

## Case Study: Big TV Gets Big Results with Komli Media

Komli Media ([www.komli.com](http://www.komli.com)), India's leading digital advertising and technology company and Vizu Corporation ([www.vizu.com](http://www.vizu.com)), have partnered to introduce the Ad Catalyst. A first of its kind measurement tool in the Indian online space, the Ad Catalyst helps advertisers go beyond Click Through Rates (CTR) by measuring how online ads impact viewer perceptions of key brand attributes in real time.



### The Study:

2008 saw the impressive debut of Reliance ADAG's foray in direct to home (DTH) services - Big TV was set to invade homes all across India. Komli Media teamed up with Big TV to evaluate the impact of their banner advertising campaign on Komli's ad network. The multi-million dollar advertising and promotional campaign was splashed around all media, including the Internet. The brand impact study was conducted for a specific sustenance campaign that ran online after all other media campaigns had come to an end, thus making the Internet a nearly exclusive medium of exposure at that time.

### Methodology:

Ad Catalyst's 'test and control' methodology is designed to measure and compare the response for the primary objective of the marketer's campaign. This methodology is endorsed by both the IAB (Interactive Advertising Bureau) and ARF (Advertising Research Foundation).

Ad Catalyst polls two audience sets: a 'control group' or those who are not shown the ad and an 'exposed group' or those who are shown the ad. Both these groups receive a simple, one question survey with multiple answer options. The survey takes less than 30 seconds to complete and responses are immediately recorded in real-time for both audience sets.



The survey results display the 'delta' or the change in the result of the question across multiple parameters such as frequency of exposure, ad unit size and creative series besides an overall cumulative result.

Survey details of the Ad Catalyst study:

- Campaign Objective: Purchase Intent
- Survey Duration: 36 days
- Survey Question: "How likely are you to go for a Big TV connection?"
- Response Type: A multiple choice format with five options presented - each with a varying degree of intent to purchase a Big TV connection and/or DTH services.

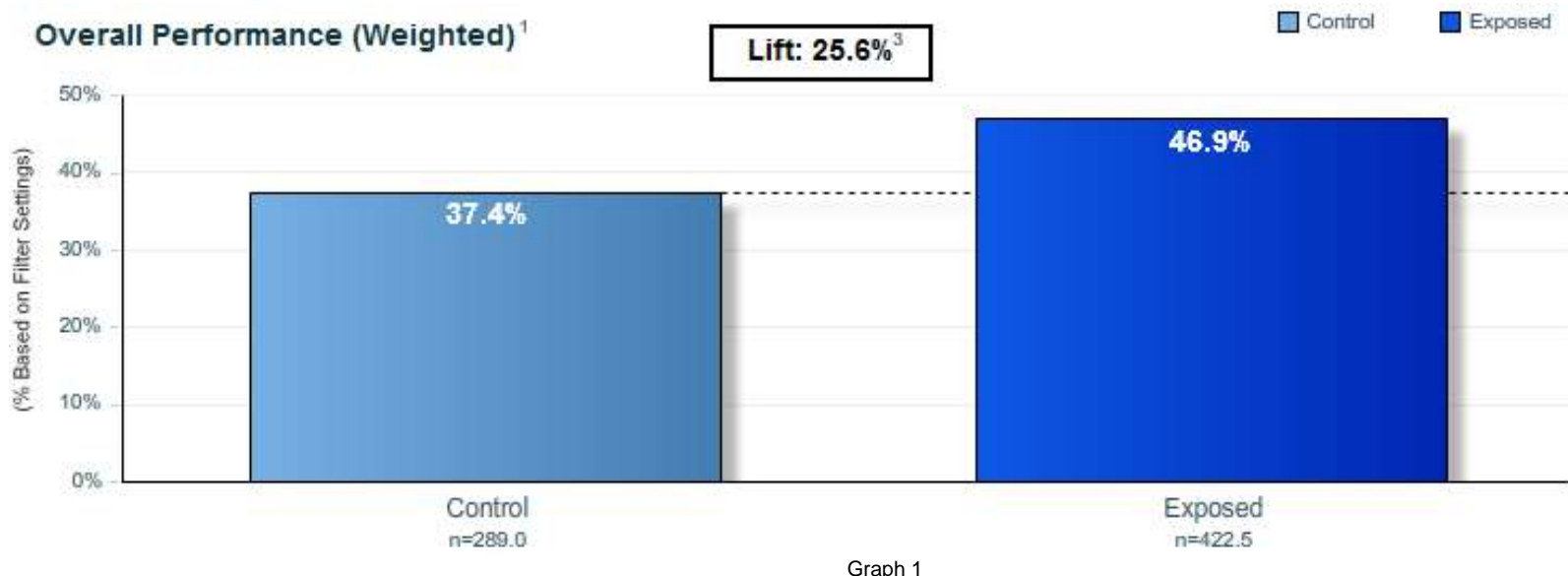
Test groups are large enough for the conclusions to be statistically valid for very large population groups (up to 10 million, or 100 lakhs).

*Till now, the success of a brand campaign was benchmarked against CTRs and clicks. However, the Komli -Vizu Brand Impact study adds a new dimension to our success parameters by giving us in-depth insight into the consumers preferences and purchase intent.*

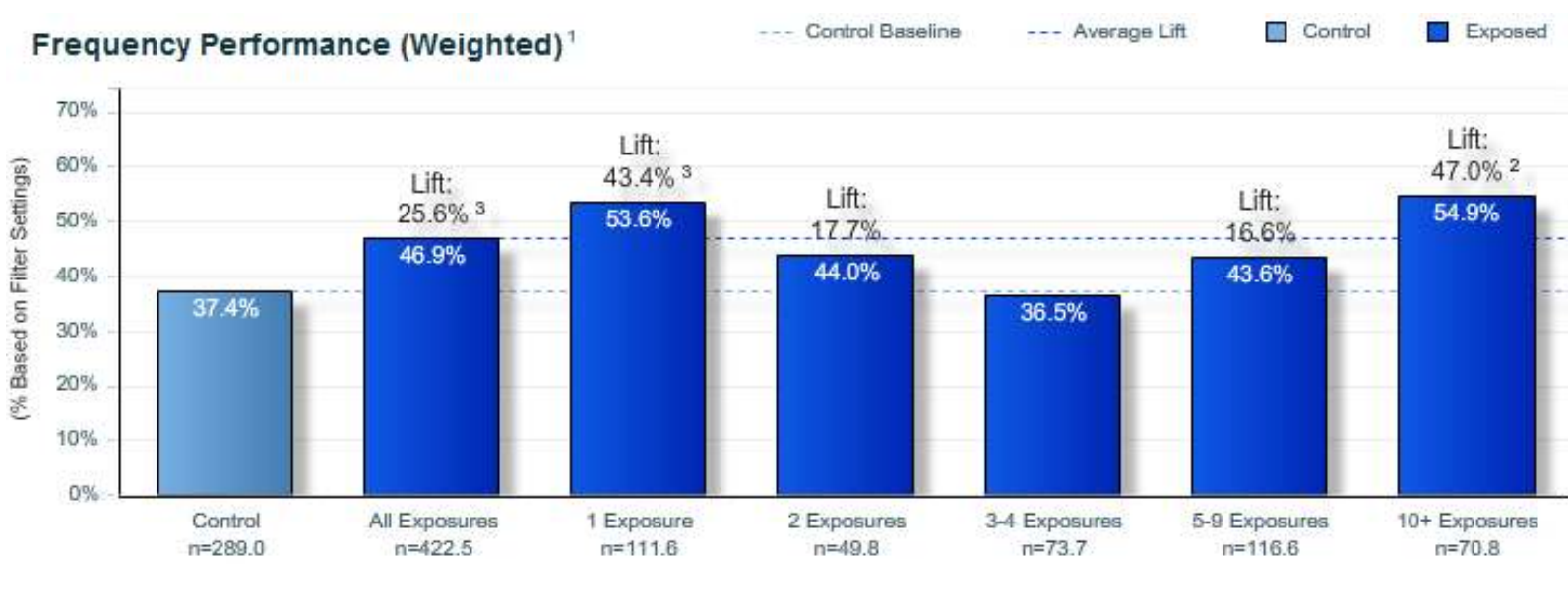
**Vishal Chinchankar, Asst. Vice President, Reliance ADAG**

### Findings:

1. The campaign delivered an overall lift in purchase intent of **25.6%** - this is a combined lift for consumers who said they would go for a Big TV connection in the near future and those who said that Big TV will be their choice for a DTH service provider.

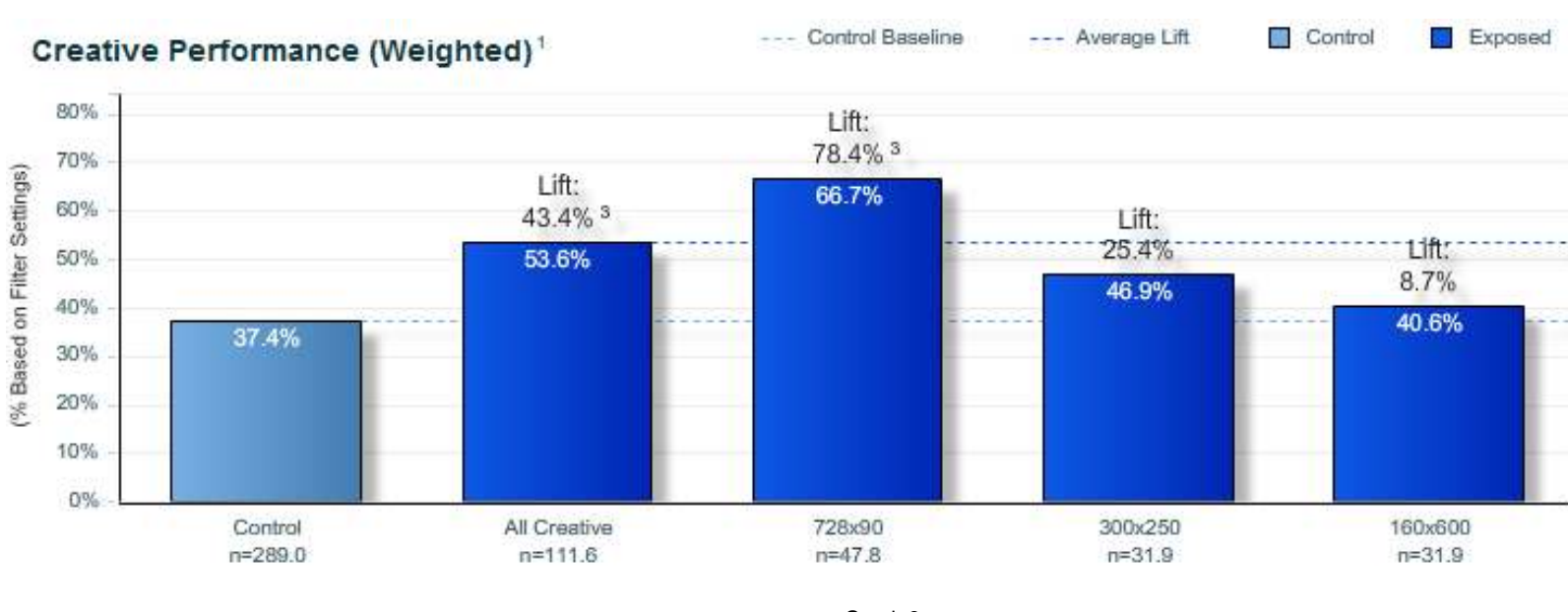


2. Given the 360 degree high voltage Big TV media blitz preceding this campaign, the online sustenance activity was able to achieve an impressive brand lift of **43.4%** on purchase intent on the **first ad exposure** itself. The next highest brand lift was captured when the user was exposed to the ad more than ten times. The frequency trail is captured below:



3. The **728X90 ad unit** gave the highest brand lift of 78.4% as seen below. An important observation is that this unit gave the lowest CTR; clearly indicating how inadequate CTR is in measuring brand lift!

**The highest brand impact was seen on the ad unit size that delivered the lowest CTR.**



### Inferences:

1. A **25.6%** brand awareness lift from impressions indicates that CTR alone might not be a reliable indicator of the success of a marketing campaign.
2. The fact that the 728X90 ad unit delivered the lowest CTR and the highest brand lift, clearly demonstrates that CTR should not be the parameter on which brand campaigns should be measured.
3. For a Big TV like audience, the marketer is likely to achieve maximum impact if more than 10 impressions are delivered to the user as soon as possible. To be cost-effective and yet achieve a high brand lift, the marketer should target one impression per user.
4. For the next round of advertising Big TV services, advertising should be centered on the 728X90 ad unit. Rich Media on this unit is also likely to be more impactful than a standard banner.

**Brand Lift was found to be weakly correlated with the CTR on the ads.**

### About Komli Media:

Komli Media is a digital advertising and technology company enabling marketers to reach and acquire their audiences and publishers to maximize their revenues. Komli Media powers India's leading ad network platform with solutions across lead acquisition, targeting, rich media, audience measurement and brand measurement. Headquartered in Mumbai, with an engineering centre in Pune, Komli Media is also located in Delhi (India) and New York (US). For more information log on to [www.komli.com](http://www.komli.com).

### About Vizu:

Vizu is the leading online brand advertising measurement system. Our Ad Catalyst real-time measurement infrastructure for assessing ad campaign effectiveness provides powerful benefits for publishers and advertisers. Through the use of Ad Catalyst, our clients gain actionable Brand Lift data on their online advertising campaigns, giving them a powerful advertising ROI metric. Vizu is a privately-held company based in San Francisco, CA, with backing from leading venture capital firms Draper Fisher Jurvetson and Greycroft Partners. For more information visit [www.vizu.com](http://www.vizu.com) - Advertise With Confidence.

### For further information:

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