

Vikatan Uses Lotame DMP to Provide Regional User Insights With 3x Performance Uplift

300%
INCREASED CTR

CLIENT CHALLENGE



South India's leading media powerhouse, Vikatan Group is renowned for its curated, credible content delivered thru multiple platforms, viz., Magazines, TV, Book and Digital publishing. Vikatan's portfolio consists of much-loved 12 Tamil magazines, immensely captivating TV fiction series that's been ranked #1 for over a decade and a strong, growing dynamic digital presence. Vikatan.com has emerged as a quintessential bridge that connects the smartest Tamilians across the globe to their roots & culture.

Vikatan was working with a regional advertiser who was keen to drive quality leads during Diwali festive season by understanding their shopping pattern and behavioral traits in order to push relevant product offerings to them.

LOTAME SOLUTION



DMP FOR AUDIENCE TARGETING

To support brand's goals, Vikatan used Lotame's DMP to build and target audiences most likely to convert as part of a data-driven campaign with end-to-end audience tracking.



INSIGHTS FOR ANALYSIS/REPORTING

Vikatan placed a pixel on the payment and thank you pages, which allowed them to track not only engagement with the ads, but who completed transactions that were driven through the ad campaign. During the course of the campaign, Vikatan analyzed campaign performance and audience engagement and continuously tweaked the target audience to optimize the campaign.

REAL RESULTS



Using Lotame's DMP, audience targeting and Insights, Vikatan was able to increase CTR 300%. They were able to spend less for the overall campaign while driving more clicks during this high-demand festive season.



We have been consistently using Lotame, targeting better CTR to meet client expectations with optimal site exposure over the past year.



B.Srinivasan,
Managing Director, Vikatan Group

Want similar results for your business? Get in touch!

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