% of the entire smartphone ecosystem whose main source of content would be OTT platforms and mobile apps. They heavily use digital payments such as Paytm, Google Pay, etc. and are active on social media.

Since mobiles are the personal medium for digital first audiences, the go-to medium for effectively engaging them is mobile. A study by Bain and Co. shows that digital payment users spend 2x higher than non-digital users. Zapr's intelligence on digital first audience enables media planners to drive more media spends towards digital where the impact would be greatest for this segment.



TV



REGIONAL
AUDIENCE



WATCH TV IN NATIVE
LANGUAGE

Language Segments

Today's language segments are classified primarily by geographic filters. For example, Tamil language audiences are identified only as people residing in the state of Tamil Nadu. But what happens to individuals or communities which consume content in a different language that is not native to the specific geo?

Geographic filters are insufficient because they don't take into account the language of media consumption for individual users. **Given that 88% of Indian internet users are more likely to respond to a native language advertisement, it is very important for brands to connect with vernacular audiences in their native language.**

The uniqueness of Zapr's language segments rests on the fact that they are not created using geographic proxies. Here, we determine language audiences based on the actual media they consume. This means, we could reach a heavy Kannada content viewer living in the heart of Uttar Pradesh. And a single language segment could comprise of about 10 - 12 million individuals who can be easily engaged via DMP.

Brands can boost the impact of their digital campaigns by engaging with vernacular language segments effectively.



Other key behavioural profiles

Apart from the behavioural profiles mentioned above, we also have segments derived from TV consumption patterns such as time-slots, channel/show/movie viewership, and overlapping genre viewership.

They demographic segments are as follows:

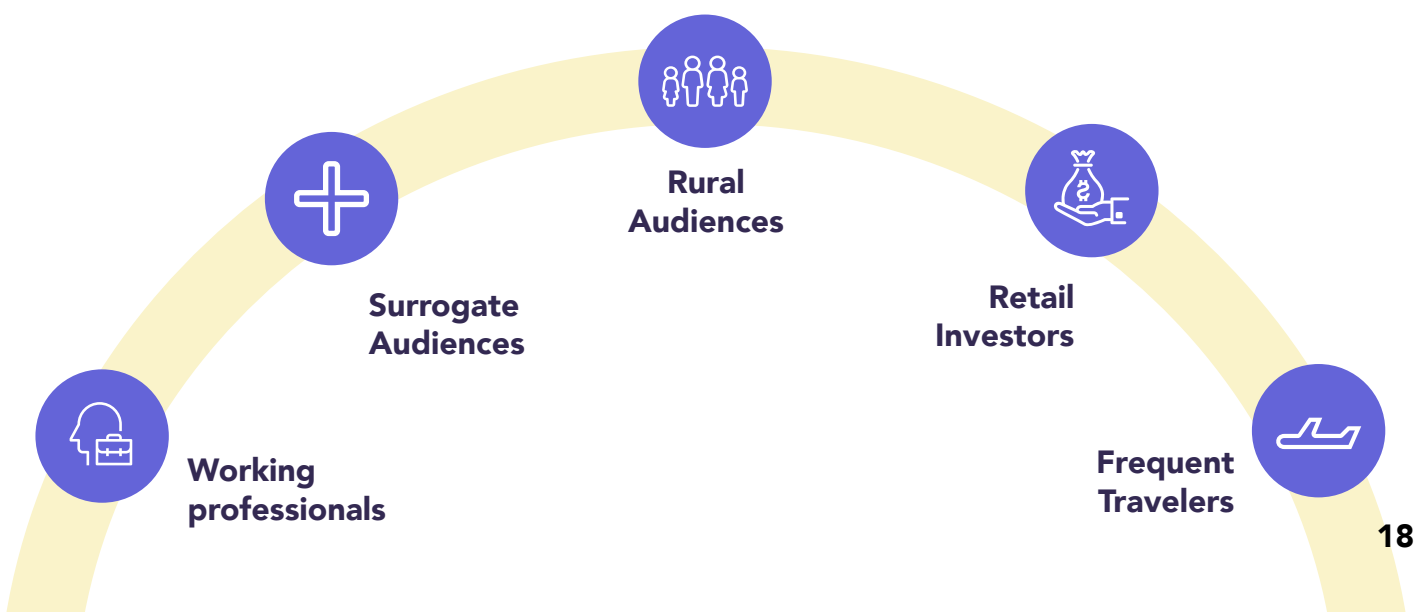
Working professionals are those who don't tune into TV during work hours on weekdays, and consume TV significantly higher during weekends.

Surrogate Audiences are those exposed to TV campaigns of a closely related brand whose products may not be the same. For example, a premium detergent brand can digitally target TVC viewers of a premium dish-washing powder. This leverages association built by another sub-category/category to connect people to your brand. Zapr can profile any surrogate brand ad watcher for you to target on digital.

Rural Audiences are those who heavily watch FTA (Free to Air) channels. Digital planners can use this segment to reach rural consumers for products like tractor brands, smaller SKUs for FMCG brands, etc.

Retail Investors are audiences who watch business news during the first half of the day since it means they require this kind of information for professional purposes. These audiences are a good segment to have for premium products and investment/banking related products.

Frequent Travelers are audiences who watch premium, English content and travel related content. They are a must-include segment for travel brands and good to have for premium, travel insurance related brands.





Interest-based behavioural segments:

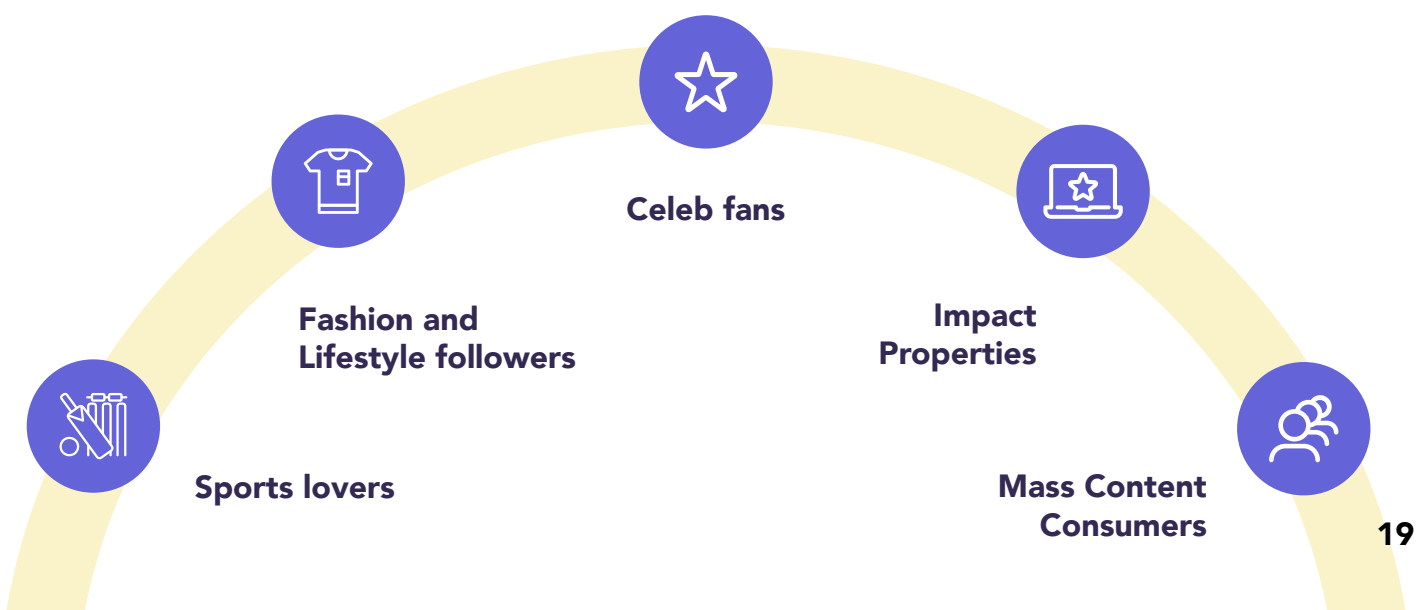
Sports lovers are those who heavily consume sports channels such as Star Sports, Ten Sports, etc. They can be further segmented in fans of specific sports such as TV or football, based on their viewership of broadcasted tournaments such as IPL or ISL or world cups.

Fashion and Lifestyle followers are those who heavily consume lifestyle channels. Since they include English and HD channel viewers, people in this segment have above average spending power.

Celeb fans are those who heavily consume content featuring specific celebrities (actors, actress, musicians), or creators (directors, producers). For example, fans of Salman Khan or fans of Christopher Nolan movies can be profiled and engaged via DMP.

Impact Properties are TV shows/events which have high viewership owing to the popularity of the genre such as reality shows, or big ticket events like IPL. Digitally targeting viewers of these properties leads to higher reach and impact, and can be a cost-effective substitute for TV advertising. For example, brands which cannot advertise on TV during IPL due to expensive spots, can instead reach them on digital.

Mass Content Consumers are genres like Hindi General Entertainment Category (GEC) and Hindi movies which reach large audience segments across different demographics and geographies. These filters are useful when digital planners want to massively increase brand awareness.



RECAP

Benefits Of Sharpening Digital Targeting With Smart Segments

Reach contextual audiences: Zapr helps you target audiences who have behavioral affinity to the genre or the brand's message.

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

Run your TV plan 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.

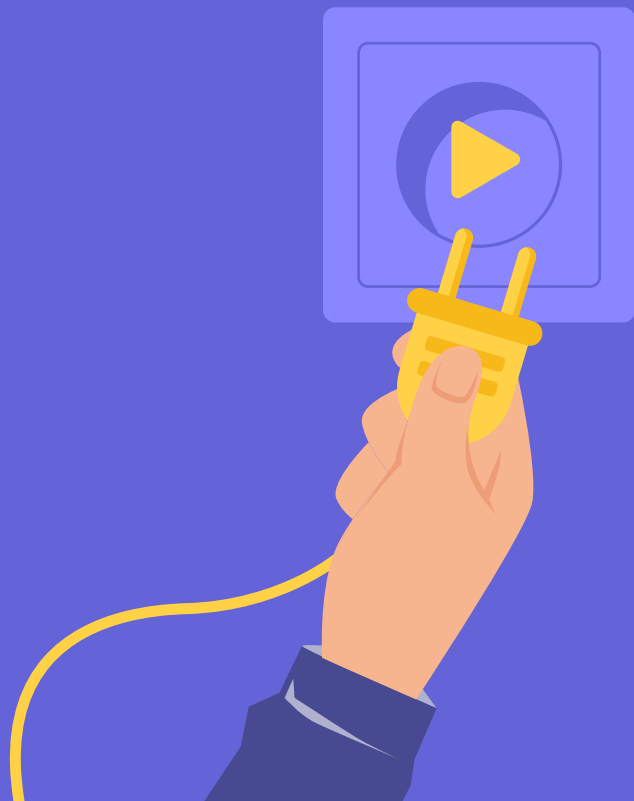
Meet brand objectives better: Reach audiences according to where they are in the brand communication funnel and their behavioral interests.

Recap

Smart Segments for Plug-n-Play on DMP!

Smart Segments are available on DMPs as always-on segments that can be used anytime for any digital campaign! Additionally, we upload custom segments created based on client requirements.

Always-on segments are popular profiles which are commonly required by most brands for their digital advertising. Custom segments, on the other hand, are specific to the kind of TG the brand wants to engage for a particular campaign.



Step-by-step breakdown of how to use Smart Segments:



Client / agency shares a brief



Zapr helps identify the right segment



Plugs segments on DMP



Executes campaigns on preferred DSP

Just Plug N Play

How Brands Use Zapr Segments

Raymond: The Complete Mobile Campaign with Zapr

The brand reached out to an unusual mix of audiences and the campaign achieved huge engagement by deploying advanced identification and targeting parameters.

[DOWNLOAD CASE STUDY](#)



Zapr Delivers Incremental Reach over Godrej No.1 TV Plan

Godrej wanted to reach audiences who had never watched their TV ads and also those who belong to specific Socio-Economic Classes (SECs). More than 70% of those targeted audiences watched the complete video.

[DOWNLOAD CASE STUDY](#)

How Dell Bridged Offline TV with Targeted Engagement on Mobile

Dell wanted to reach two different types of audiences: for their mid-range products, they targeted viewers of mass consumed content such as IPL, music and youth channels. For the premium product, they engaged viewers of lifestyle, English and HD channels.

[DOWNLOAD CASE STUDY](#)



Now you can easily plug the reach gap of your TV campaigns and sharpen your existing digital campaigns.

Get started with Smart Segments!
Reach out to us on **marketing@zapr.in** to understand more about how to access these segments and run them on DMPs.

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.

If you are also interested in doing a successful campaign with Zapr, reach out to us on marketing@zapr.in.