

CAMPAIGN HIGHLIGHTS

OBJECTIVES

- Create two videos with influencers from the Hindi heartland on Vodaplay content
- Target 200,000 views
- Pilot Attempt for CTR of 20,000 +



DELIVERY

- Influencer videos
 - Video 1 by Aleena Rais
 - Video 2 by Krrish Sarkar
- Delivered 230,446 Views
- Achieved a CTR of 20,035

Super Grow Campaign Review (14th Feb-14th March)

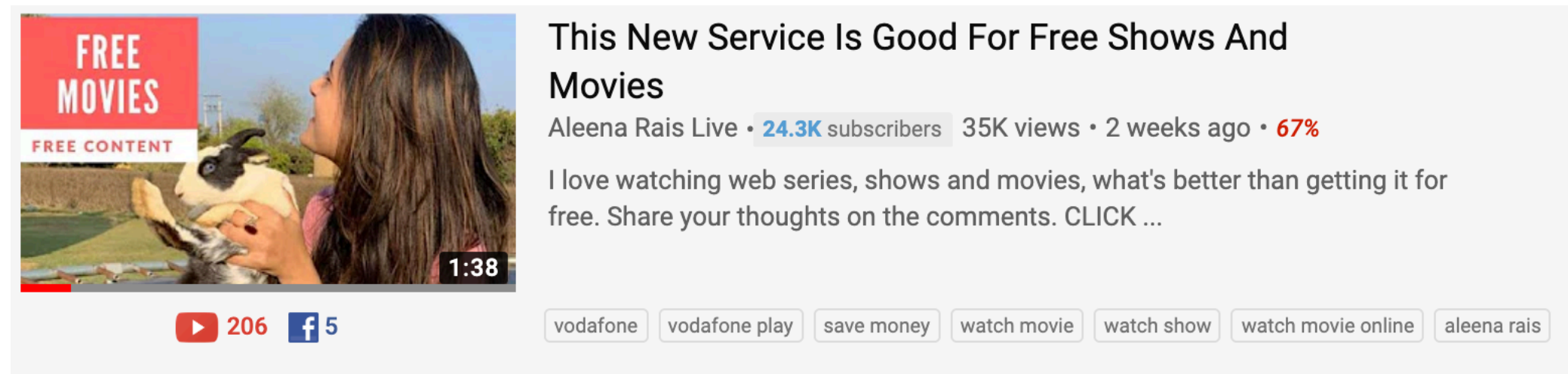
VIDEO 1 : CREATOR ALEENA RAIS

1,10,000 Views

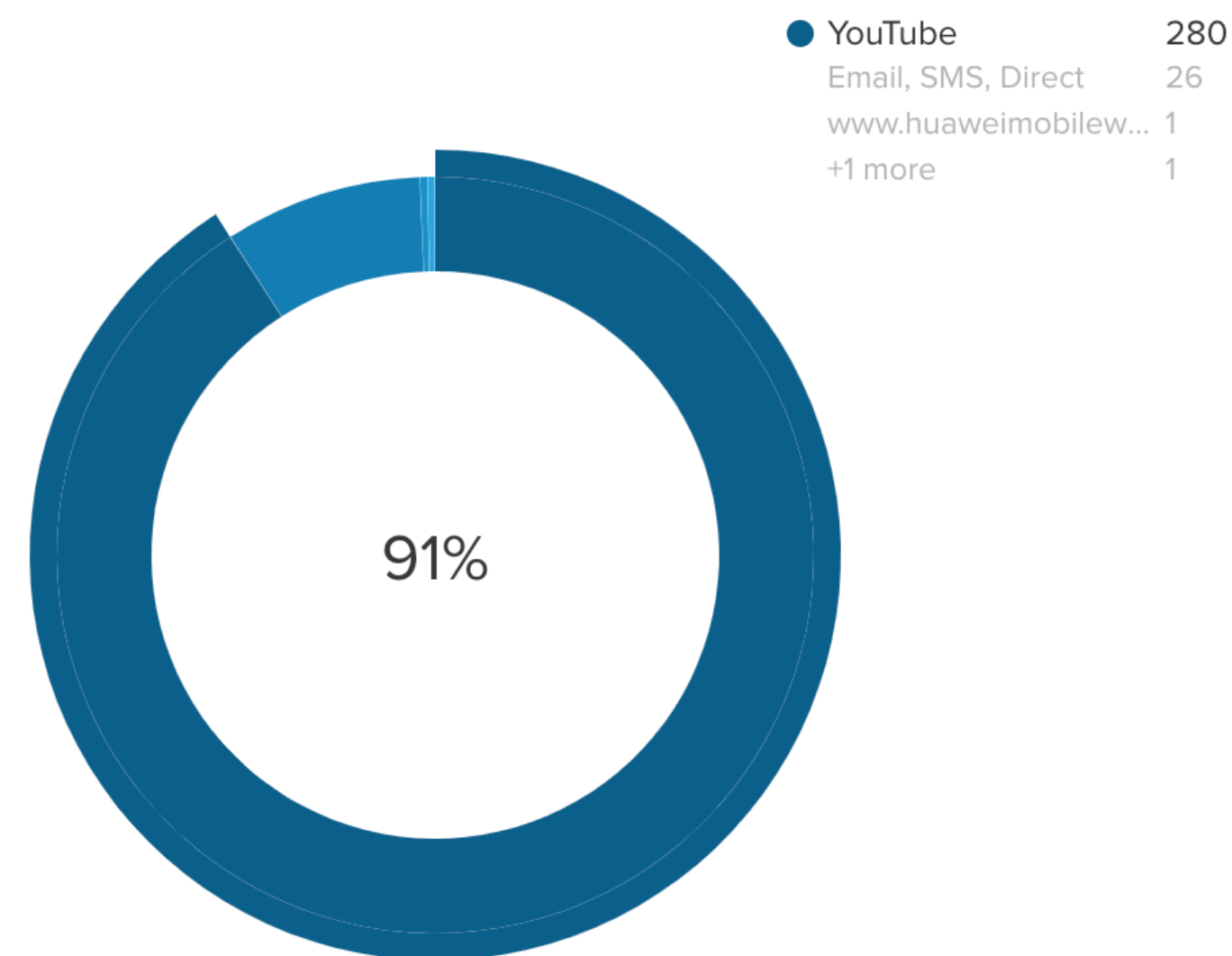
43 Comments

459 likes

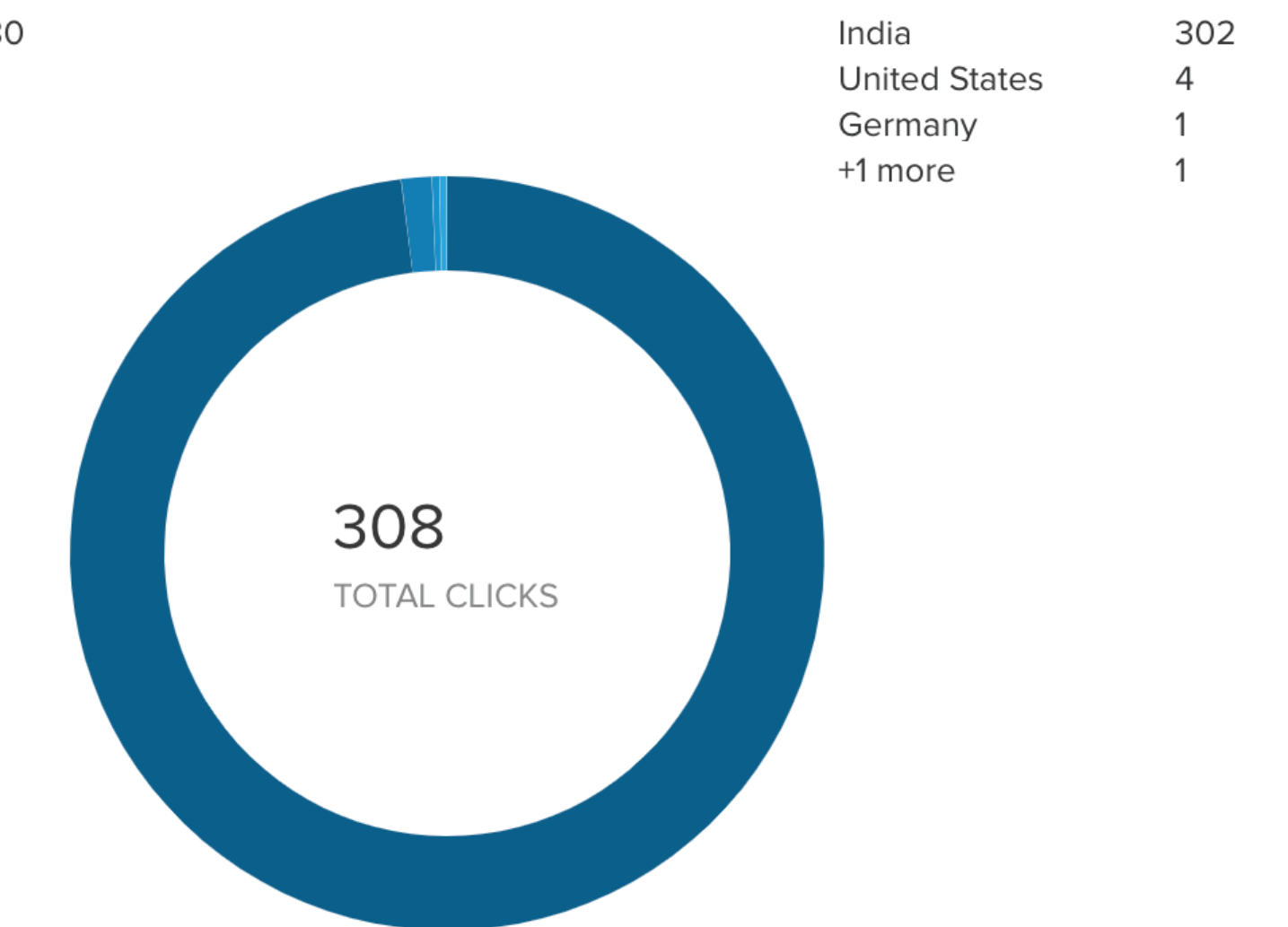
Clicks: 308



REFERRERS

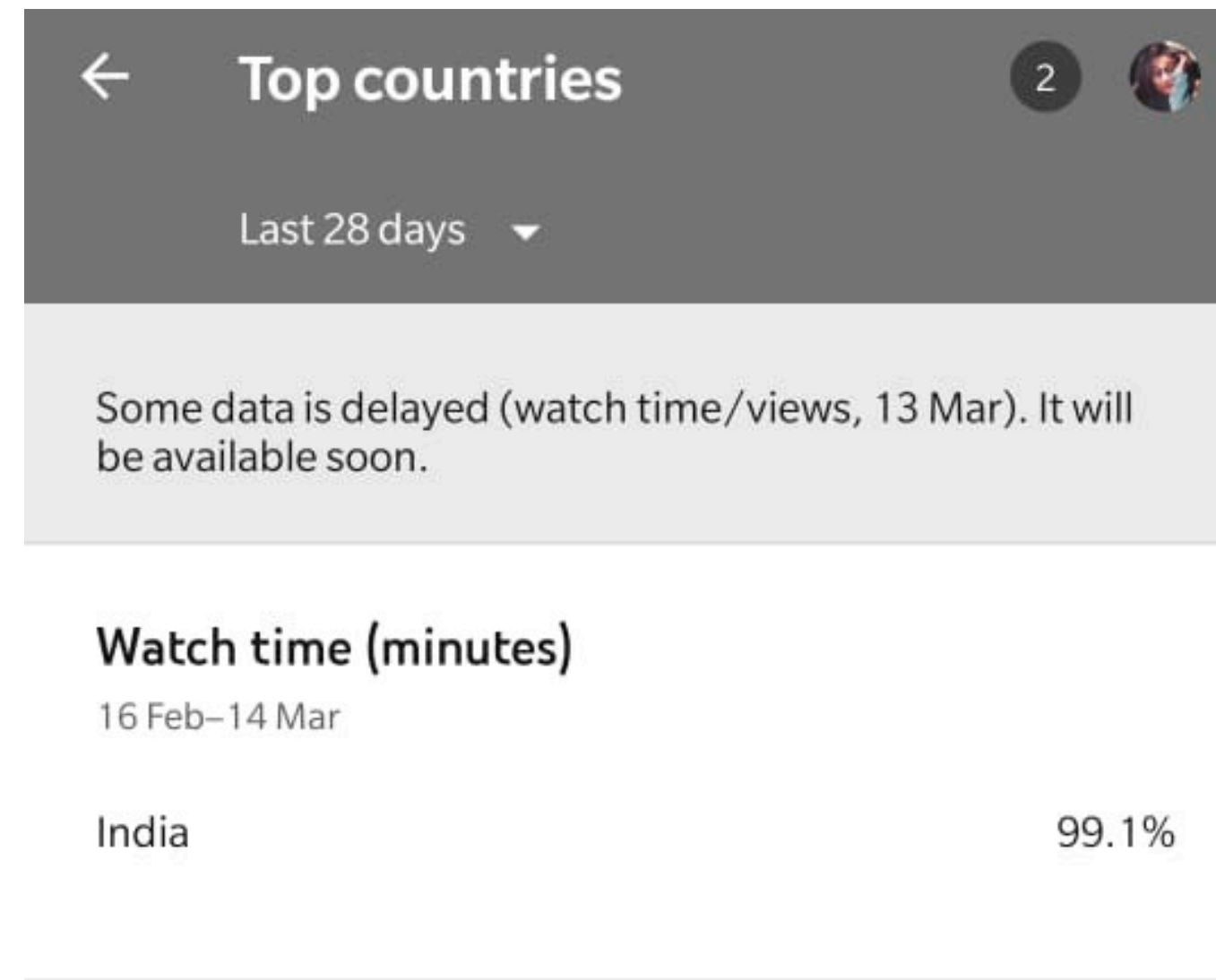
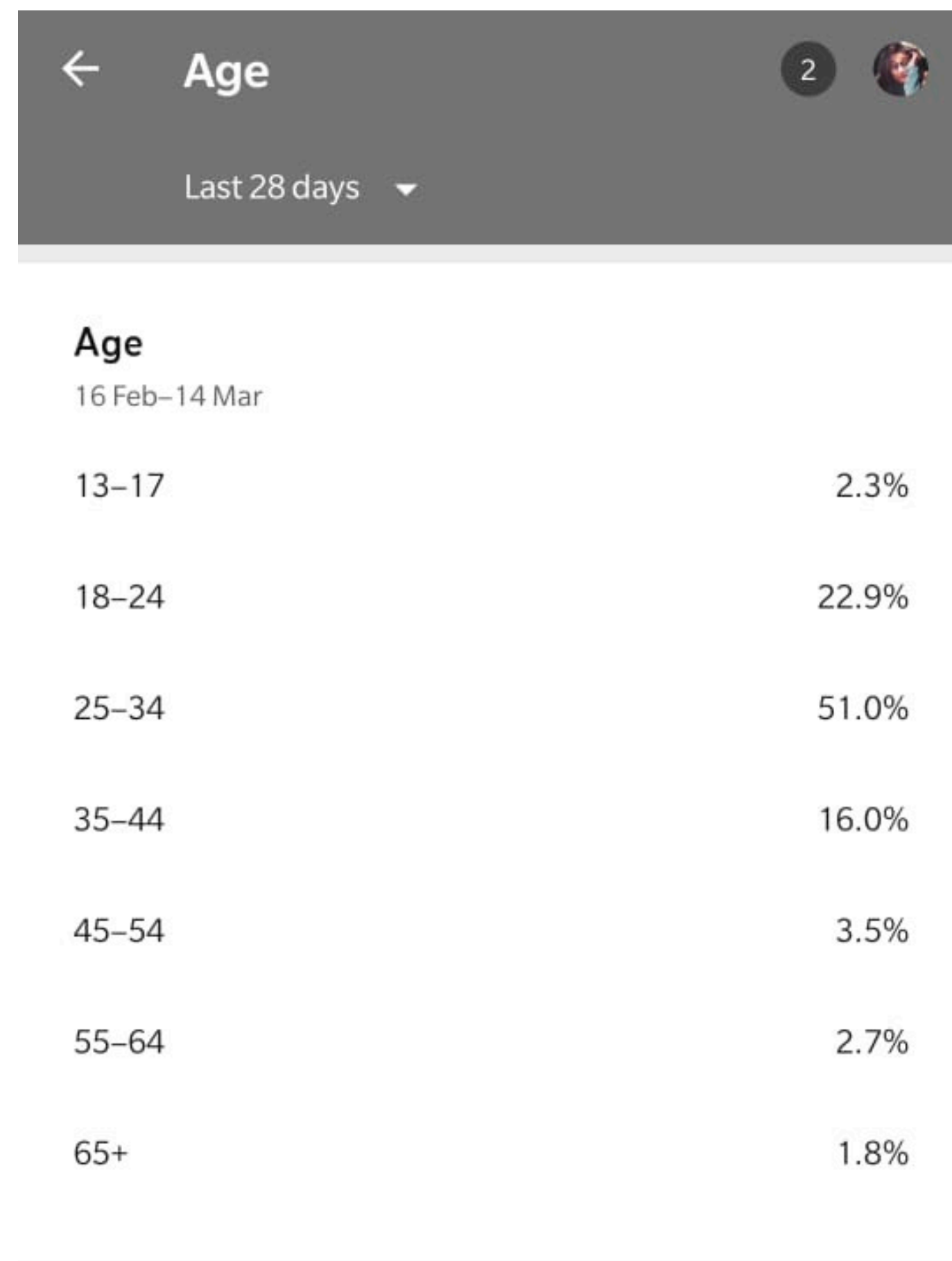


LOCATIONS

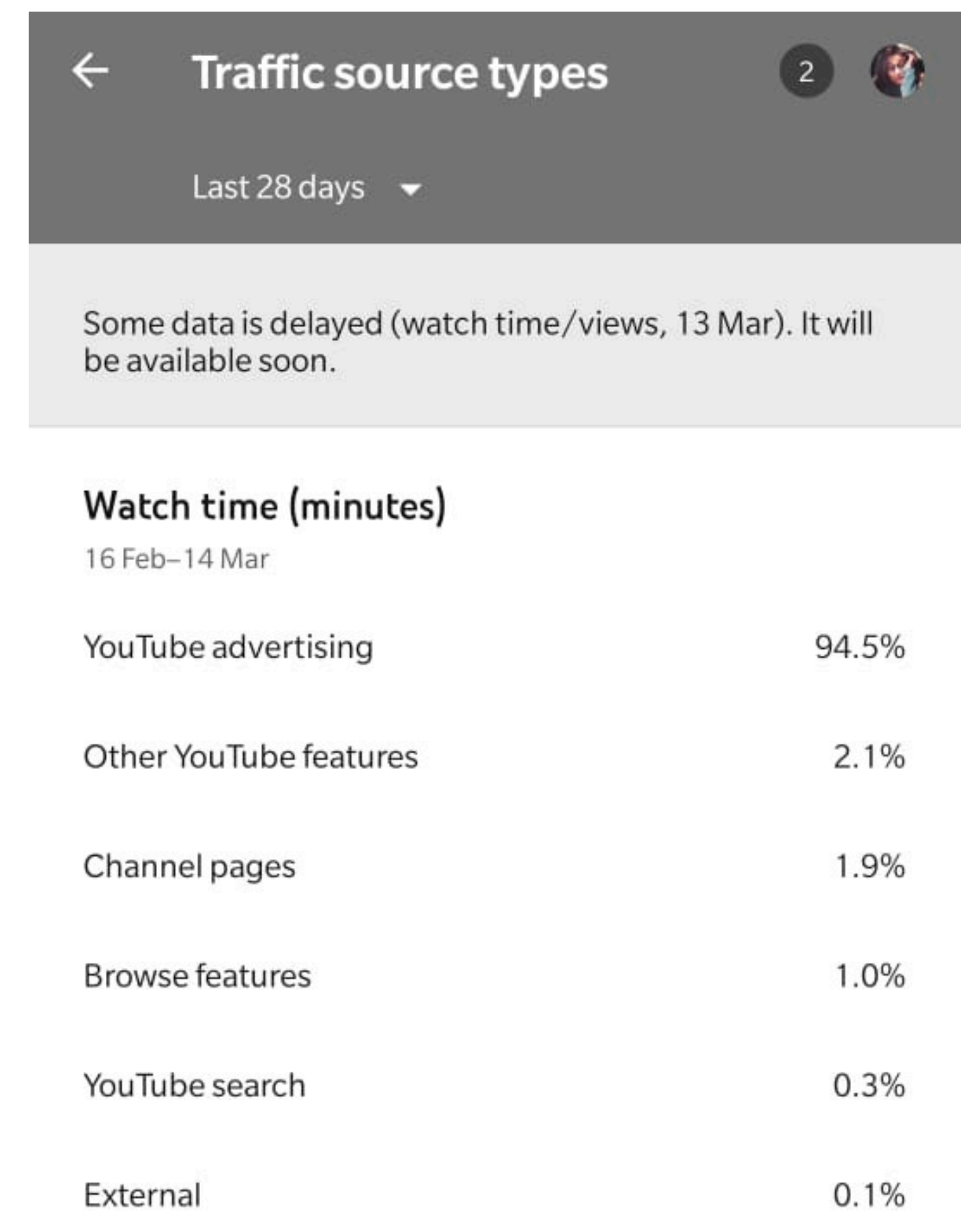


Data for Aleena Rais's Campaign video

Targeting & Demographics



Paid Vs Organic



Super Grow Campaign Review (14th Feb-14th March)

VIDEO 2 : CREATOR KRRISH SARKAR

120,446 Views

13 Comments

408 likes

Clicks: 17,045



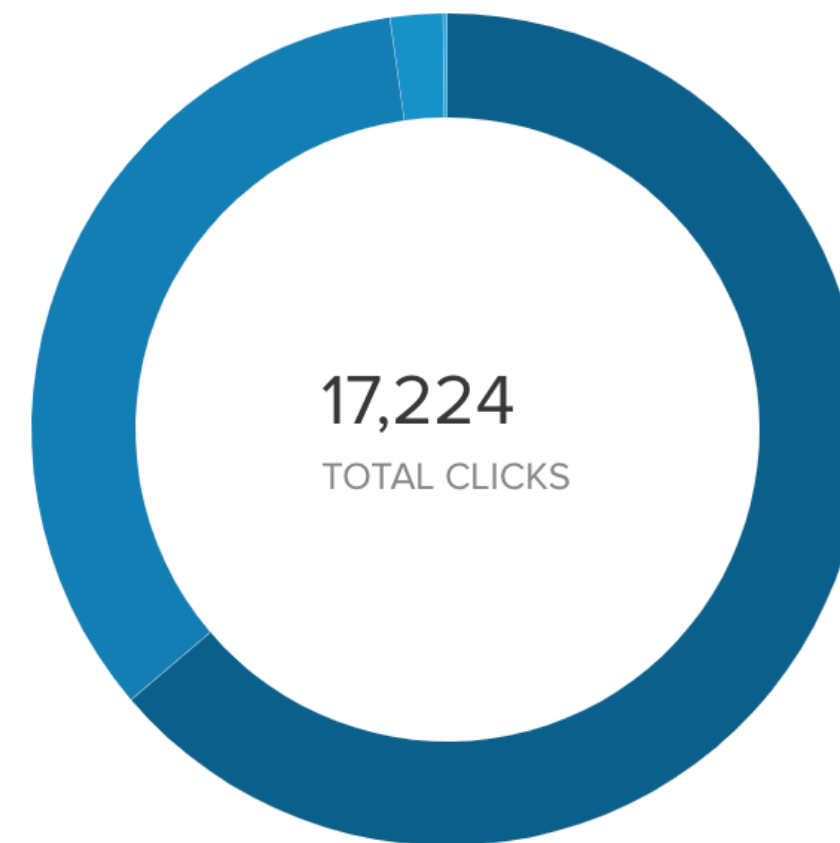
Free Entertainment For All | Watch Latest Movies/TV Shows Free || Krrish Sarkar

Krrish Sarkar • 96.2K subscribers • 120K views • 1 week ago • 71%

#freeentertainment #Vodafoneplay Click Link For Full On Entertainment
<http://bit.ly/37Y0f6r> I hope you liked this ...

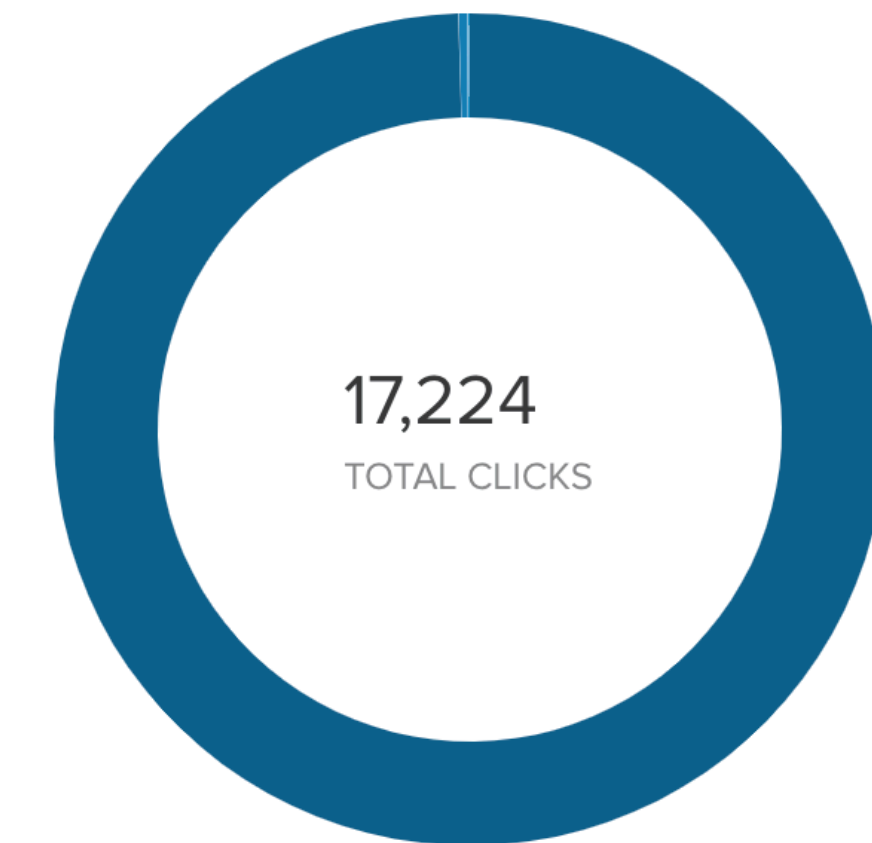
Vodafone Vodafone play Vodafone play in Vodafone play review free TV shows entertainment free
how to use Vodafone how to use Vodafone play Krrish sarkar how to use Vodafone play app Free movies
without downloading app free entertainment All latest movies download the Kapil dharma show
Dream girl HD movie how to save net data

REFERRERS



Email, SMS, Direct 10,981
Facebook 5,865
YouTube 349
+5 more 29

LOCATIONS



India 16,999
United States 57
Ireland 16

Data for Krrish Sarkar's Campaign video

Targeting & Demographics

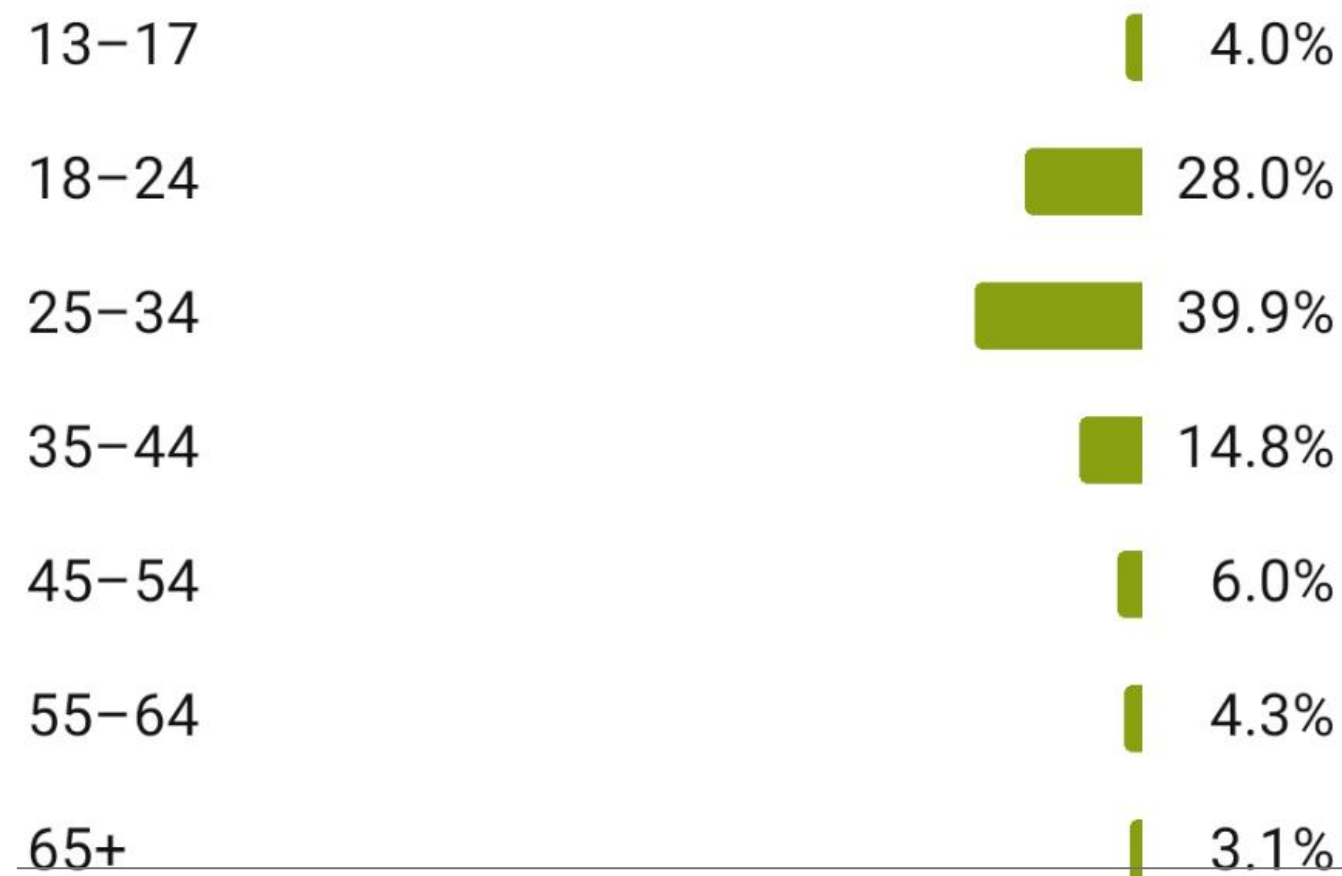
Gender

Last 28 days (delayed 2 days) · Views



Age

Last 28 days (delayed 2 days) · Views



Top countries

1



Last 28 days ▼

Watch time (minutes)

Feb 16–Mar 14 (delayed 2 days)

India	99.7%
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Paid Vs Organic



Traffic source types

1



Last 28 days ▼

Some data is delayed (watch time/views, Mar 13).
It will be available soon.

Watch time (minutes)

Feb 16–Mar 14

YouTube advertising	98.5%
Other YouTube features	1.1%
Channel pages	0.2%

Super Grow Campaign Review

(14th Feb-14th March)

ATTEMPT TO DELIVER CLICK THROUGH TO VODAPLAY PWA

Differentiator: Real audiences across multiple platforms

Apart from the 4 [bit.ly](#) links given to us we also experimented with a few Growth hacks to drive CTRs for the Vodaplay campaign.

The Key platforms we drove traffic from were

1. Whatsapp
2. Facebook
3. Youtube
4. Instagram
5. Sharechat

TOTAL CTR DELIVERED SO FAR

20035

WHY JUST GROW WHEN YOU CAN SUPERGROW?

You love efficiency & growth and we love challenges and your business...
Let's collaborate some more!

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