

Empowering Brands with Data-Driven Decisions



AUGUST 2025

The VTION Measurement Solution

An amalgamation of tech with a large smartphone panel



Patented technology

to collect data passively through textual tags in a fully consented manner



From more than 2200 Apps across categories, thus capturing **App** usage, **Advertising** exposure and **Activities** done on Ecommerce



Digital Panel

of ~100K Android smartphone users in Urban India



Spread across zones, town classes and by demographics :
Age, Gender, NCCS



A single view of 407 million smartphone users' digital behaviour



Thus, giving brands data driven insights to **Plan, Activate and Measure** their Digital Media and E-commerce Strategy



Trusted by Brands and Agencies



FMCG



E-commerce / Publishers



Research agencies

KANTAR



METRIXLAB
a toluna company



Media agencies

OMG

groupm

dentsu

MADISON

IPG

PUBLICIS
GROUPE



Others



BCG

Piramal
Finance

uti
UTI Mutual Fund

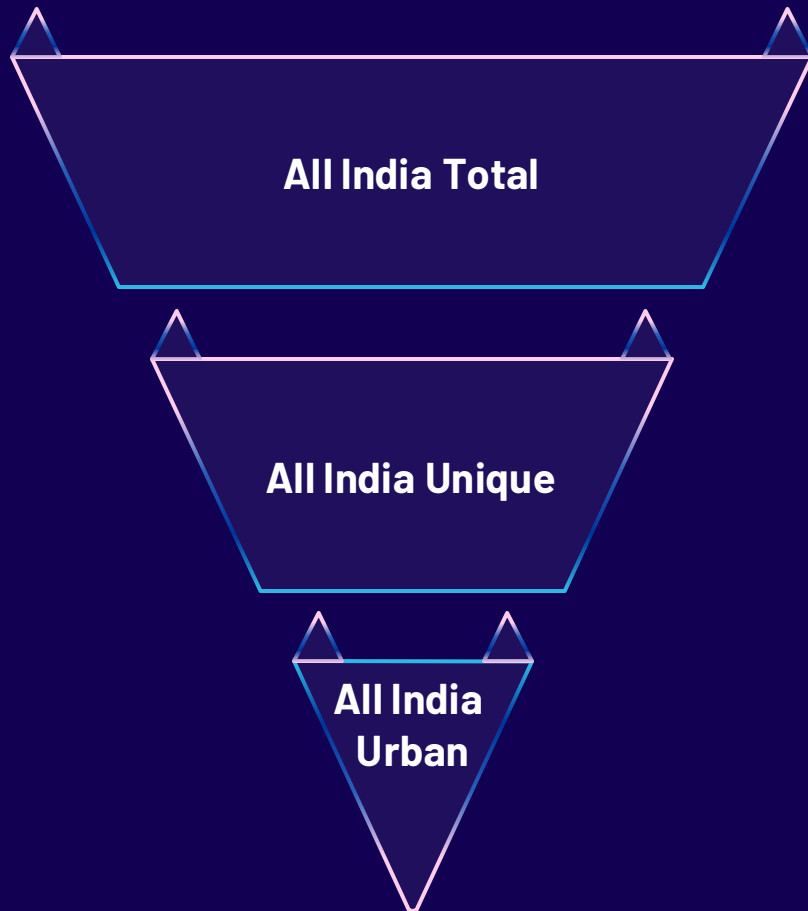
media partners



The VTION Panel

VTION : Defining the universe

~100,000 Urban India, smartphone universe projected to the relevant universe



897 MN

Smartphones in India

Source: TRAI data for March 2025 of smartphone users by states & metros

767 MN

Unique Smartphone Users

Duplicity of SIM Cards is Excluded

407 MN

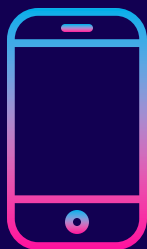
Smartphone users in all India urban

Source: TRAI data for March 2025 of smartphone users by states & metros; Broken up by Age buckets, Gender & NCCS cuts using IRS 2019

Unique Smartphone users in All India Urban

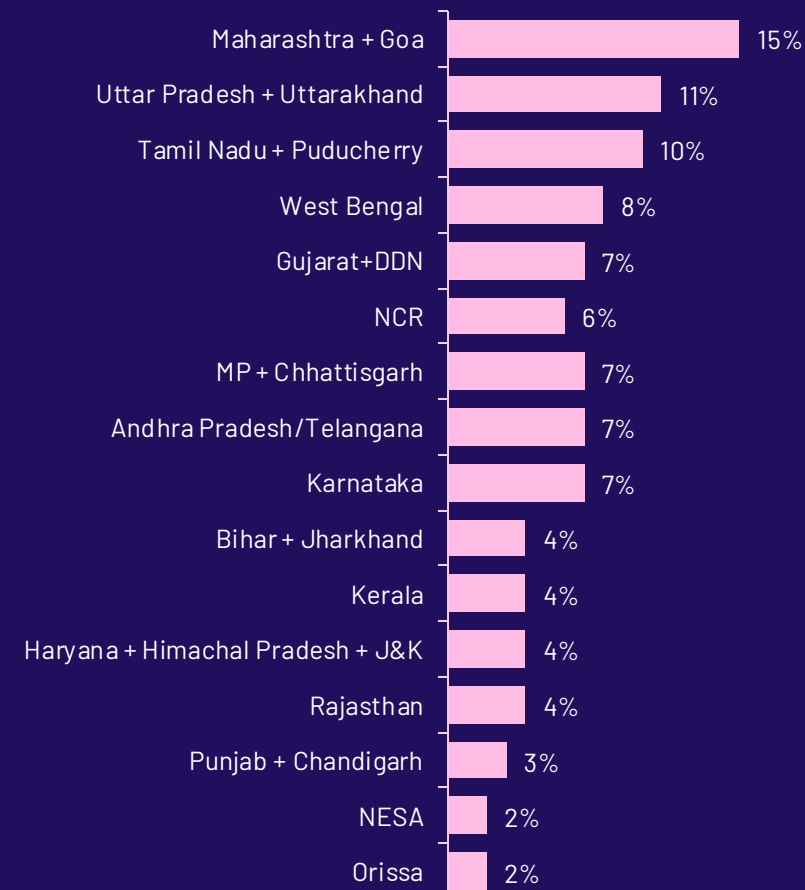
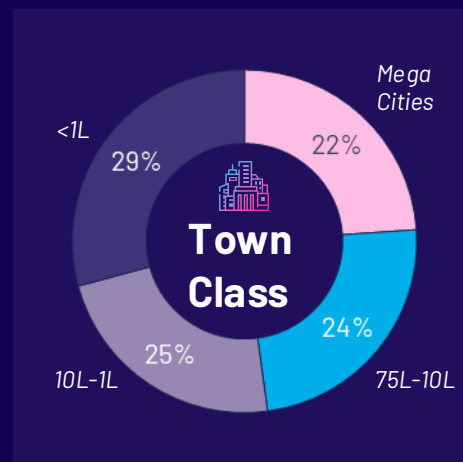
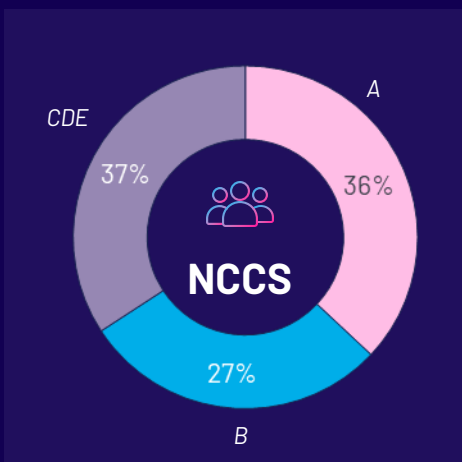
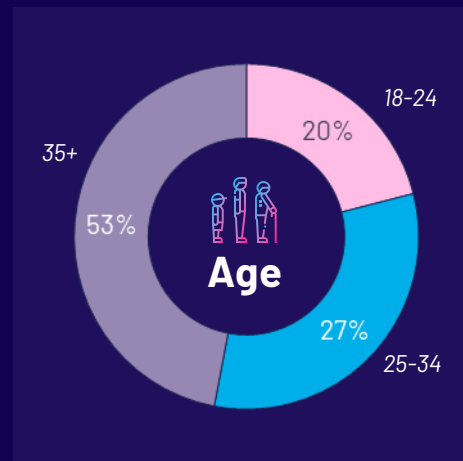
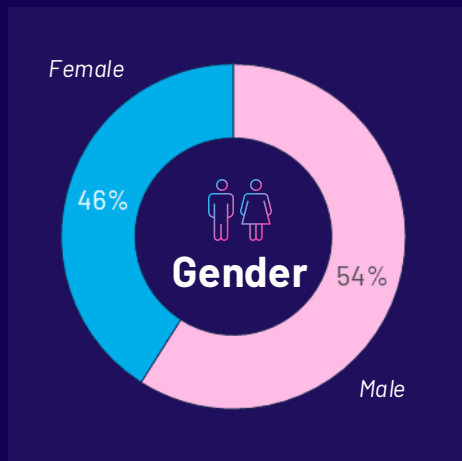
What is the universe that the panel represents

Representative across geographies and demographics



407 MN

**Android Smart
Phone Users Across
All States in Urban
India Universe**



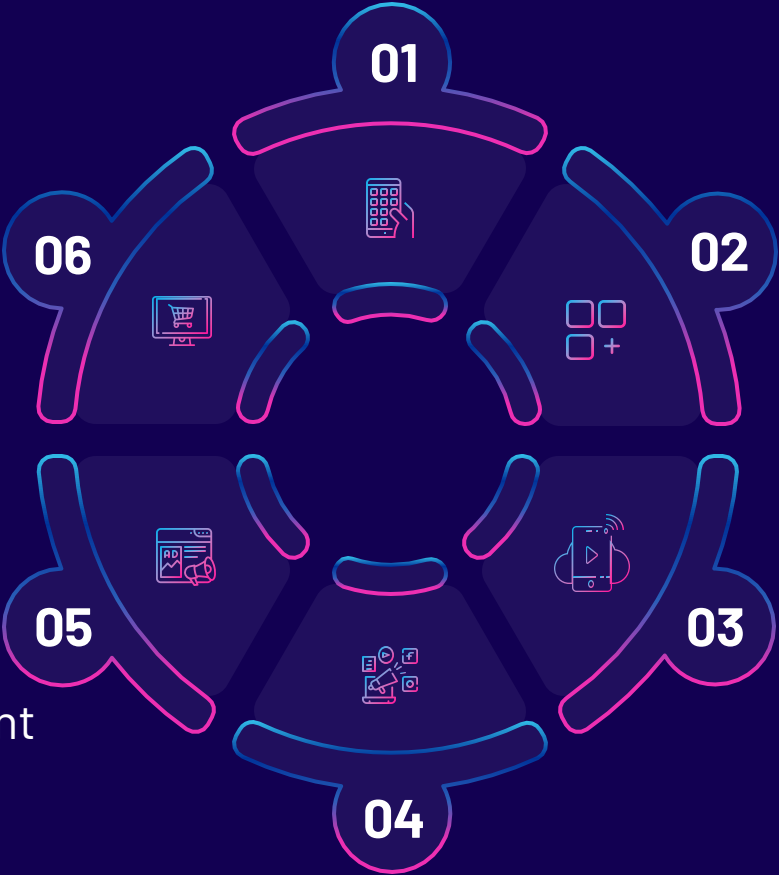
A vertical bar with a gradient from red at the top to blue at the bottom, positioned to the left of the text.

What data do we capture?

VTION Passive Data Captures

Apps + Content + Ad Exposure + Activities on Ecom

App Installed Across Categories



Usage of 2200+ Apps in 28 categories

Audio/ Video OTT Content Usage

YouTube Advertisements, content

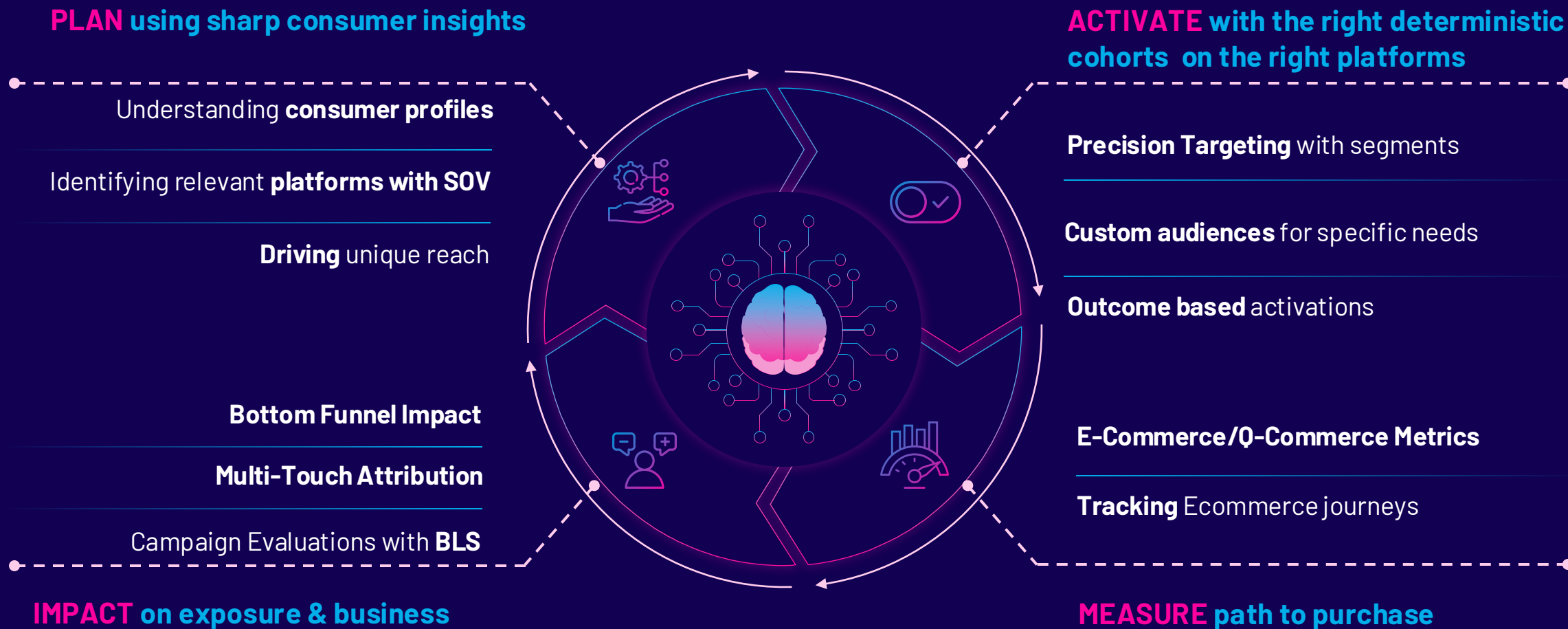
Sponsored Ads in Facebook & Instagram, Sharechat, Twitter(X)

E-commerce In-App Search, Ads, and In Cart, for Top 10 Apps



**How do clients leverage our
expertise?**

A single source audience intelligence framework





V-OPTIMA

End to End Planning, Activation & Measurement Suite

PUBLISHER TRAFFIC

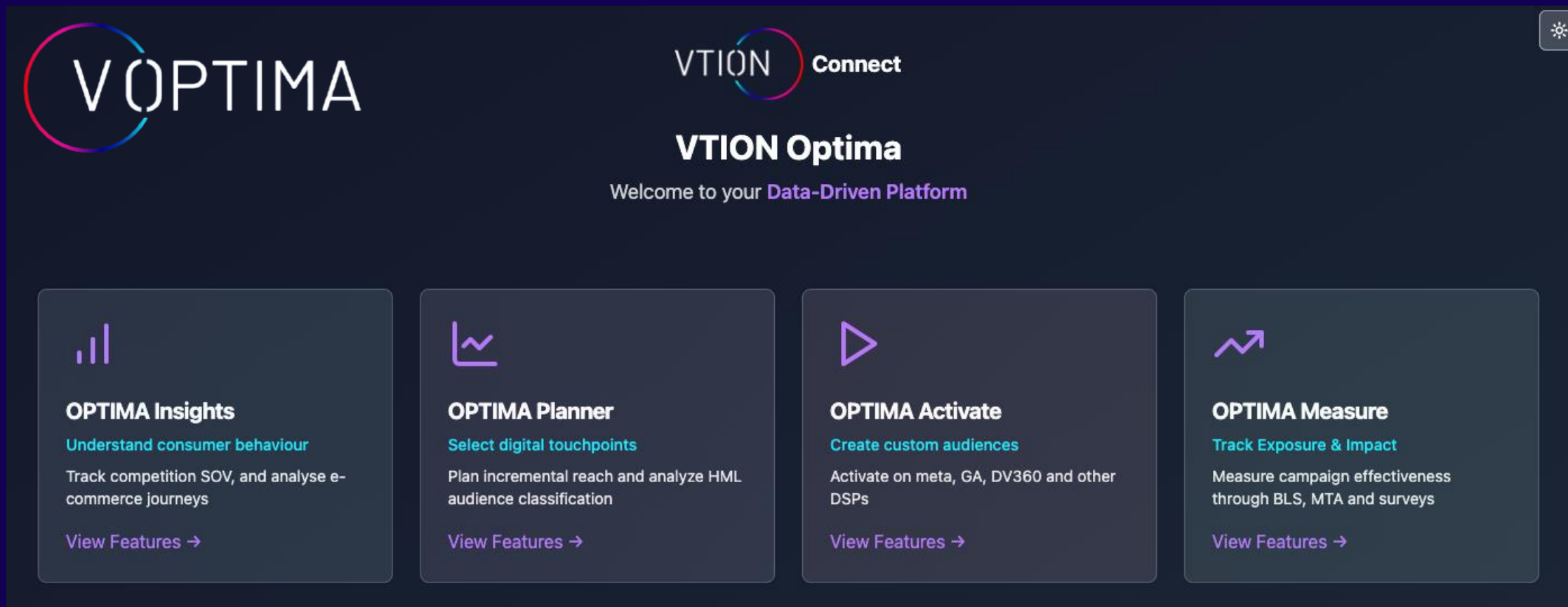


CONSUMER JOURNEY



Planning from Behavioral VTION dashboards
 Activation on Meta, DV, GA, TTD, and PayU.
 BLS & Multi-Touch Attribution

V-Connect Platform offers entire Workflow in Single SaaS Tool



VOPTIMA

VTION **Connect**

VTION Optima

Welcome to your **Data-Driven Platform**

OPTIMA Insights
Understand consumer behaviour
Track competition SOV, and analyse e-commerce journeys
[View Features →](#)

OPTIMA Planner
Select digital touchpoints
Plan incremental reach and analyze HML audience classification
[View Features →](#)

OPTIMA Activate
Create custom audiences
Activate on meta, GA, DV360 and other DSPs
[View Features →](#)

OPTIMA Measure
Track Exposure & Impact
Measure campaign effectiveness through BLS, MTA and surveys
[View Features →](#)

- Addressable Market
- Category Insights
- Audience Profiling
- Market Prioritization

- Reach by Platforms
- Touchpoint Selection
- Incremental Reach
- H/M/L Analysis

- 260+ Ready to Use Segments
- Custom Segment Builder
- Activation

- Brand Lift Study
- Multi Touch Attribution
- Journey Drop Off Surveys

VTION Solution Suite

Insights

Delivering powerful, deterministic and actionable consumer behavioral insights

Media Planning

Identify Touch-points by Platforms for Incremental Reach through our Single Source Panel

Activation

Tailor made segments for precision targeting across DSP & media savings up to 25%

Measurement

Measure Exposure & Impact through Surveys and Real-Time Digital Consumption

1P Data Enrichment

Cross-pollinating VTION's proprietary data with brands' own 1P data

Team VTION



Manoj Dawane

Founder & CEO



Shailesh Varudkar

Chief Operating Officer



Reshma Doshi

Head - Client Engagement



Shubham Saxena

Head - Product & Tech



Amit Nevrekar

Head - Audience Activation



Aditya Choudhary

Chief Of Staff



Satish Belani

Research Advisor



Kaushal Shah

Finance Advisor



Use Cases



1. Targeting the right cohort and identifying relevant platforms
2. Driving incremental reach
3. Activating audiences across DSPs using the right seed audiences
4. Measuring competitive Share of voice
5. Tracking E-commerce journeys to drive better conversions
6. Optimizing plans by focusing on touchpoints that show highest impact on bottom funnel
7. Helping Platforms monetise their Ad inventory



1 | Targeting the right cohort and identifying relevant platforms

Going beyond demographics to define the target audience



Background

When planning for digital, brands rely on demographics or geographies or probabilistically determined interests and affinity



Problem

- Works for plans that target a large audience set
- When targeting specific cohorts then these markers don't help differentiate audiences



Solution

- VTION provides demographic profile and digital behaviour insights for cohorts of interest such as
 - Category intenders,
 - Heavy-medium-light users,
 - Specific market/consumer group definitions.

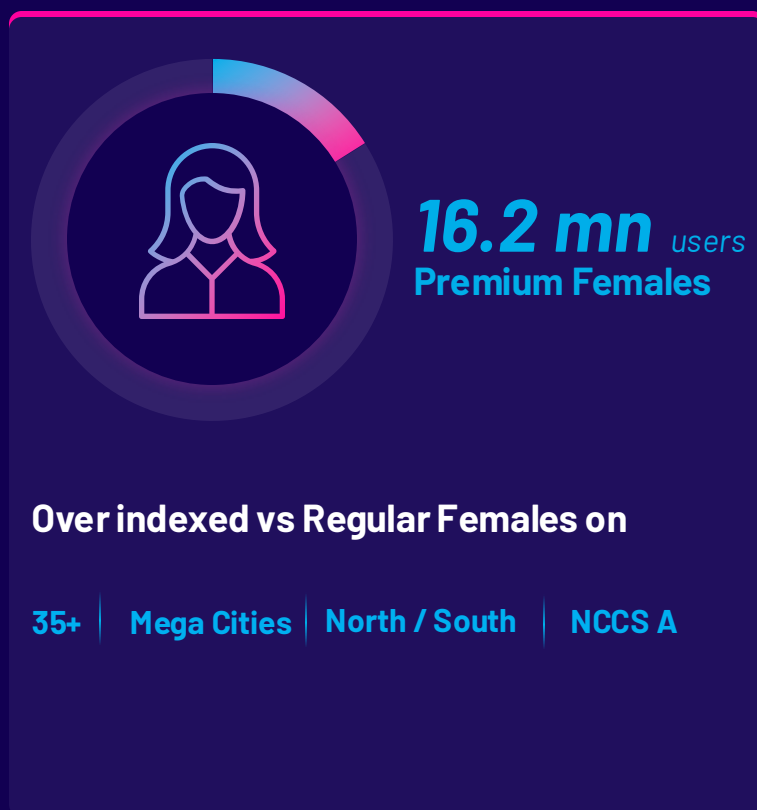


Benefit to clients

- Reaching the right audiences and on platforms they are most engaged with

How can we create a nuanced TG definition ?

Example : Premium female consumers who use paid apps, have high affinity for Ecommerce / Qcommerce



Beauty & Personal Care Ads Exposed on Top Funnel

POND'S
LAKMÉ
mamaearth
MYGLAMM
pilgrims
RENÉE official
Nat Habit
caffeine
derma

Females 136 mn users

45%

46%

17%

14%

11%

10%

8%

6%

5%

Premium Females 16.2 mn users

41%

45%

42%

37%

31%

28%

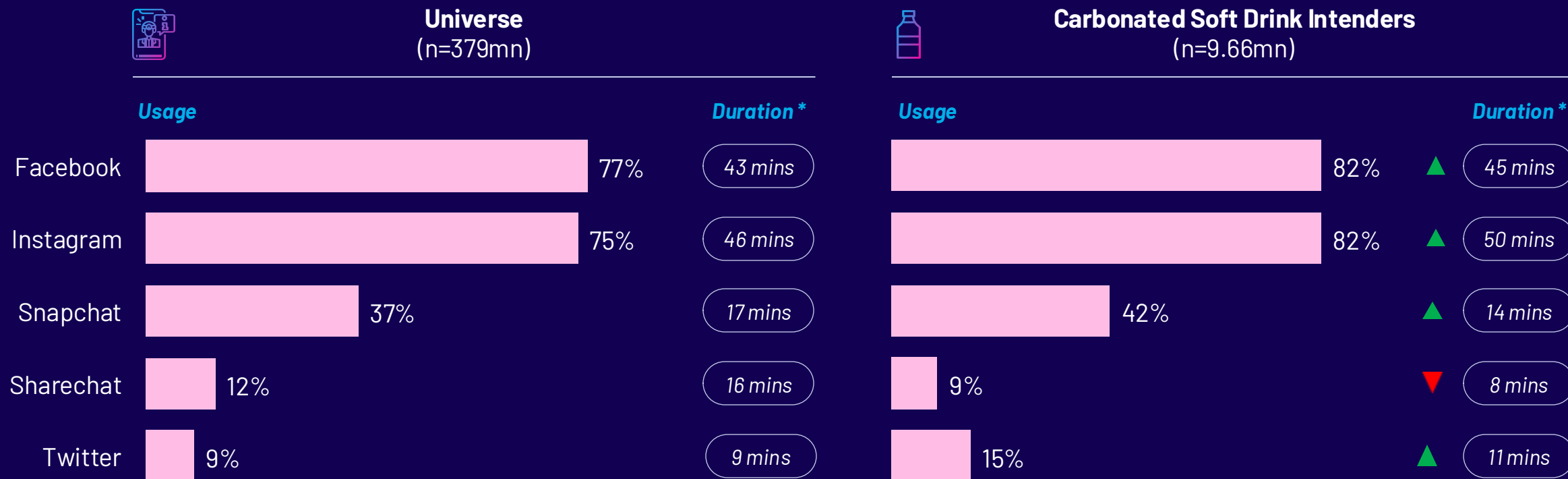
29%

24%

19%

Beyond Meta, where can I reach my category intenders?

Snapchat, Twitter can be added to the mix to reach out to CSD Intenders



*On the days, it was used

▲ Significantly higher than total at 95% confidence level

▼ Significantly lower than total at 95% confidence level

Period: Sep'23
Extrapolated data to Urban Smartphone Users

A Loan & Credit brand used VTION to understand YouTube channel mix of its category users

Top 10 YT channels	Reach Index ¹
Base: L&C ² users using YouTube	XX Mn
Sony SAB	100
SET India	61
Goldmines	53
Taarak Mehta Ka Ooltah Chashmah	46
Sony PAL	43
Triggered Insaan	41
Oggy Hindi	38
Techno Gamerz	38
Saregama Music	37
Dhruv Rathee	36

The client could understand not just the platform level usage of its category users, but also gained understanding of top YouTube channels viewed, thus enabling to formulate their channel level communication strategies.

¹Indexed to 100 for YouTube channel with highest reach

²Loan & Credit



2 | Driving incremental reach

Driving incremental reach for brands



Background

Currently most brands plan their digital advertising on two platforms : YouTube & Meta.



Problem

- With usage/viewership data of social media/VOD/OTT platforms being siloed, brands are not able to assess whether or which platforms are giving incremental reach for the brand.



Solution

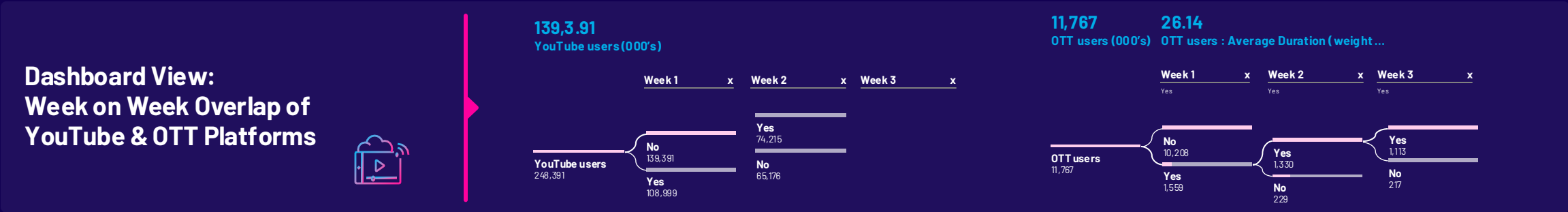
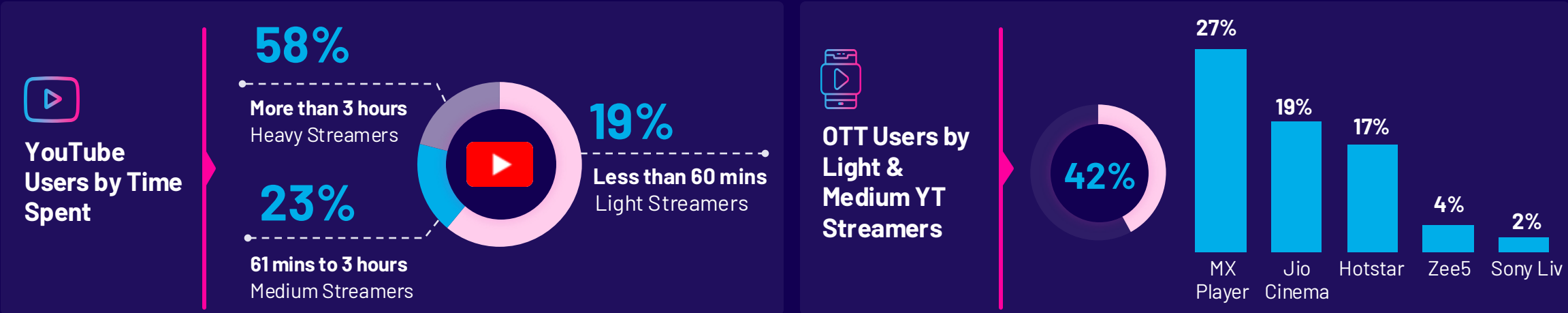
- VTION's single source data helps in understanding cross-platform behaviour of consumers to understand duplicated and unduplicated reach of all advertising platforms.



Benefit to clients

- We help media agencies optimise their plans by adopting different OTT platforms to reach the light users of social media /VOD platforms.

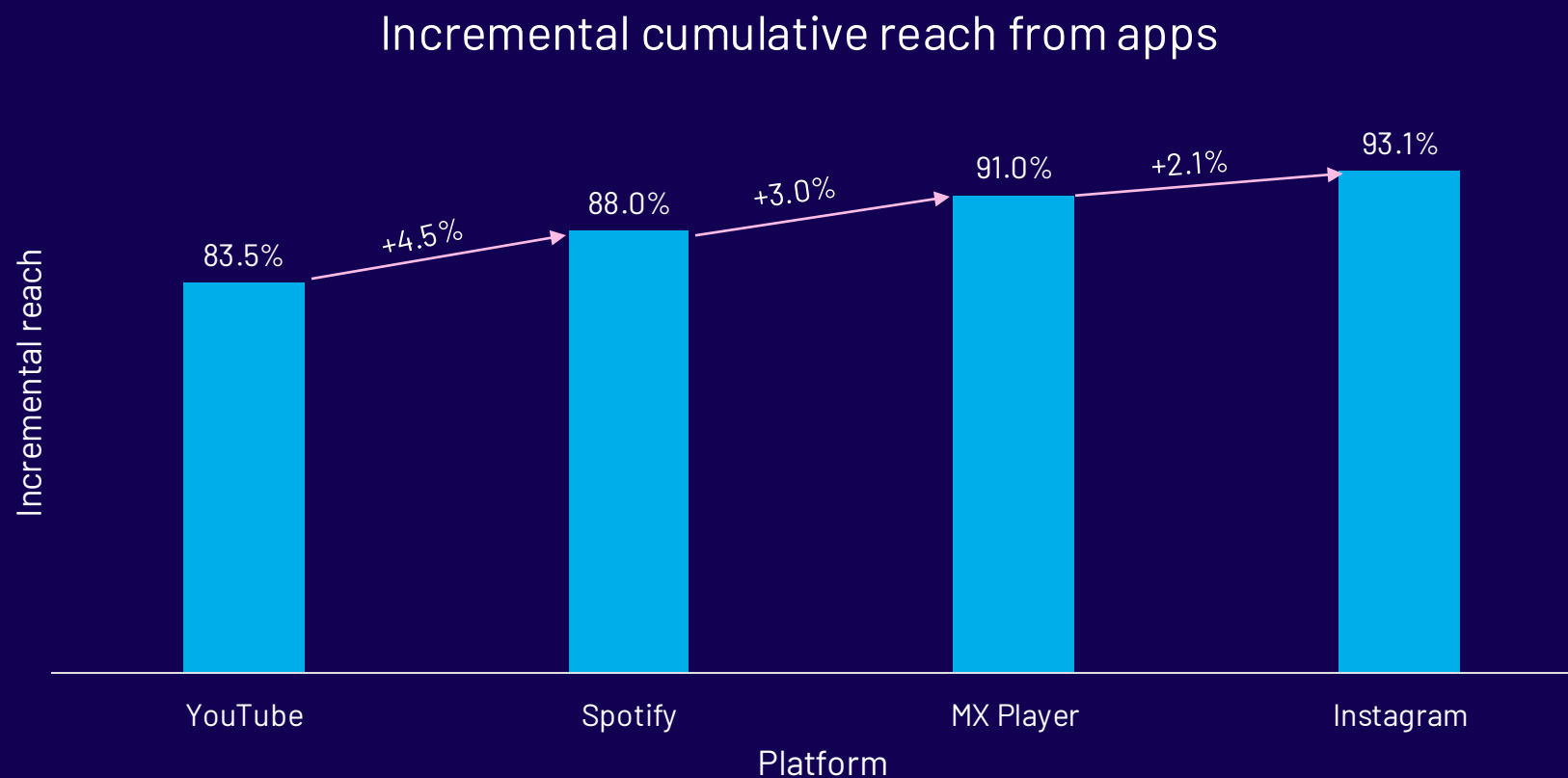
How can brands use OTT apps to drive incremental reach?



YouTube Base: 336mn
Low + Med users YouTube Base: 141mn

Period: Oct'24
Extrapolated data to Urban Smartphone Users

Brands can determine the platforms which provide the highest incremental reach over the top platform for specific cohorts



Base (NCCS AB, 18-34 Y): 135 Mn

Period: Oct'24
Extrapolated data to Urban Smartphone Users



3

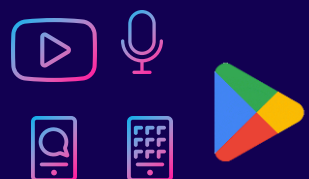


**Activating audiences across DSPs
using the right seed audiences**

VTION Cohorts can be created using multiple signals across E-Com behaviour, top funnel activities



Consumer Behaviour Signals



Entertainment, BFSI, productivity, travel and overall lifestyle

facebook



Social Likes, Interests, Networks

amazon



In-Market intents, shopping journeys, Product purchase



Data
Passive &
Accurate

Behaviour
Cohorts

Insights

Media
Activation
Deployment

Expanded
Audiences

Custom Segments

Case studies of how VTION cohorts helped in improving media metrics

	Context	VTION Cohorts	Results
Home Care Category 	Premium 3-in-1 laundry pod launch, targeting working women, aged 35+ years	High Value Laundry Consumers	2.10 ROAS
		Laundry Consumers purchased on sale	2.69 ROAS
Face Care Category 	Face hydrating product for a fresh, hydrated look targeting female consumers who use multiple skin care products	Beauty & Fashion Consumers	12% Engagement increase
		Skin Care Buyers on E-commerce	18% Engagement increase
Staples Category 	Buyers of organic products to be compared with client's 1P data	Staples Buyers 1 P Data	11% Increase in CTR
		VTION Seed Organic food categories buyers	26% Lower CPC

Brands leveraged VTION cohorts to activate campaigns which resulted in a positive impact on mind measures vs. 1P audiences



Mind measures

 Brand	 Audience	 Recall	 Awareness	 Consideration
Skin care Female	VTION	-1.2 pts	-3.0 pts	-0.6 pts
	1 P	-2.1 pts	-0.8 pts	+3.1 pts
Men's Grooming	VTION	+2.7 pts	+2.5 pts	+1.1 pts
	1 P	+0.3 pts	+1.6 pts	-6.2 pts
Makeup	VTION	+5.9 pts	Not significant	+4.6 pts
	1 P	+2.7 pts	Not significant	Not Significant

VTION outperformed delivering Highest Leads and Lowest CPL as compared to other 3P audience sets for Corporate Bonds Campaign

Performance

	POC Period			Next Month Campaign		
Audience	Clicks	Verified Leads	CPL INR	Clicks	Verified Leads	CPL INR
P1 Interest – 3P	1,127	73	1149	-	-	-
P1 Sign-Up – 3P	611	93	989	-	-	-
P1 VTION	1.099	97	945	3983	508	681
P2 Interest – 3P	1,535	40	1684	-	-	-
P2 Sign-Up – 3P	528	60	1035	-	-	-
P2 VTION	908	93	670	3601	331	725

P1 – Priority Market 1, P2 – Priority Market 2

Budget increase by 3.4X → Leads up by 4.5X
Lower avg. CPL by 15% vs POC period

VTION Segments were able to deliver expected results at 28% lower cost

Stock Investments

Google Ads Campaign	Spends	Spends Share %	CTR	Verified Reg.	Reg. Share %	Cost/ Ver Reg INR	Conv. rate
Display NON VTION	4,60,529	89	7.21%	19,706	86	23	0.75%
Display VTION	57728	11	10.57%	3,181	14	18	1.14%

Facebook Ads Campaigns	Spends	Spends Share %	Link clicks	Clicks Share%	Cost Per Click
Display NON VTION	53,576	22	6,790	17	7.89
Display VTION	1,84,930	78	32,465	83	5.70

Banking Institution

Target		Achieved - VTION Segment		
Install	Acc. Open	Install	Acc. Open	CPI
719	32	993	40	₹ 3

VTION segments helped to drive 38% higher App Installs and 25% higher New Accounts

Redefining SUV Launch Success with VTION Audience Segments

Problem

Auto maker faced a challenging environment for the launch of its compact SUV, in the highly competitive Indian market. The challenges included:

- Intense competition
- Aggressive price wars
- A declining trend in auto sales

VTION Solution

By identifying and targeting the most relevant consumer cohorts based on behavioural insights, Auto maker was able to cut through the noise and reach high-intent audiences.

- **117 Million Impressions:** Delivered impactful messaging to the right audience across digital platforms.
- **3.5 Lakh+ Leads Generated:** Achieved a significant volume of potential buyers, demonstrating campaign effectiveness.
- **CTR of 0.46%:** Outperformed industry benchmarks, reflecting the campaign's precision



4 | Measuring competitive Share of Voice

Media metrics for review and planning



Background

Brands are increasingly upping their spends on digital – in some categories, even higher than TV



Problem

Unlike TV, there are no category level data points to guide digital media planning.
Only past metrics for brand at platform level along with impact metrics such as awareness, consideration (if available), are considered to plan the spends for each platform.
But there is no knowledge about unique reach achieved across platforms or noise made by other brands in the category.



Solution

We help solve this by providing unique reach for the brand across all platforms. We also provide SOV not just for your brand but also for competition brands at overall level and by individual platforms.



Benefit to clients

Brands use VTION's digital media metrics to track past performance as well as create future media plan using the competitive understanding.

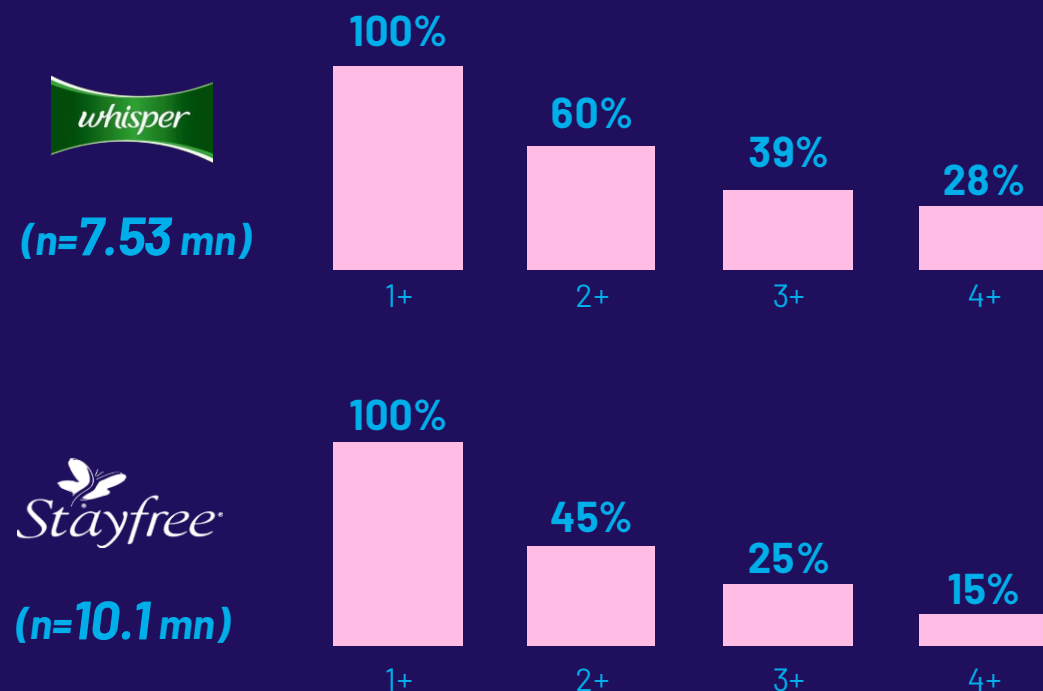
Reach & Frequency

Digital media plan for the incumbent brands quite different

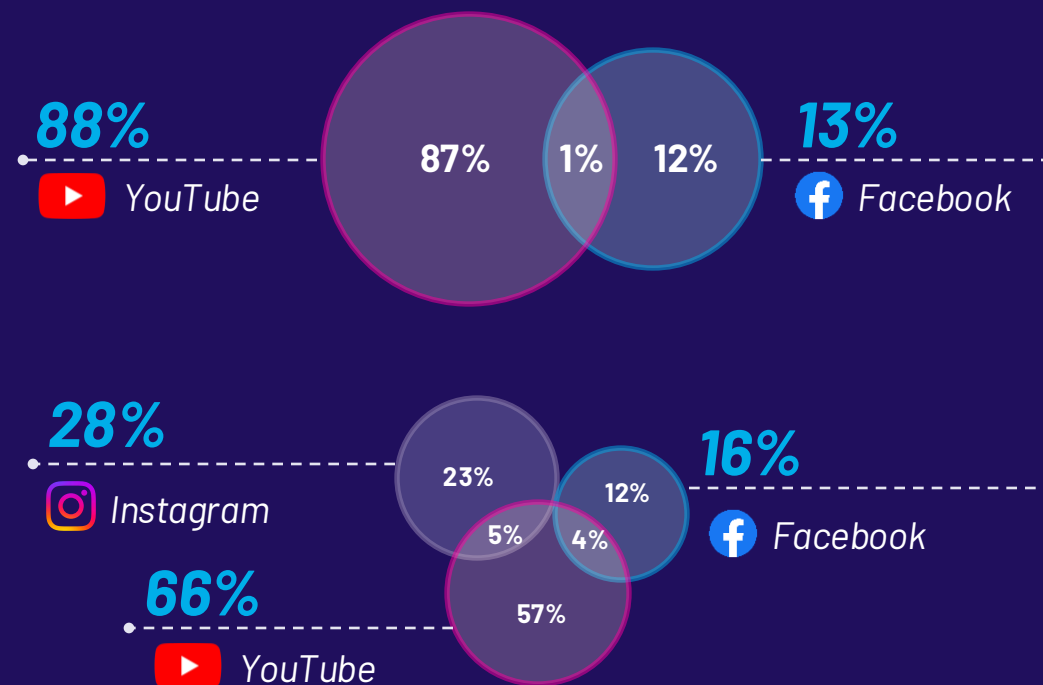
While higher frequencies delivered, overall reach for Whisper is lower compared to Stayfree; also reflected in lower SOV for the brand



Overall Frequency



Reach by app



Base: Users exposed to Social Media Ads of the category

Females 18+

Period: Apr-24

Extrapolated data to Urban Smartphone Users

Both brands are top 2 on reach in their category, however, follow very different media strategies. ABC's plan is Meta heavy with some spends on alternate platforms like ShareChat as well; while Piramal Finance focusses majorly on YouTube.

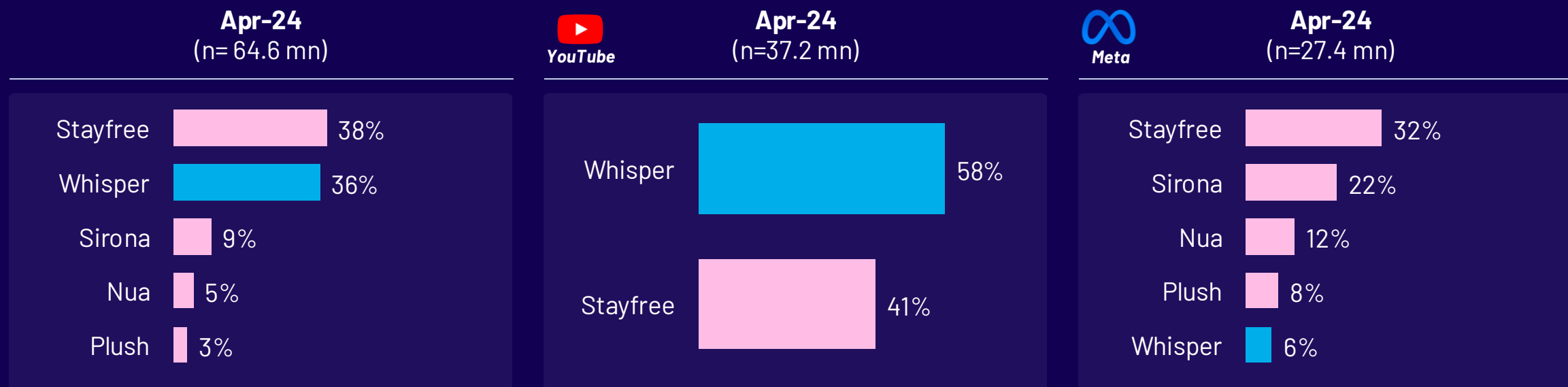


Share of Voice : Top Funnel

Stayfree has been a dominant voice in digital media, followed by Whisper

Whisper's digital marketing largely focused on YouTube, spends higher than Stayfree on this platform; significantly low on Meta

Meta expectedly sees a large number of D2C brands that not only advertise but also outshout Whisper



While Whisper has higher SOV on YouTube at TOFU and even sponsored listings on Amazon, overall cart share for the brand was lower compared to Stayfree



We recommended Whisper to relook at the digital media mix and consider Meta and Flipkart too

Base: Users exposed to Social Media Ads of the category

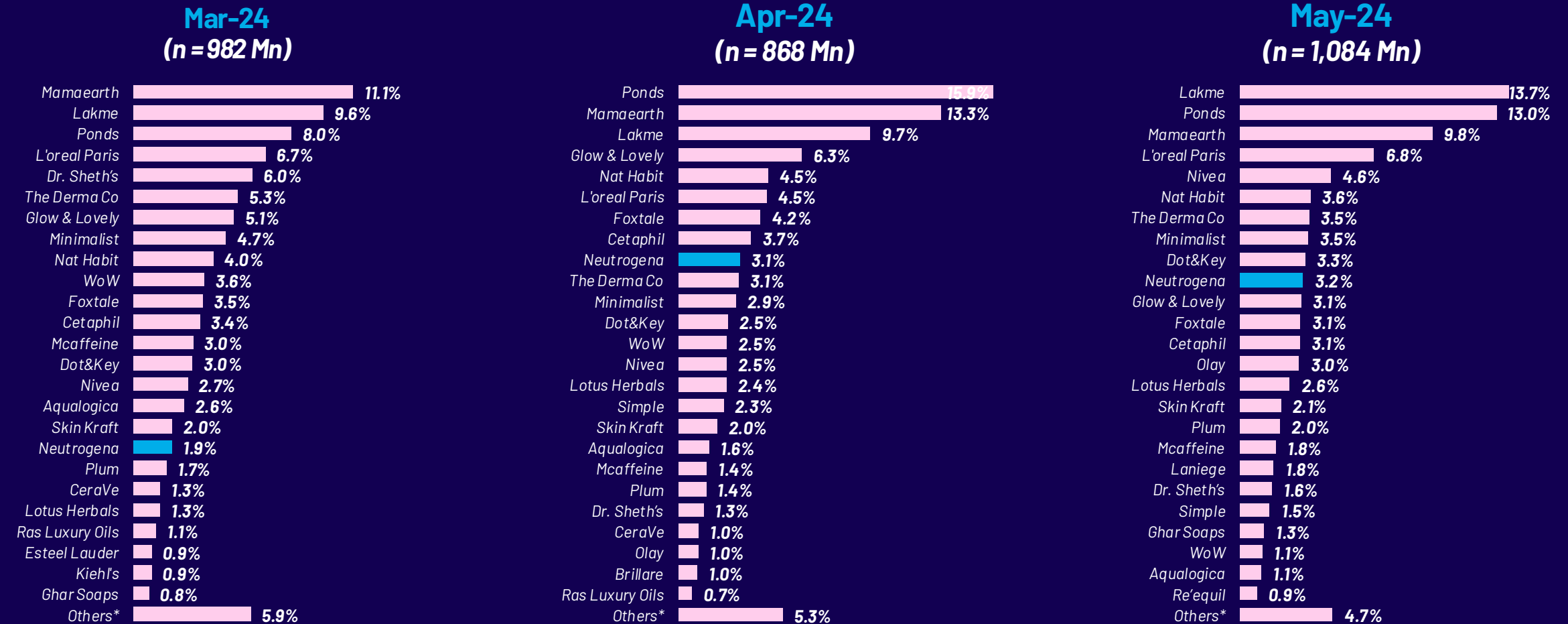
Females 18+

Period: Apr-24

Extrapolated data to Urban Smartphone Users

Are you a premium brand in your category?

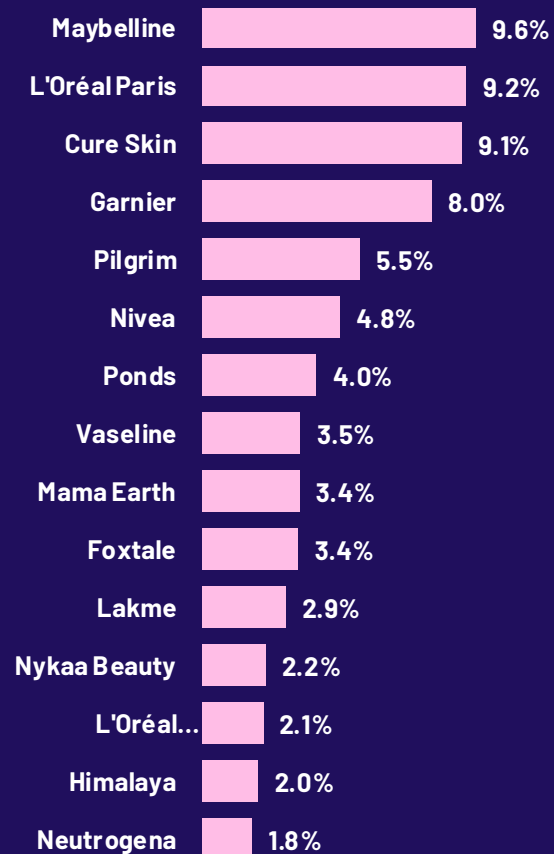
VTION panel robust enough on premium audiences to pick interactions with premium brands.



Is your influencer marketing getting noticed?

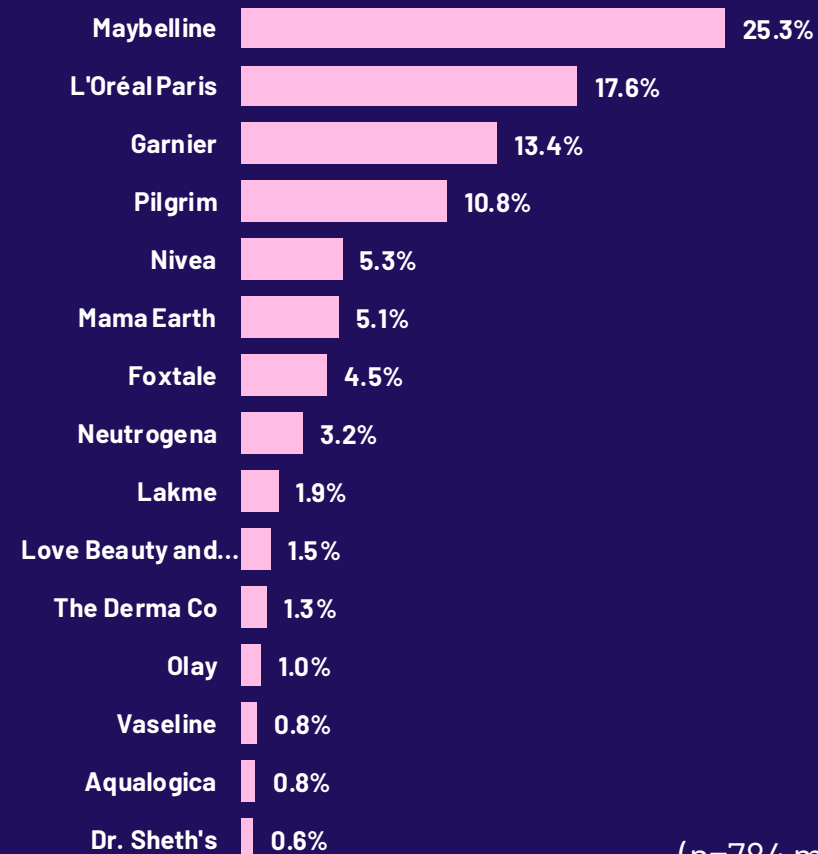
For makeup brands, where influencer advertising is crucial, the leading brand has a higher SOV for influencer ads versus SOV for all ads

Overall SOV



(n=2969 mn)

SOV – for Influencer Ads on Meta



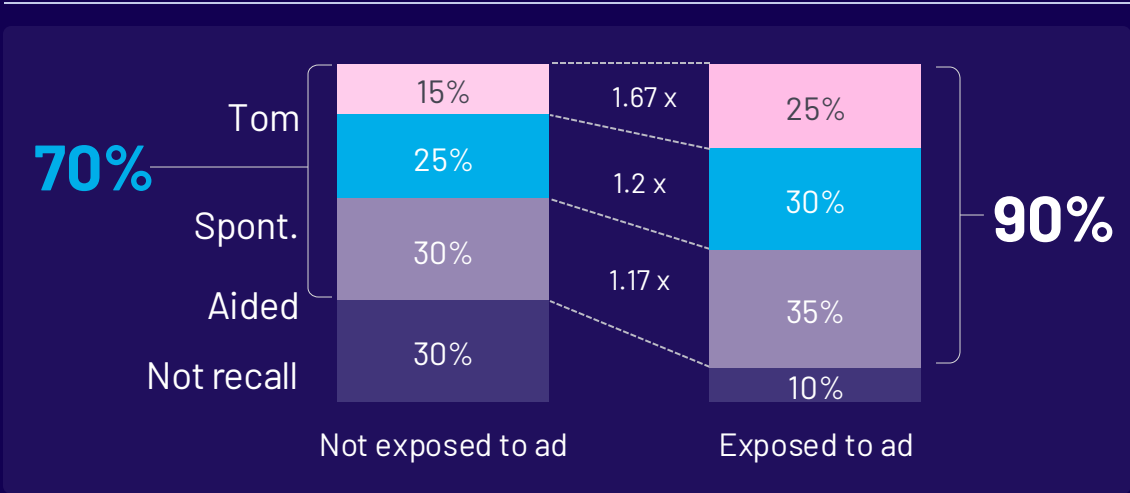
(n=784 mn)

Measure your Ad Effectiveness on VTION Panel

SAMPLE
ILLUSTRATION

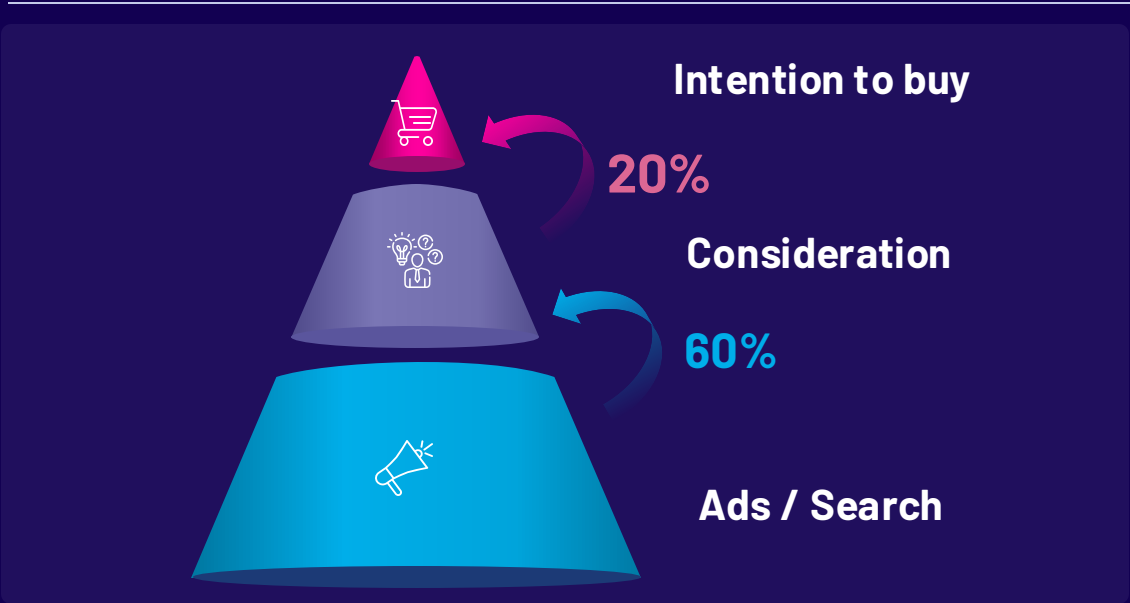
Significant lift observed on both mind measures and sales funnel for those exposed to ads

Brand A mind measures*



Base: -
 1. Individuals who responded to the survey (amongst those not exposed to any top funnel ad)
 2. Individuals who responded to the survey (amongst those exposed to any top funnel ad)

Full Funnel Measurement



The same data points can be looked at for competition brands to understand performance compared to competition.

* Data obtained from survey amongst panellists.

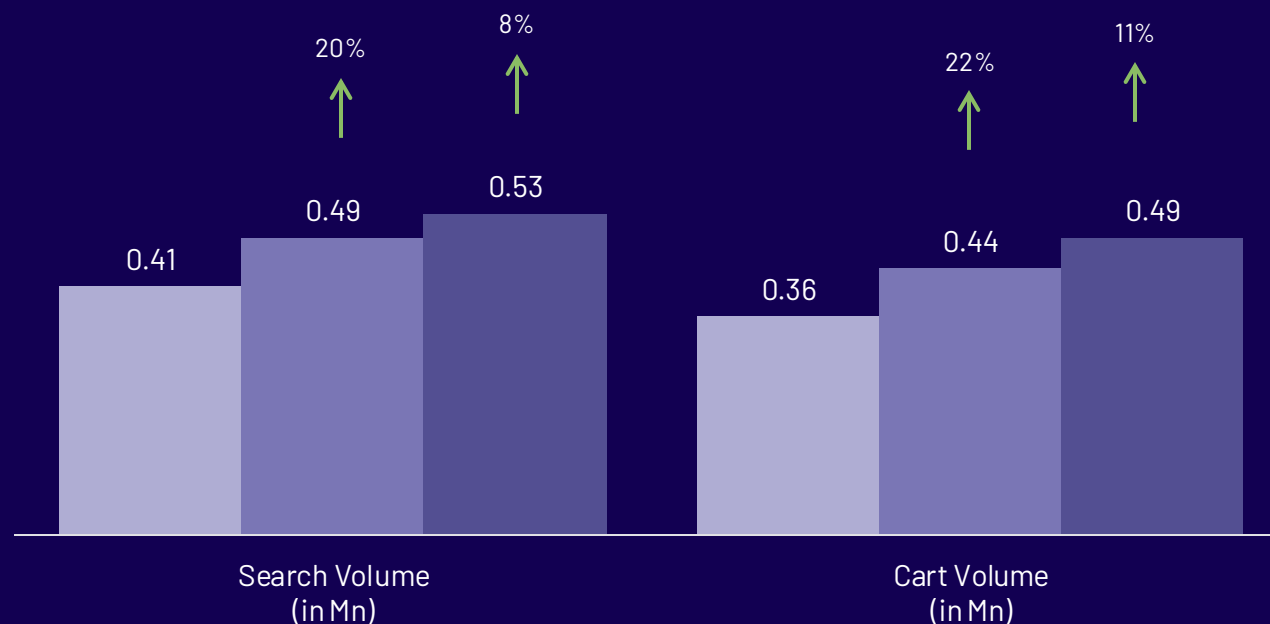
Please note: The above figures are for illustration purposes. The actual data will vary.

Measuring campaign effectiveness

VTION panel can measure impact on bottom funnel by campaigns

SAMPLE
ILLUSTRATION

Brand A



Measuring campaign effectiveness: A shopping app observed significant lift on its calls to action

VTION panel enabled passive measurement of the calls to action for the shopping platform

Call to action	Base	Unexposed to campaign [A]	Exposed to campaign [B]	Lift [B] / [A]
Installation: Installed app during campaign period	Individuals who did not have the app installed	36%	49%	136
Usage: Used app during campaign period	Individuals who had the app installed	38%	82%	216
Usage: Avg. freq. of app usage in campaign period	Individuals who had the app installed	7.2	11.3	157
Conversion: Added to cart at least one product in the category	Individuals who used the app during the campaign	4%	22%	550

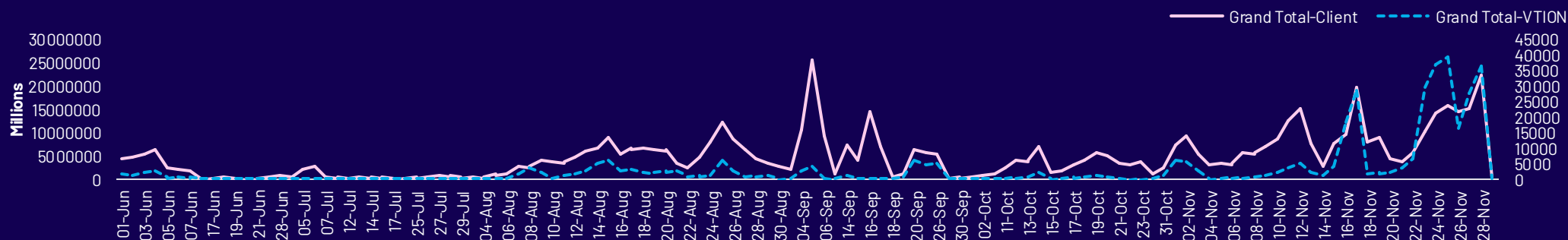
The robustness of VTION's measurement

High correlation between impressions delivered and measured over the entire campaign period

Meta

Actual impressions delivered on Client brand vs Impressions captured on VTION panel (unweighted)

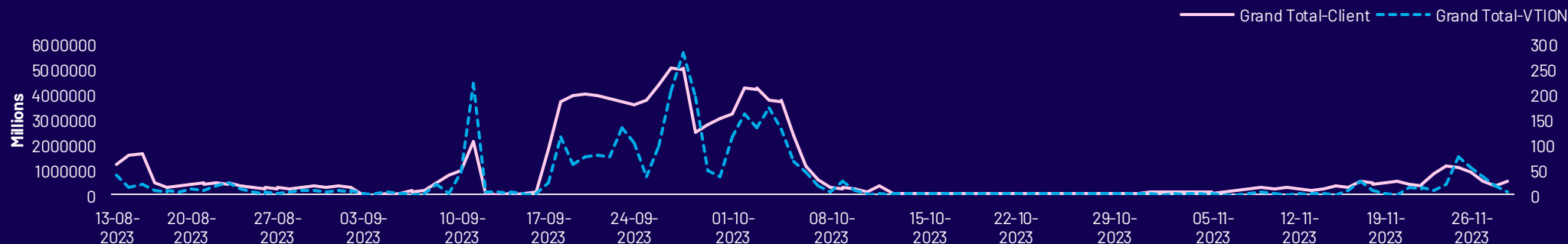
0.68
Correlation



YouTube

Actual impressions delivered on Client brand vs Impressions captured on VTION panel (unweighted)

0.82
Correlation

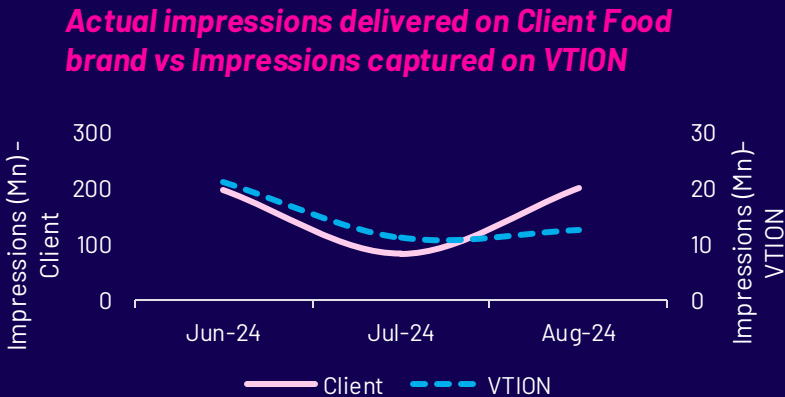


The robustness of VTION's measurement

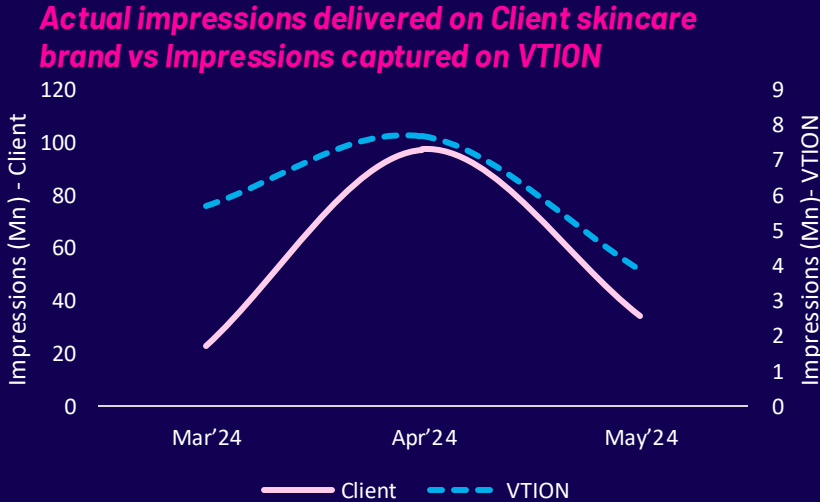
High correlation between reach impressions delivered and measured over the campaign period

Overall

0.6
Correlation

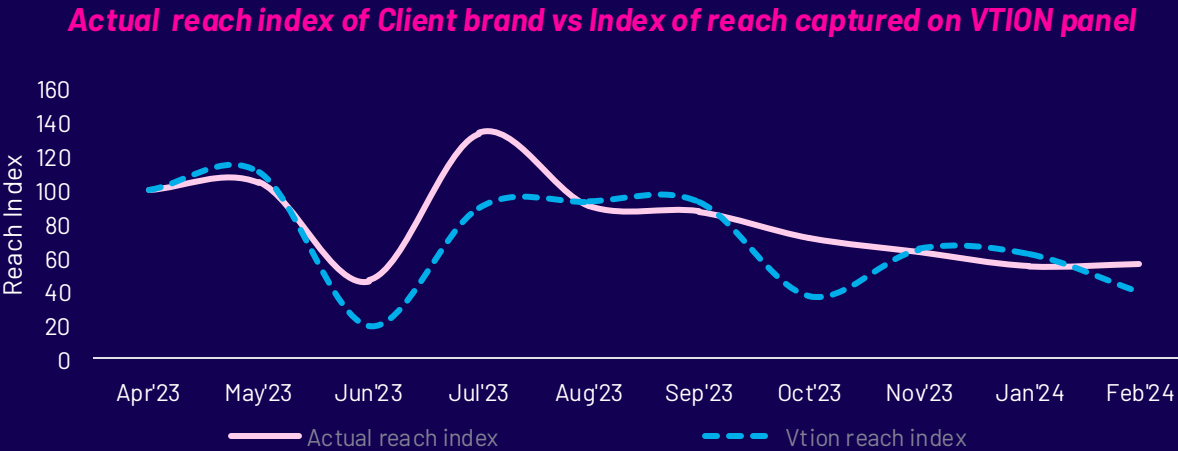


0.8
Correlation



Overall

0.8
Correlation





5



**Tracking E-commerce journeys to
drive better conversions**

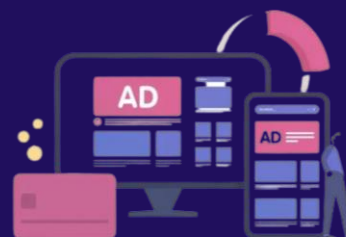
Scope of Apps

Digital Behaviour Of Intenders Basis Following Apps And Activities

amazon



Category/Listing page



Search instances



big basket



Product page visited



Cart additions



SWIGGY
instamart

zepto

meesho



purple

Strengthening E-com strategy



Background

Ecom / Qcom is emerging as a very important spoke in the omni-channel strategy for brands



Problem

For E-commerce, brands are dependent on platforms to provide them with performance metrics which in most cases are limited. Even when platforms share data, there are no competitive benchmarks provided.



Solution

VTION's E-com behaviour data gives a holistic understanding in terms of share of search, share of ads, share of cart and conversions to cart from ads or search. Consumer journeys in E-com help clients identify right platforms to be present on and the right on platform levers to focus on.

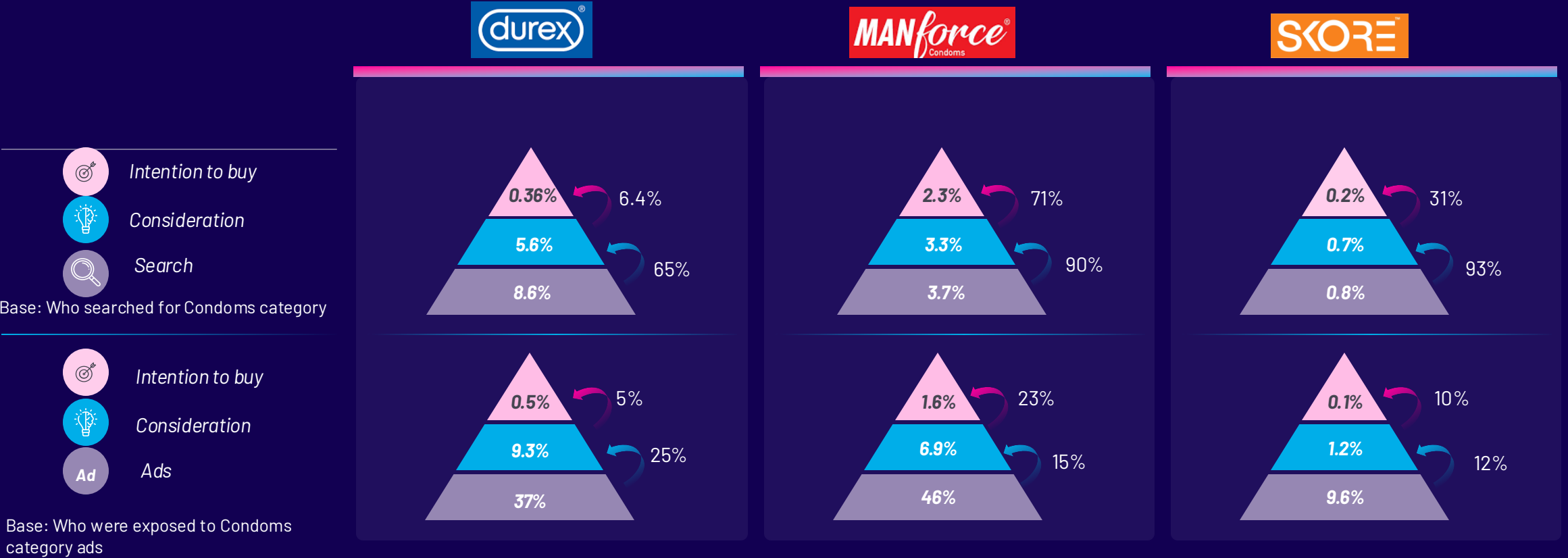


Benefit to clients

Brands have used our consumer journey data to modify their E-com strategy and it has given positive results

How do brands stack up from in terms of cart additions?

While Durex is searched frequently, it's conversion from search to consideration and then to cart addition lower vs competition
 Similarly, despite strong ad exposure for Durex, competitors perform better on ads to consideration & conversion to cart



Intention to buy

Consideration

Search

Base: Who searched for Condoms category

Intention to buy

Consideration

Ad

Base: Who were exposed to Condoms category ads

0.36%

5.6%

8.6%

6.4%

65%

2.3%

3.3%

3.7%

71%

90%

0.2%

0.7%

0.8%

31%

93%

0.5%

9.3%

37%

5%

25%

1.6%

6.9%

46%

23%

15%

0.1%

1.2%

9.6%

10%

12%

Consideration - How many visited product landing page?
 Intention to Buy - How many added product to cart?
 Period: May-24 to Jul-24

Understanding how consumers shop on Ecom and what influences purchase



Background

As consumers increasing their shopping frequency and repertoire of categories, brands should know how to leverage various touch points to drive growth



Problem

- Unless brands have a full view of the journey of the same set of buyers from top to bottom funnel, it is impossible to know how both performance and R&F campaigns impact bottom funnel conversions



Solution

- By virtue of having a single source panel, VTION can provide an understanding of full funnel attribution with a customized attribution window

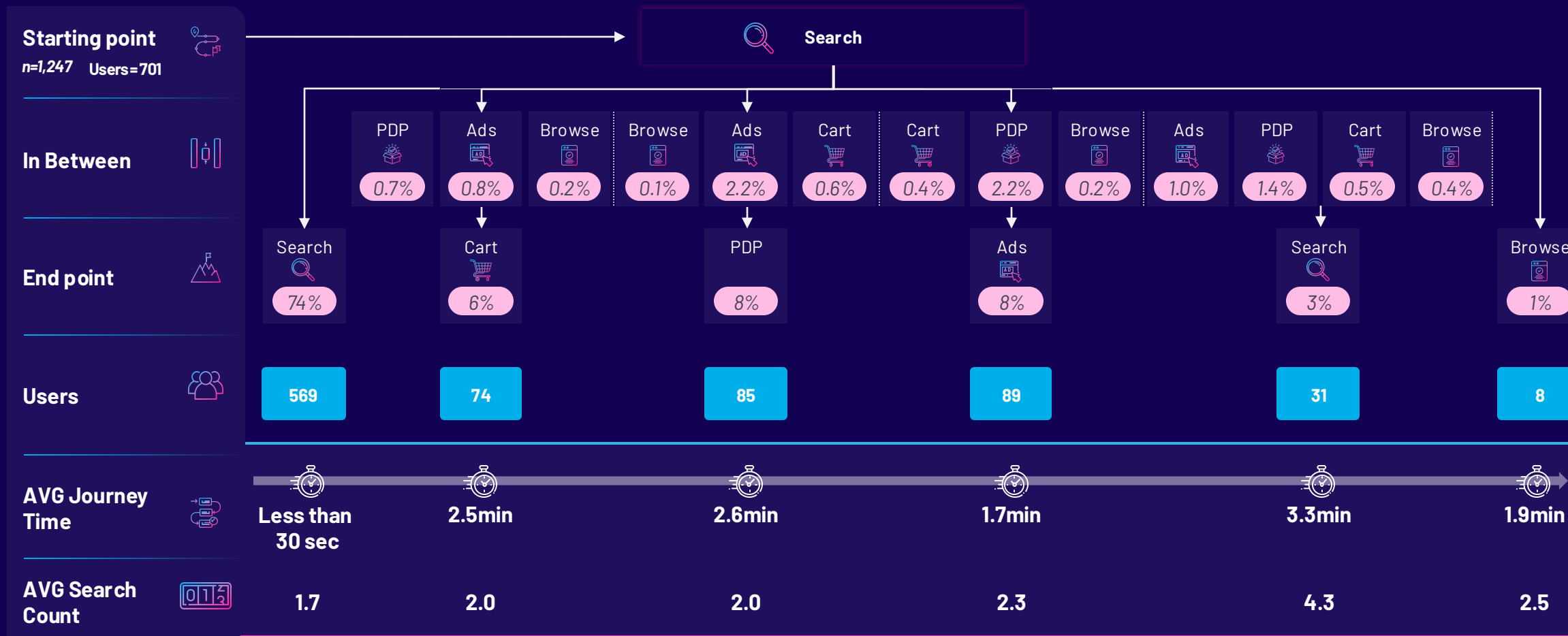


Benefit to clients

- Brands have used shopper journeys to create the right nudges on platform to aid conversion and take sharp decisions on how to prioritize spends across touch points

Journeys started with Search

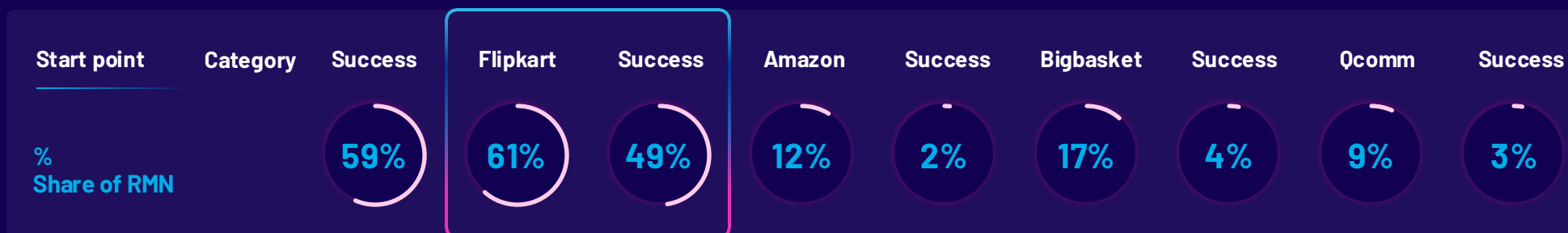
Journeys can be evaluated from each starting point by E-com platforms



Period: Jun'23 to Sept'23

Journey mapping by platforms helped the client in identifying the levers to pulled on each of E-com platforms

Category (n:7946)



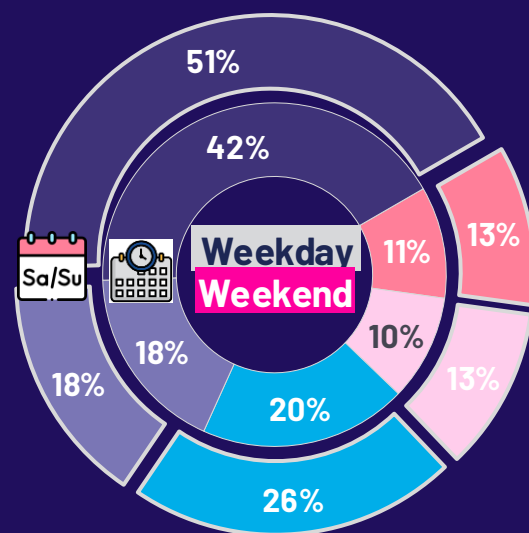
	N:7946	N:4666	N:4877	N:3897	N:990	N:170	N:1339	N:353	N:740	N:246
Home page - Direct to Cart	55%	95%	78%	98%	14%	79%	18%	69%	33%	84%
Searched Product	16%	2%	6%	0.3%	34%	11%	16%	10%	64%	13%
Product page	13%	2%	11%	1%	34%	9%	7%	3%	5%	1%
Sponsored Ads	15%	2%	4%	0.2%	18%	1%	59%	18%	Not captured	
Browse	2%	0.1%	0.4 %		0.3%		0.1%		16%	2%

Period: Jun'23 to Sept'23
Journeys data

How does engagement differ on weekends for your category

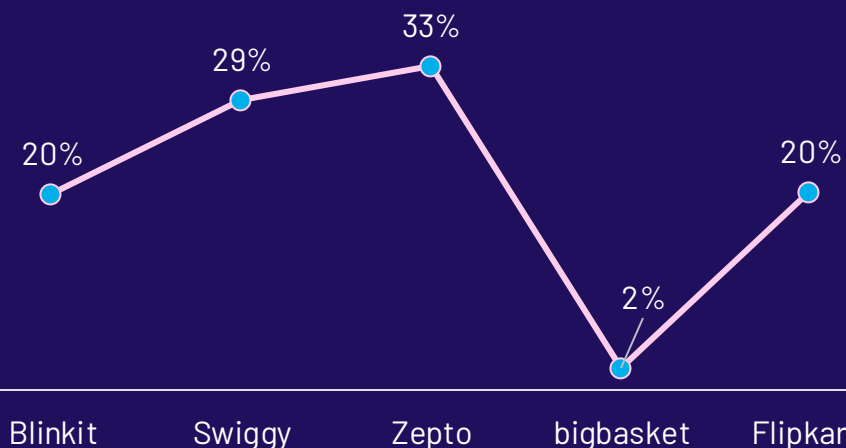
Significant differences in weekend journeys observed for Swiggy & Zepto for a FMCG Brand

Weekday Vs. Weekend Journeys



■ Blinkit ■ Swiggy ■ Zepto ■ bigbasket ■ Flipkart

%Increase in Journeys on Weekends Vs. Weekdays



Weekday Per Day Journeys	246	233	457	414	985
Weekend Per Day Journeys	295	301	607	423	1183

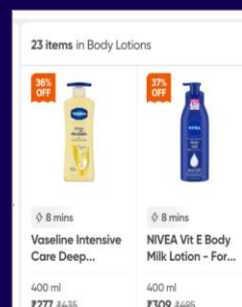
*Data obtained from passive measurement amongst panellists.
All platforms data for one year while Flipkart for 3 months owing to large data volumes

Please note: The above figures are for illustration purposes. The actual data will vary.

What are the ways consumer shop and how clients leveraged 'nudges' to devise category/platform specific strategy

Nudges have varying influence as per category; some offer led OR occasion led OR others discovery led etc.

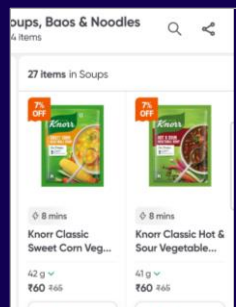
Most Used Nudge*



13%

Search for the category

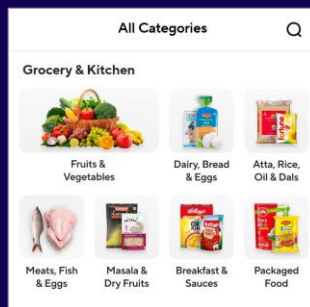
Slotted : 17%



12%

Search for the brand

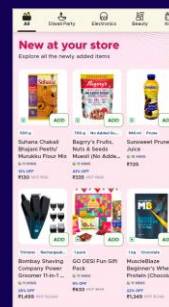
0-com : 15%



12%

Browse through the category section

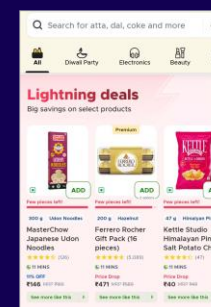
Slotted : 14%



11%

**Browse through new
items available**

Slotted : 13%



10%

**Select from
offers/deals available
for me**

0-Com : 12%



10%

Occasions specific offers like Monsoon Bonanza, Festivals, etc.

0-Com: 13%

**Data obtained from survey amongst panellists.*

O.Com: Blinkit + Swiggy Instamart + Zepto; Slotted: Big Basket + Flipkart

Please note: The above figures are for illustration purposes. The actual data will vary.

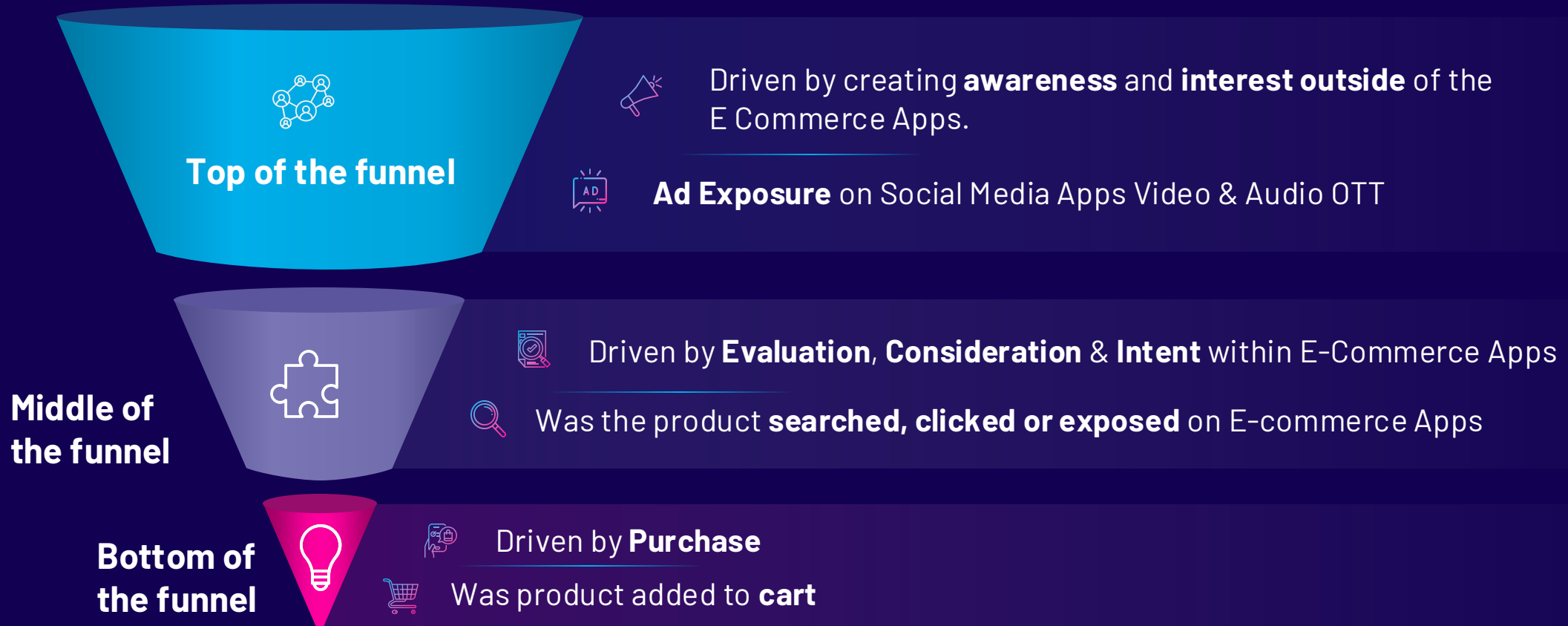


6



**Optimizing plans by focusing on touchpoints
that show highest impact on bottom funnel**

How do we stitch up the journey between top and bottom funnel?



What is Multi Touch Attribution Model?



- A customer usually goes through a path/sequence of channels/ touch points before a purchase in e-commerce or conversion in other areas.
- It is vital to have an algorithm for distributing conversions and the value between those channels instead of crediting only one channel say first or last touch only.
- This is what the **Multi – Touch Attribution Model** solves for
- MTA uses the **Markov chains concept** for attribution
- Every customer journey (sequence of channels or touch points) is represented as a chain in a directed Markov graph where each vertex is a possible state, and edges represent the probability of transition between the states (including conversion).

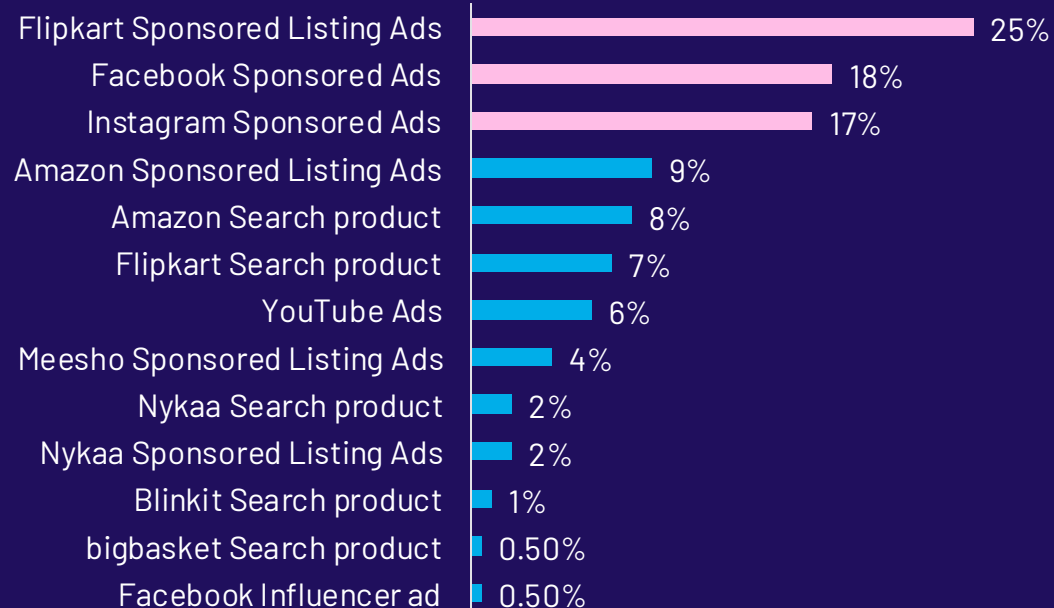
VTION's Multitouch Attribution model with proprietary data

Removal effects creates a clear attribution of each touchpoint (through a zero-sum score) giving clear directions on what are the risks in letting go of any touchpoint



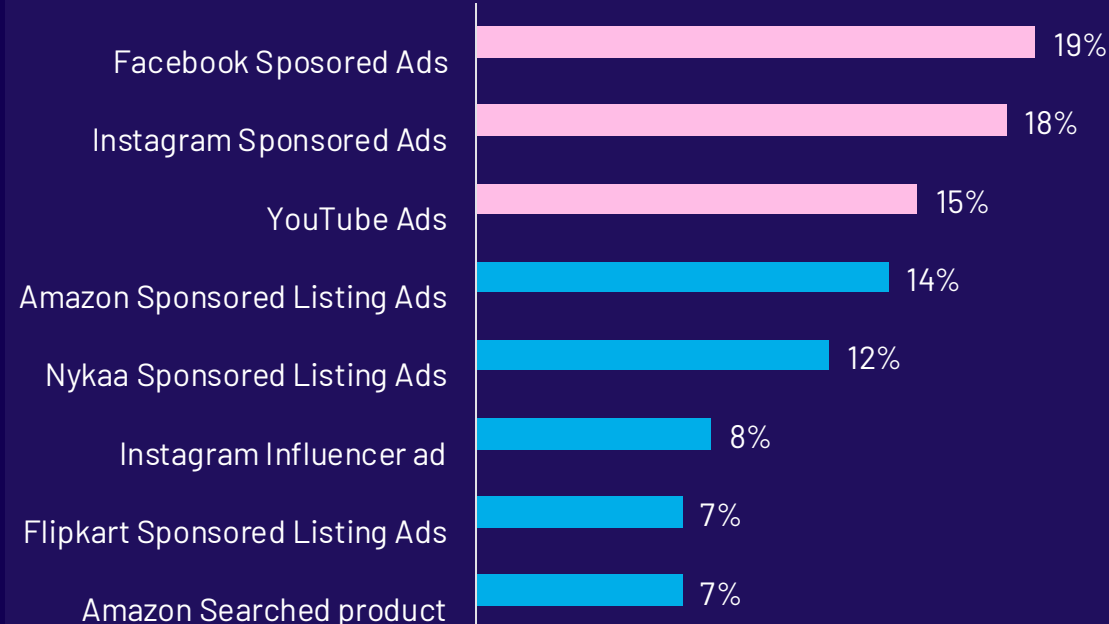
Removal Effects on Cart Mamaearth

mamaearth



Removal Effects on Cart Maybelline

MAYBELLINE
NEW YORK



DUMMY DATA



07 | Helping platforms monetise their Ad inventory

Unbiased third-party view for platforms to drive platform adoption in media mix and strengthen their monetization strategy



Background

Meta and YouTube lead digital ad spending with extensive user bases. Due to their lower reach, niche OTT platforms struggle to attract media planners despite their potential for impactful brand engagement



Problem

- This hinders their ability to command competitive ad rates. They also have limited metrics to prove their strength of high-value audiences to get better ad rates



Solution

- VTION can help OTT platforms to understand the profile of audience in terms of either premium apps or premium categories usage to help them create a strong monetization strategy

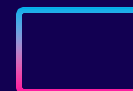


Benefit to clients

- Commanding better advertising rates by establishing themselves with a niche positioning in terms of more affluent/premium audience vs. other platforms

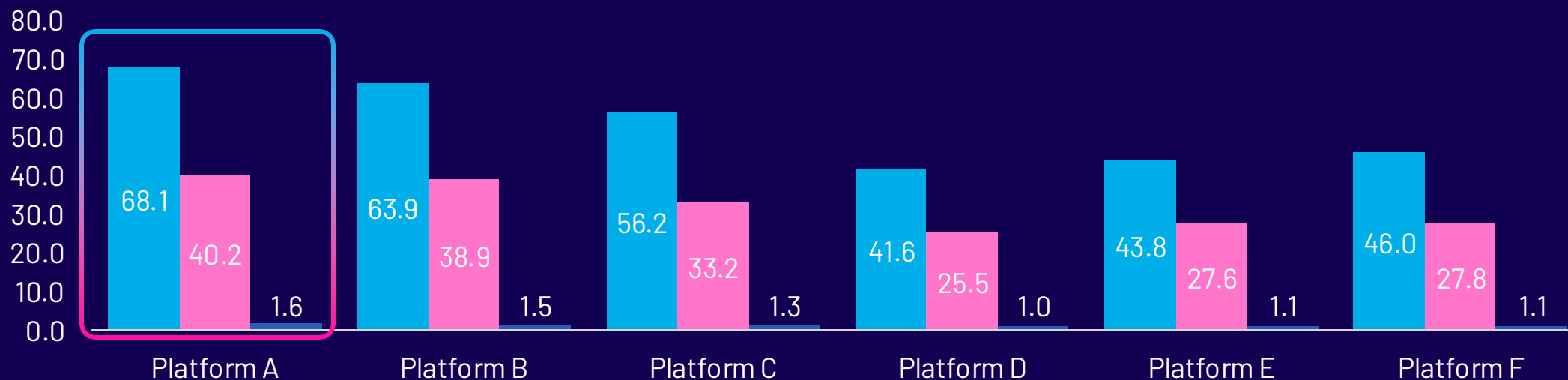
Platform A users more upmarket as the usage of some premium apps is over-indexed compared to users of other platforms

Overlap with premium apps (based on MAU)	Universe	Platform A (Client platform)	Platform B	Platform C	Platform D	Platform E	Platform F
Base: MAU for Apps (Mn)	379	38.6	45.7	81.1	268	193	206
Netflix	5%	15%	9%	6%	4%	5%	5%
Nykaa	19%	27%	21%	18%	19%	19%	20%
Zerodha	6%	9%	6%	5%	5%	5%	5%



Over-indexed compared to Universe & other OTTs/Social media apps/YT

Platform A users more engaged on marketplaces (Amazon/Flipkart) than other platform users



Base: Users who
interacted on E-
com (Mn)

11.7

12.7

23.6

59.9

59.1

52.8

■ Avg. no. of searches per month

■ Avg. no. of PDPs visited per month

■ Avg. no. of cart additions (items) per month

A vertical bar with a gradient from red at the top to blue at the bottom, positioned to the left of the title.

What makes VTION unique

VTION : our offering and how we score over competition

Profiling

- Full profile : Geography, demographics
- Category users : In addition, app behaviour

ComScore gives a limited profile, and data is constrained by the publisher signing up

Top Funnel

- Digital SOV
- Duplicated / Unduplicated Reach across platforms
- Composite Frequency

YouTube and Meta can give metrics for their platform but not a composite reach / frequency or SOV for the overall digital plan
And certainly not the impact assessment to see conversion to cart

Digital Ad Value Add

- Incremental OTT Reach
- Ad Efficacy: Exposure to Cart Conversion
- Brand Lift Study to check uplift.

Ecommerce

- Search Keywords to Listing Page Ads to Cart Journeys
- Sponsored Ads to Cart Conversion
- Journey to Cart

Only Amazon gives shares for client brand, but not competition
Brands don't get to see impact of advertising on Retail Media Network

Custom solutions

- Multi Touch Attribution
- Market Basket Analysis

No one else captures end-to-end consumer digital behaviour; hence any custom analytics not possible

Activation

- Using seed segments to activate with higher ROAS and better brand lift

Sharper targeting not possible with other solutions that do not have a fully deterministic data capture



Unlocking Insights
Driving Activation
Measuring Success