

## Case Study: Media Planning -A Balance between Media Cost and Target Audience

**Objective:** Today, we are living in turbulent economic times. As marketers focus on reducing the cost of their media buys, the quality of the media that they are buying often becomes the first casualty. Is the goal to drive the cheapest site traffic or is it to drive the 'best' site traffic?

**The Study:** The following case study with Makaan.com, a leading online real estate portal in India, shows that different audiences react very differently to the same proposition. Komli conducted a campaign for Makaan.com where the campaign ran on the Komli ad network and eBay India (Komli exclusively sells eBay India's graphic ad inventory).



### Results:

Traffic Source	Click Rate (%)	Searches per click on Makaan.com (indexed to 100)	Indicative cost of media (indexed to 100)	Cost Per Search
RoN on Komli (without any audience targeting)	0.28%	100	100	INR 13.35
eBay India	0.11%	614	200	INR 2.19

### Findings:

- Clicks coming from eBay India performed 614% better for Makaan than clicks that were generated by generic traffic (without audience targeting) on Komli's ad network.

**eBay India audience delivered 614% better performance compared to generic traffic**

- The Click Through Rate is lower on eBay India but the number of searches per click is 500% better than on the Network, indicating that the CTR alone is a faulty indicator of the success of the campaign.

- The overall number of searches per rupee spent was higher on eBay indicating that even though the cost of the media was higher on eBay, the overall cost, as measured by the number of searches conducted on Makaan.com, was lower.

**The effective Cost per Search on eBay India was 84% lower than on generic traffic, even though the cost of media on eBay was higher**

- As a result of these findings, Makaan.com decided to move over their campaign budget from Komli's RoN channel to eBay, even though the media cost of eBay was higher.

### Inferences:

- While building the media plan, it is critical to plan in accordance with the audience rather than just the pricing of media. In the case of Makaan and eBay, eBay India's e-commerce capable audience proved to be the best suited for a real estate portal such as Makaan.com.
- Defining the success metric of the campaign is very important, as is to communicate the metric to the traffic provider. If the goal of your campaign is general brand awareness, the type of media you buy and its pricing will be very different from a situation where you are looking for very targeting traffic to perform a specific action on your site.

### 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 only ad network platform with solutions across lead acquisition, targeting, rich media and 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 <http://www.komli.com>.

Komli Media's lead generation product, LoanRaja ([www.LoanRaja.com](http://www.LoanRaja.com)), is an exclusive destination for retail finance products. It's an online exchange empowering consumers and lenders with convenience, choice and value. With close to a million qualified visitors every month & thousands of leads, LoanRaja.com is a reliable online source for regular supply of quality customer leads for Banks, Finance & Insurance Companies.

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