

Masterclass on  
**Winning with**  
**Deterministic Data**

Meet the speakers

Moderated by -



**Saurabh Khanna**  
VP-Large Clients &  
Agency Partnership

**Prateek Sharma**  
Growth Product  
Manager

**Milan Modi**  
Business Director

**Abhishek  
Upadhy**  
Vice-President,  
Digital Innovation &  
Strategy  
  
A UNIT OF MADISON WORLD

**Dippak Khurana**  
Co-Founder & CEO





**Customer Intelligence and Activation  
Platform**

550Mn

+

User Profiles

700+

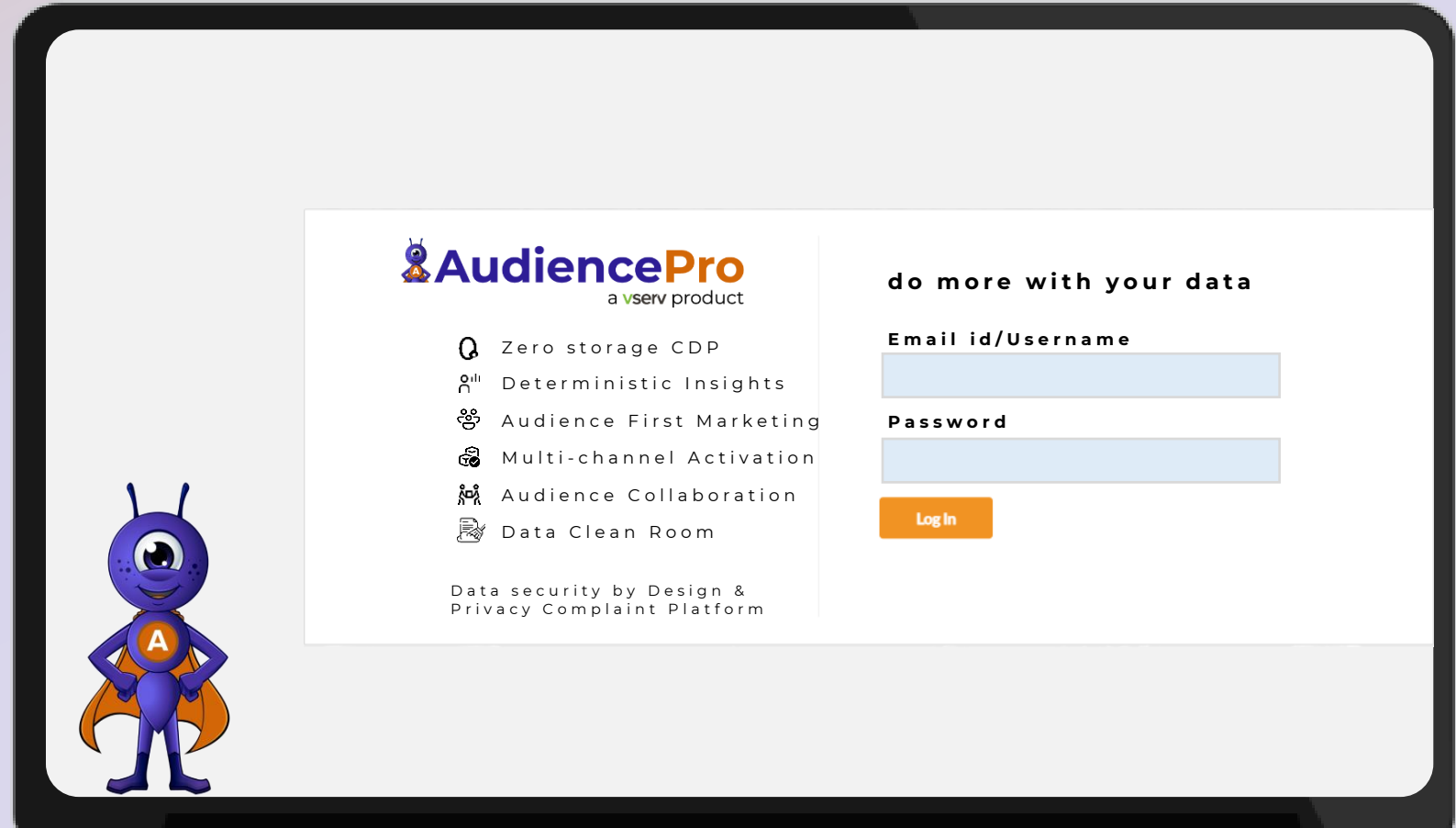
Attributes

**Making  
investments in  
marketing more  
effective**

Disrupting the marketing stack by offering

# Consumer Intelligence as a Service

Let's discover



# 550Mn+ User Profiles 700+Diverse Attributes

Sourced on-demand from 20+ Audience Partners



Telco



Payment Gateway



B2B Marketplace



Financial Product  
Marketplace



Stock Analysis  
Platform



Smart  
Wearable  
Shoppers



Modern Trade



Job Portal



College Listing  
platform

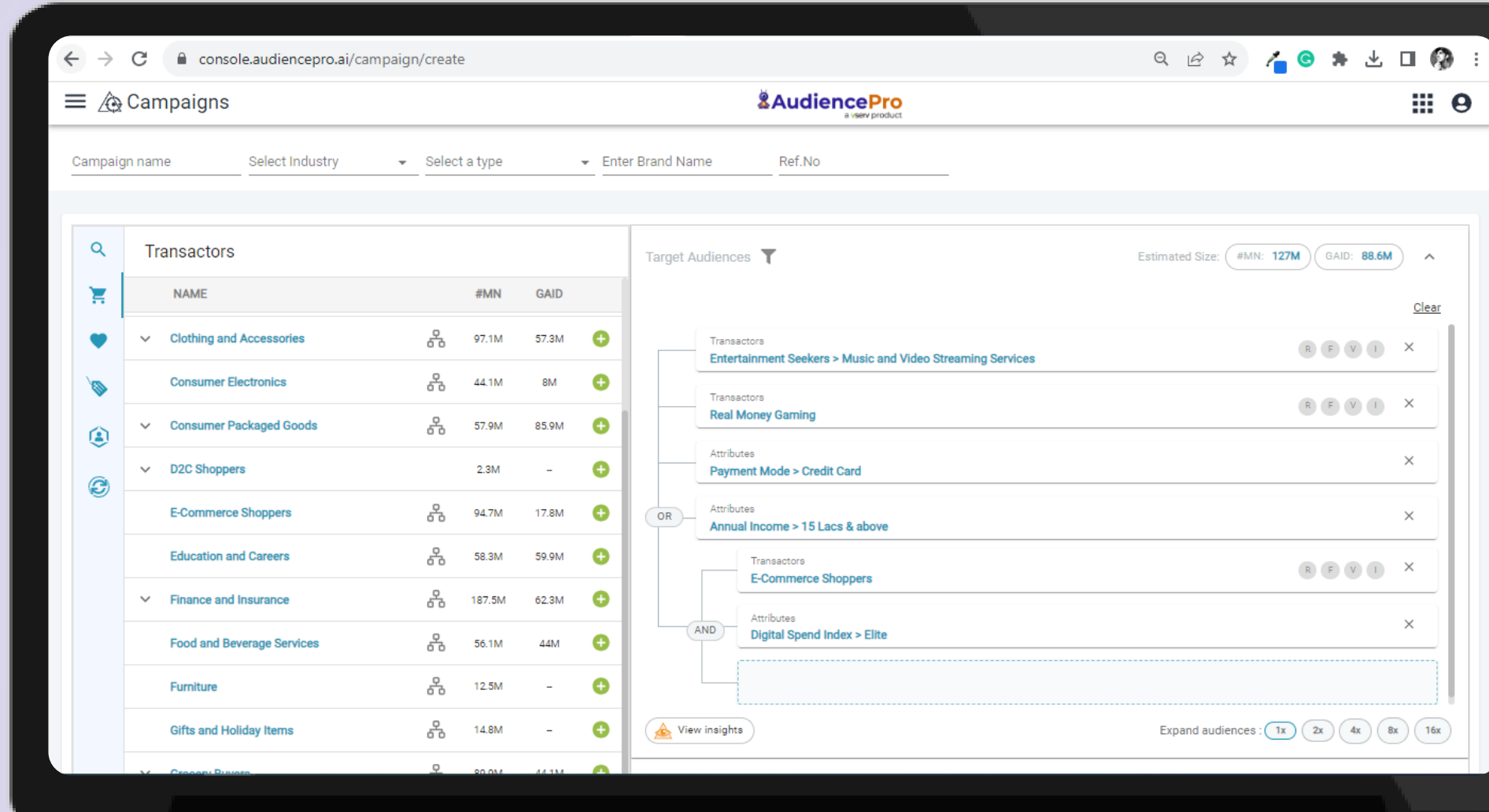
And many more...

# Limitless Segmentation

Choose

550Mn+  
User  
Profiles

700+  
Attributes



The screenshot displays the AudiencePro console interface for creating a campaign. The browser address bar shows `console.audiencepro.ai/campaign/create`. The page header includes the AudiencePro logo and navigation icons. Below the header, there are input fields for "Campaign name", "Select Industry", "Select a type", "Enter Brand Name", and "Ref.No".

The main content area is divided into two panels. The left panel, titled "Transactors", contains a table with the following data:

NAME	#MN	GAID
▼ Clothing and Accessories	97.1M	57.3M
Consumer Electronics	44.1M	8M
▼ Consumer Packaged Goods	57.9M	85.9M
▼ D2C Shoppers	2.3M	-
E-Commerce Shoppers	94.7M	17.8M
Education and Careers	58.3M	59.9M
▼ Finance and Insurance	187.5M	62.3M
Food and Beverage Services	56.1M	44M
Furniture	12.5M	-
Gifts and Holiday Items	14.8M	-
▼ Grocery Buyers	50.9M	44.1M

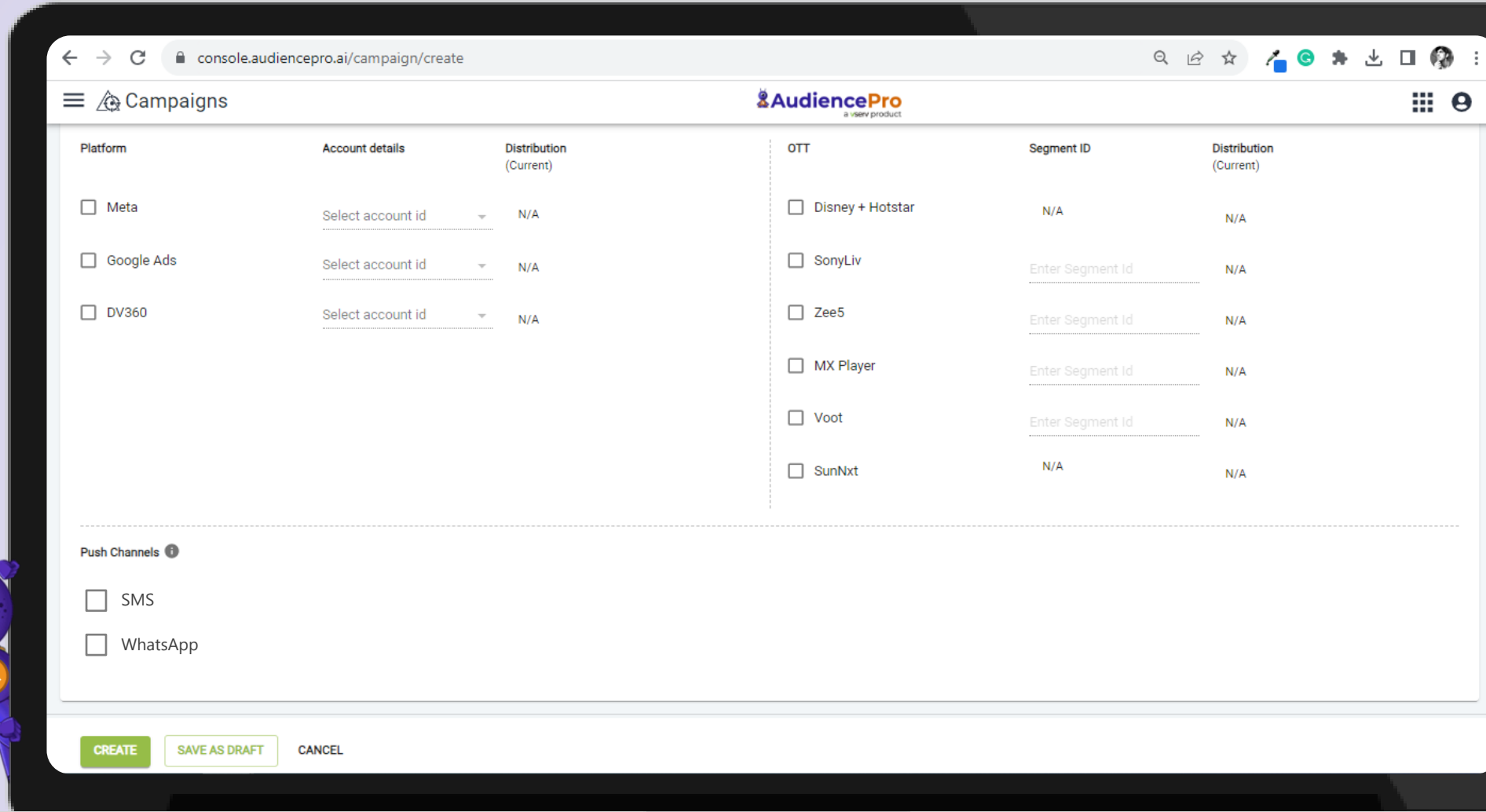
The right panel, titled "Target Audiences", shows a logical flow of audience segments. The estimated size is `#MN: 127M` and `GAID: 88.6M`. The segments are:

- Transactors: Entertainment Seekers > Music and Video Streaming Services
- Transactors: Real Money Gaming
- Attributes: Payment Mode > Credit Card
- Attributes: Annual Income > 15 Lacs & above
- Transactors: E-Commerce Shoppers
- Attributes: Digital Spend Index > Elite

The segments are connected by "OR" and "AND" operators. At the bottom right, there are "Expand audiences" buttons for 1x, 2x, 4x, 8x, and 16x.

# On Demand Multi-Channel Activation

Activate  
on the  
*go!*



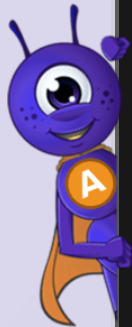
The screenshot shows the AudiencePro console interface for creating a campaign. The browser address bar displays `console.audiencepro.ai/campaign/create`. The page title is "Campaigns" and the AudiencePro logo is visible in the top right. The main content area is divided into two columns: "Platform" and "OTT".

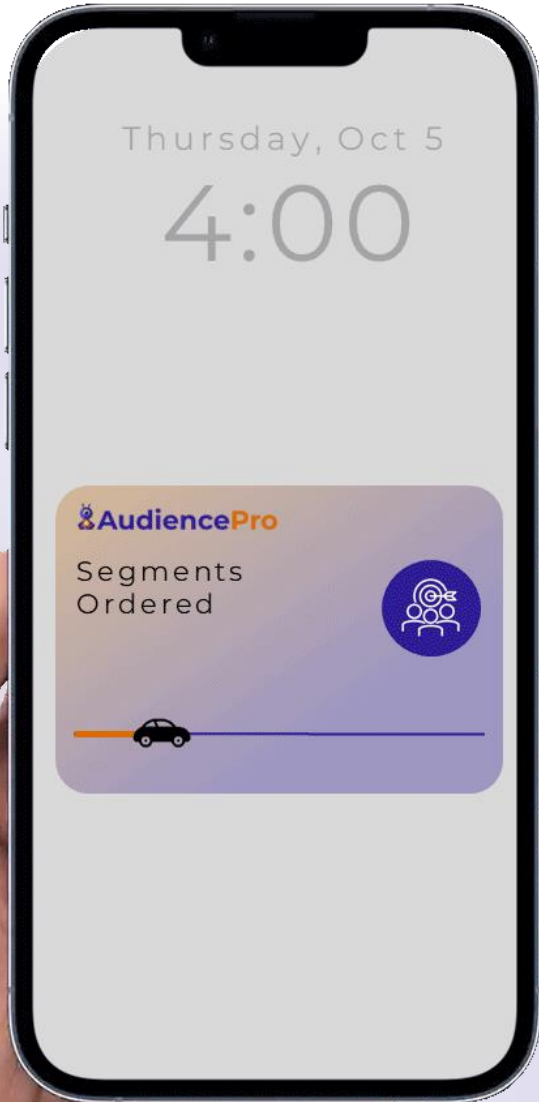
Platform	Account details	Distribution (Current)	OTT	Segment ID	Distribution (Current)
<input type="checkbox"/> Meta	Select account id	N/A	<input type="checkbox"/> Disney + Hotstar	N/A	N/A
<input type="checkbox"/> Google Ads	Select account id	N/A	<input type="checkbox"/> SonyLiv	Enter Segment Id	N/A
<input type="checkbox"/> DV360	Select account id	N/A	<input type="checkbox"/> Zee5	Enter Segment Id	N/A
			<input type="checkbox"/> MX Player	Enter Segment Id	N/A
			<input type="checkbox"/> Voot	Enter Segment Id	N/A
			<input type="checkbox"/> SunNxt	N/A	N/A

Below the table, there is a section for "Push Channels" with an information icon:

- SMS
- WhatsApp

At the bottom of the form, there are three buttons: "CREATE" (green), "SAVE AS DRAFT" (white), and "CANCEL" (white).



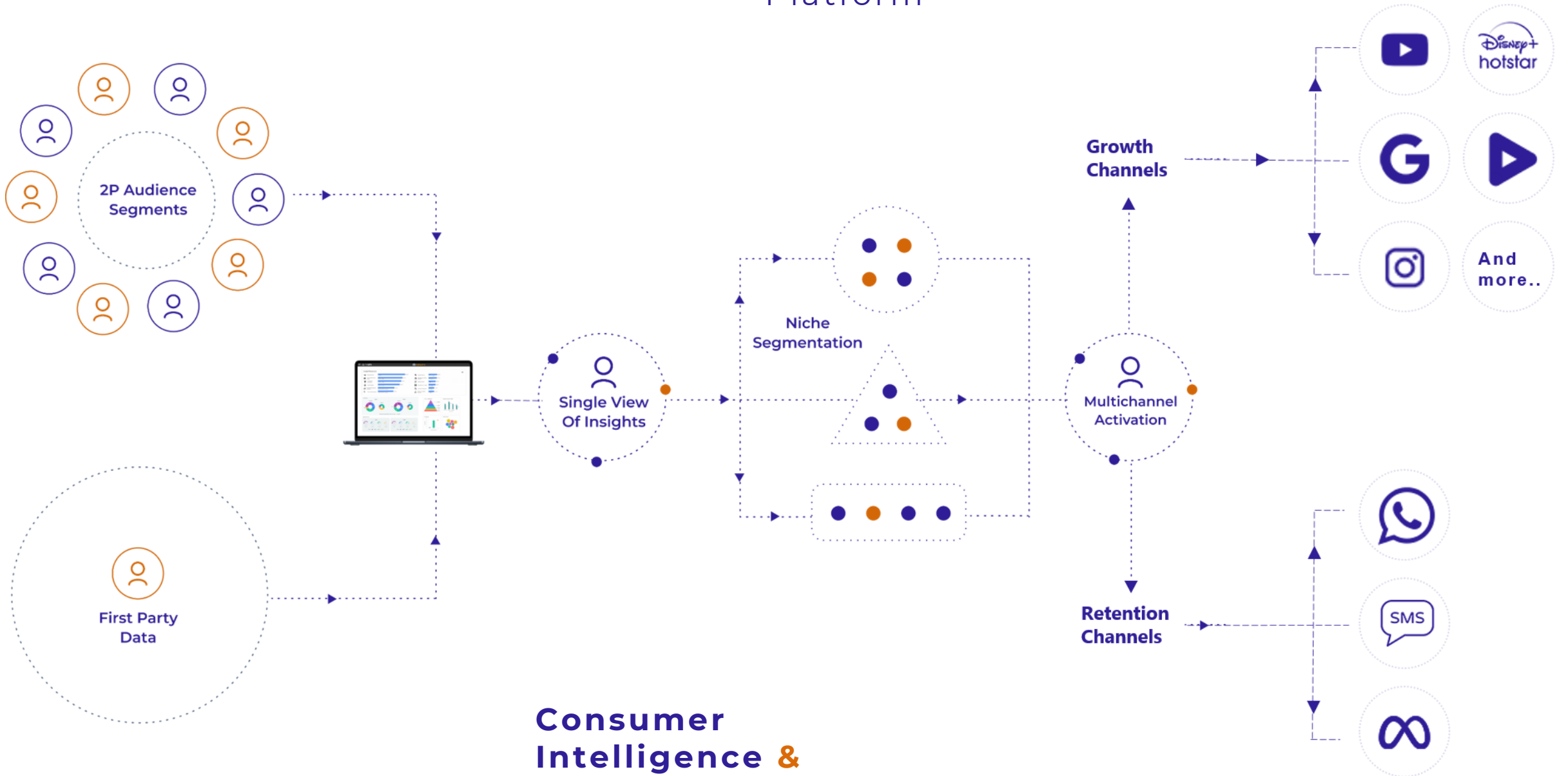


Think of us as the Uber of

Consumer

Intelligence

Order → Fetch → Activate → Purge



**Consumer  
Intelligence &  
Activation Platform**



# Three Pillars of AudiencePro



Interoperability



Minimal Control  
of AdTech Value  
chain



Transparenc  
y

# How

is AudiencePro making  
Investments in marketing  
more effective?

Measure  
What Matters



# Unduplicated Reach & Lead Generation

with AudiencePro platform



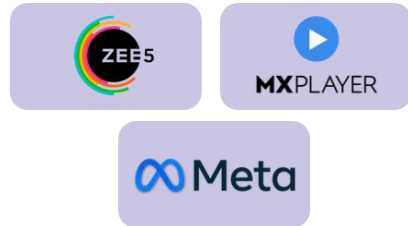
## Objective

Pidilite aimed to boost Dr. FixIt brand awareness, generate leads via integrated video and display campaigns, and target a niche audience of Row House Owners in tier 1 and tier 2 Indian cities

## Solution

**AudiencePro**

2P Audience Segments



Most relevant 2P segments for Dr. FixIt

AudiencePro Dashboard

- Transactors: Real Estate
- Transactors: Home and Garden Services
- OR
- Attributes: White Collar - Professionals > Civil Engineer Architect
- Transactors: Furniture
- Attributes: Credit Card Type > Premium

View insights

Expand audiences: 1x 2x 4x 8x 16x

## Campaign Outcomes

3X

Lift in CTR on OTT Platforms

2X

Lift in CTR on Meta

150+

Quality leads from high-value & ultra-niche segments

# Unduplicated reach across YouTube, OTT & Meta

Reached 12Mn+ premium users



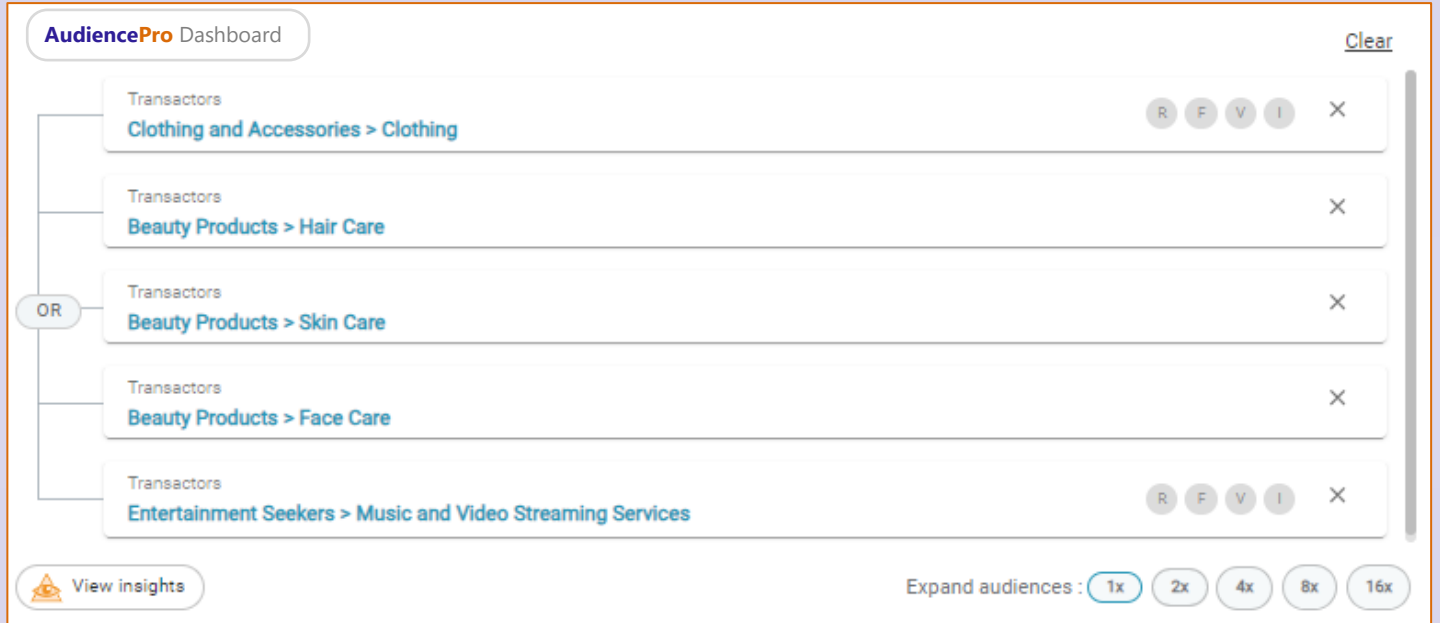
## Objective

Bajaj Consumer Care needed to promote their premium Bajaj Almond Drops Hair Serum infused with oil to the right audience while achieving unduplicated reach across multiple channels

## Solution



Most relevant 2P segments for Bajaj Almond Drops



## Campaign Outcomes

5X

Lift in CTR on Meta

2.5X

Lift in CTR on YouTube

20~30%

Lift in VTR across platforms

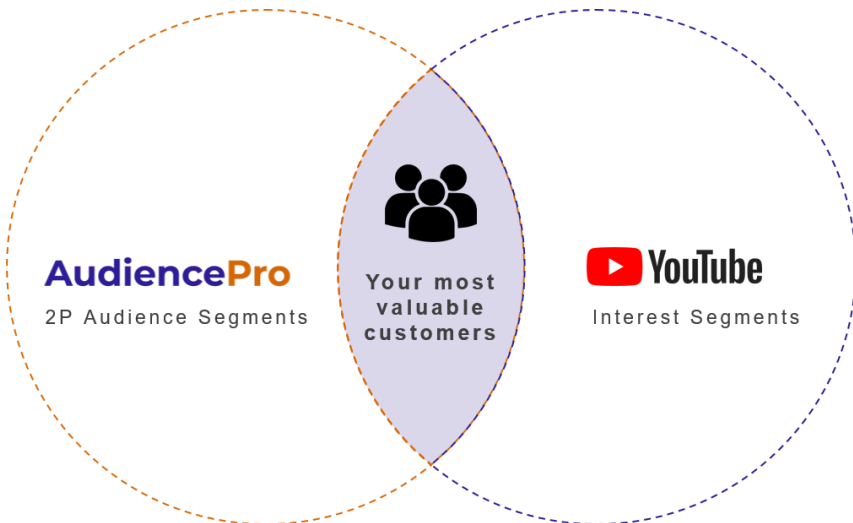
# Incremental Reach Over TV with AudiencePro



## Objective

Dettol aimed to broaden its digital reach, outperforming TV campaigns and elevating YouTube benchmarks, with an XMR study to follow post-campaign

## Solution



Most relevant 2P segments for Dettol

A screenshot of the AudiencePro Dashboard. The dashboard title is 'AudiencePro Dashboard' with a 'Clear' link. It displays a list of audience segments connected to a central 'OR' node. The segments are: 'Entertainment Seekers > Music and Video Streaming Services' (Transactors), 'Grocery Buyers' (Transactors), 'Device Price > Premium' (Attributes), 'Employment Role > Salaried' (Attributes), and 'Health and Medical Services' (Transactors). Each segment has a set of control buttons (R, F, V, I) and an 'X' to remove it. At the bottom, there is a 'View insights' button and 'Expand audiences' options: 1x, 2x, 4x, 8x, 16x.

## Campaign Outcomes

64%

Incremental Reach over TV

0.51%

CTR Achieved

Source: XMR report (Google)

# High-Quality Lead Generation

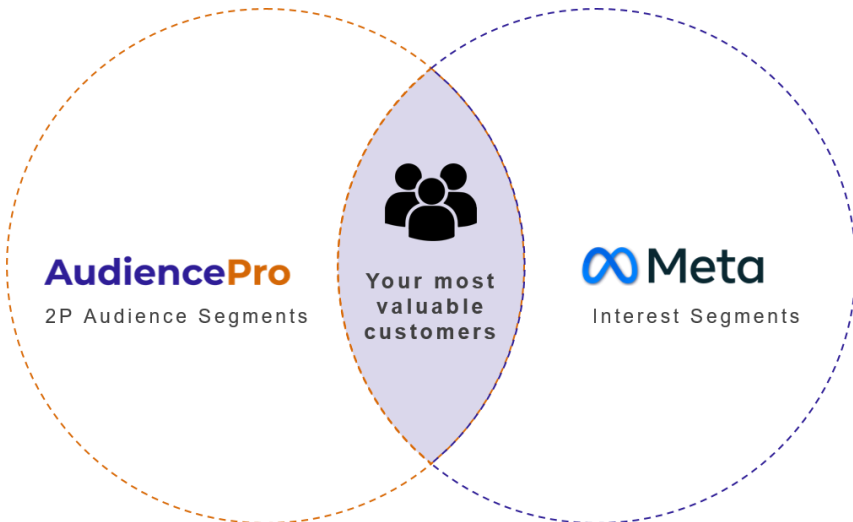
With AudiencePro 2P deterministic Segments



## Objective

Airtel aimed to generate high-quality leads and activate postpaid connections with a focus on optimizing the conversion funnel. They were looking to enhance the efficiency of their lead generation efforts and increasing postpaid customer acquisition

## Solution



Most relevant 2P segments for Airtel

A screenshot of the AudiencePro Dashboard. The dashboard title is 'AudiencePro Dashboard' with a 'Clear' button. It lists five segments, each with a 'Transactors' label and a close button (X):

- D2C Shoppers
- Entertainment Seekers > Music and Video Streaming Services (with R, F, V, I icons)
- Entertainment Seekers > TV (with R, F, V, I icons)
- Utility Bill Payers (with R, F, V, I icons)
- Furniture (with R, F, V, I icons)

There is an 'OR' label between the second and third segments. At the bottom, there is a 'View insights' button and 'Expand audiences' buttons for 1x, 2x, 4x, 8x, and 16x.

## Campaign Outcomes

**1.8X**  
Lift in Activation Rate

**29%**  
Lift in CTR

# Delivering Higher Sales

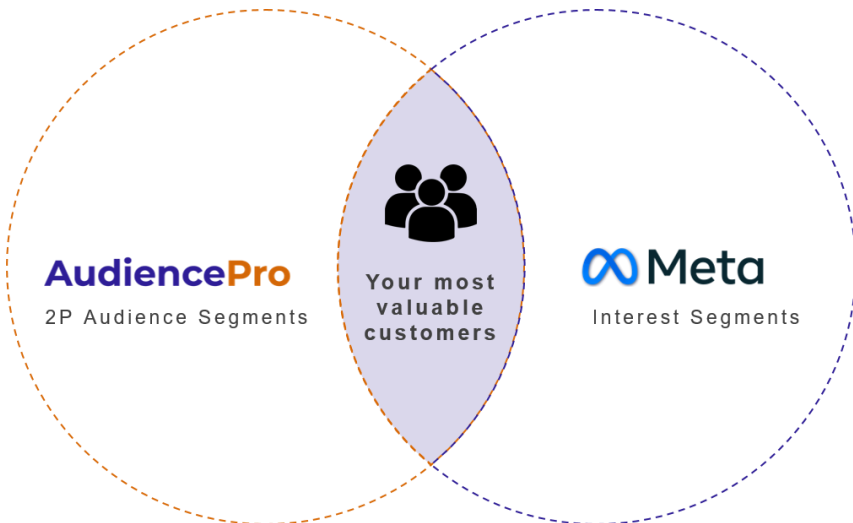
6X RoAS with AudiencePro 2P segments



## Objective

Domino's aimed to connect with its target audience, drive app installs, and improve existing RoAS benchmarks on Meta

## Solution



Most relevant 2P segments for Domino's

Live

A screenshot of the AudiencePro dashboard. The title is 'AudiencePro Dashboard' with a 'Clear' button. The dashboard lists five segments, each with 'Transactors' and a set of filters (R, F, V, I) and an 'X' button. The segments are: 'Grocery Buyers', 'Food and Beverage Services', 'Consumer Packaged Goods > Carbonated Soft Drinks', 'Consumer Packaged Goods > Chocolate Candy', and 'Consumer Packaged Goods > Frozen Snacks'. An 'OR' label is positioned to the left of the last three segments. At the bottom, there is a 'View insights' button and a section for 'Expand audiences' with buttons for 1x, 2x, 4x, 8x, and 16x.

## D30 Campaign Outcomes

20%

Lift in RoAS

64%

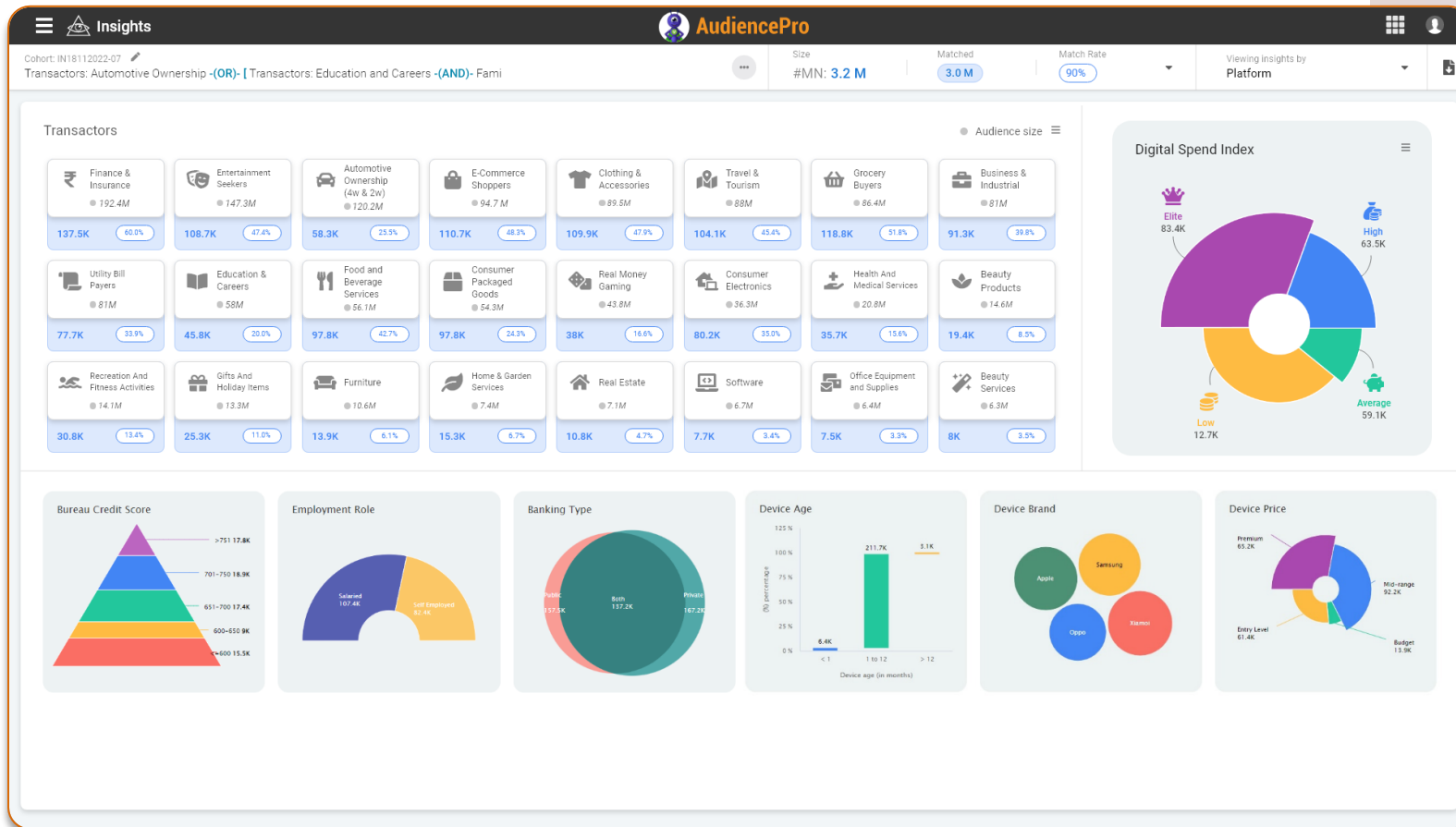
Lift in Install to First Order rate

19%

Lift in Billing per order

# Unlock Deterministic Insights of your 1P Segments

Efficiency from Remarketing Campaigns



## Omni-Channel Pharmacy Brand

- Drive Offline Shoppers to Online Store

20% lift

in Install to Order Ratio

## E-commerce brand



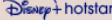




























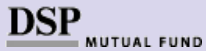
- Identify Affluent Shoppers

23% lift

in Avg. Order Value



# Delivering Impact Across Categories

 Display & Video 360  <b>11.7%</b> Engagement rate	    <b>2X</b> CTR & <b>over 7Mn</b> unduplicated reach	  <b>1.3X</b> Rise in E-commerce sale	  <b>61%</b> Lead to Quality Lead Ratio for Term Insurance
   <b>2X</b> Conversion lift over regular remarketing campaign on Meta	 Display & Video 360  <b>3.35%</b> Engagement rate recorded	 Display & Video 360   <b>3X</b> Higher CTR delivered for a multi-channel campaign	 Display & Video 360  <b>50% Lift</b> Avg. Session Time Increased on the Website
  <b>&gt;29%</b> Lead to Quality Lead Rate Delivered	      <b>92%</b> VTR recorded across platforms	  <b>4X</b> ROAS & <b>27%</b> lead to Quality Lead Rate	  <b>4.5X</b> Higher Assisted Conversions Achieved

# Diverse Goals, One Platform.

Making Investments in Marketing More Effective



Improve RoAS with Better Performance Marketing



Superior In-target Audience for Top Funnel Marketing



Acquire High-value Consumers



Drive Efficiency from Programmatic Ads



Improve In-target Reach on Meta, DV360, Google



Tap into Niche Consumer Segments



Improve VTRs of Video Campaigns on YT & OTT



Drive Quality Leads



Better Remarketing Campaigns



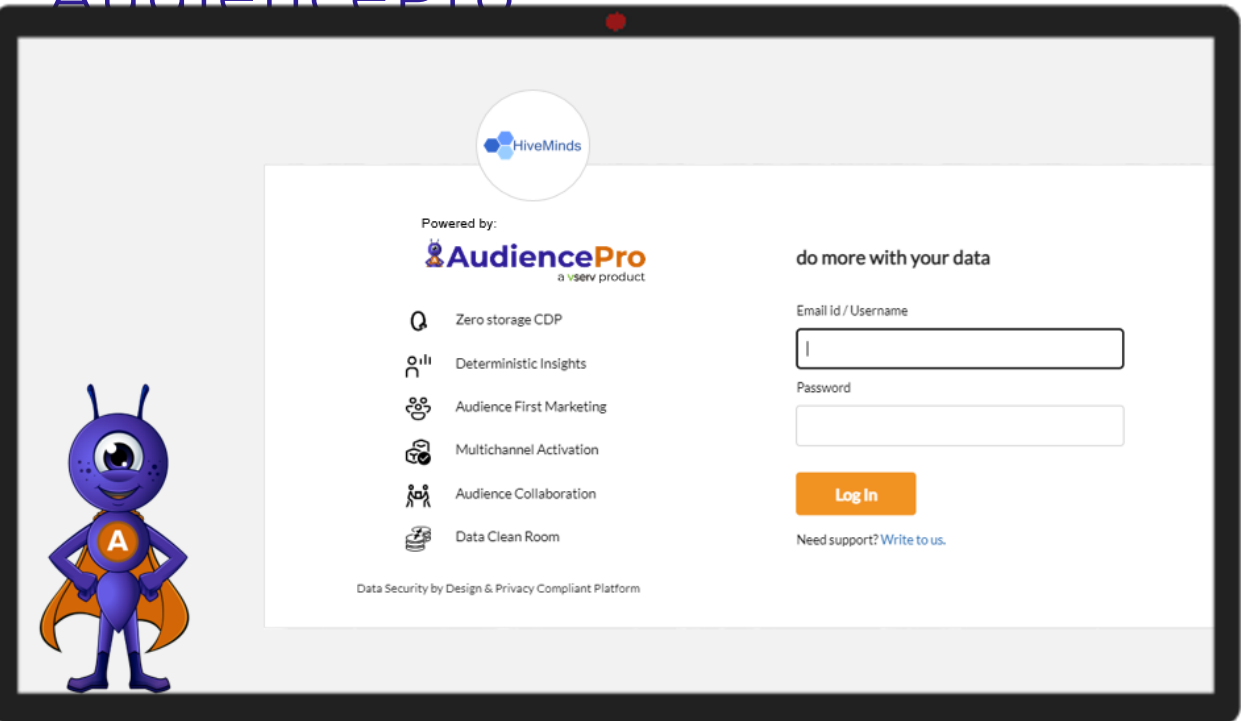
Unduplicated Reach



Incremental Reach over TV




Harnesses the power of deterministic 2P segments with AudiencePro



 Deterministic Insights

 Smarter Prospecting

 Smart Remarketing

 Multi-Channel Activation



And many more...



**Shashishekhar Mukherjee,**  
Head of Digital Marketing



*"...enabled precise targeting of Cord cutters, tapping on AudiencePro's large pool of deterministic audiences. Their data-driven campaign on the back of 2P intelligence helped accomplish our goal...building net incrementality over TV for Dettol."*



**Sanath R. Pulikkal,**  
Head of Marketing, Home



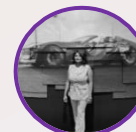
*"The high VTR and CTR reflect the resounding success of our Odonil Neem air freshener and its appeal to our target audience..."*



**Vinayak Singh**  
Head of Digital Marketing



*"We were able to layer Meta audiences with Vserv AudiencePro 2P deterministic audience segments across hair and beauty categories..."*



**Moupriya Das,**  
Assistant General Manager



*"The outstanding 3X engagement rate reflects our ability to captivate and engage our target audience, allowing them to experience the Audi Q3 in a truly immersive way..."*



**Gunjan Khetan,**  
Chief Marketing Officer



*"Vserv AudiencePro's targeted campaign approach and innovative use of deterministic audience segments helped us engage with the parents and make our #LickAndChomp contest a success. The creative was first of its kind: Kids influencer led Rich media solution..."*



**Ajay Gupte,**  
CEO



*"...With this campaign, our expectations were not only met but exceeded threefold with Vserv AdLabs & its rich-media led solutions always standing out."*



**Monaz Todywalla,**  
CEO



*"With the inventive application of customer intelligence, Vserv's collaboration with us sharpened and elevated this campaign's audience targeting, thereby helping our client, Bajaj Consumer Care, achieve great results..."*



**Arif Ehsaan**  
AVP- Head of Digital Marketing & Loyalty



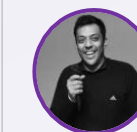
*"...With the team's support, we're seeing significant uplift in key performance indicators like Billing Per Order (+19%) and Install to Purchase rate (+64%) over existing campaigns whilst maintaining the benchmarks for ROAS..."*



**Udit Malhotra**  
Head of Marketing



*"...Vserv AudiencePro and their deterministic solutions helped MG to create an engaging ad experience for different product sets and helped us achieve our ROAS goals..."*



**Sameer Jain,**  
VP- Digital Marketing & Sales



*"...Vserv for driving quality leads at scale while maintaining cost efficiencies. Vserv's intelligent solution of layering highly relevant audiences from their authentic data pool on social platforms has made our targeting extremely effective & precise..."*



**Customer Intelligence and Activation  
Platform**

550Mn

+

User Profiles

700+

Attributes

Let's Win  
Together



**Scan to download the  
docket**