

# Dainik Bhaskar Increases CTR over 200% with Audience Targeting from Lotame DMP

## CLIENT CHALLENGE



DB Corp, also known as the Dainik Bhaskar Group, is India's largest newspaper group with 66 editions published in 4 languages, trusted by 44 million readers across 14 states. As with many digital publishers, DB Digital (the digital wing of DB Corp) was interested in serving the right ad to the right audience at the right time, with the ultimate goal of delivering high-performing campaigns for their advertisers.



## LOTAME SOLUTION



### DMP FOR AUDIENCE TARGETING

DB Digital used Lotame's DMP to collect audience behaviors from across its network of websites and use that valuable first-party data to segment and build audiences to meet advertisers' campaign targets. They have converted all of their campaigns to 100% audience-targeted and have involved their entire organization, from sales to operations, to include audience targeting in every campaign they run.



### INSIGHTS FOR CAMPAIGN OPTIMIZATION

Once the campaigns were up and running, DB Digital used Lotame Insights to get additional information on which segments were improving or decreasing campaign performance, and were able to quickly edit the targeting parameters inside the DMP. They have a continuous feedback loop, whereby the DMP team optimizes the campaign every few days for maximum performance.



### CAMPAIGN WRAP-UP REPORT

After the campaigns are complete, DB Digital uses the audience insights to create wrap-up reports for each campaign, showing the evolution of the campaign targets over time. This gives additional insight to the advertiser over how the campaign performed, as well as creating more trust between the advertisers and the DB Digital team. Because of the high-performing campaigns and this transparency provided, advertisers love working with DB Digital and keep coming back for more.

## REAL RESULTS

Focusing on the top three verticals, DB Digital has seen the following results:

- ✓ **Real Estate:** Increased CTR 228%! (from 0.14 to 0.46)
- ✓ **Education:** Increased CTR 200% (from 0.10 to 0.30)
- ✓ **Banking, Financial Services & Insurance (BFSI):** Increased CTR 223% (0.13 to 0.42)

Better yet, this proven performance means DB Digital has become a preferred channel for advertisers who always include them on their media buys!

Want similar results for your business? Get in touch!

[info@lotame.com](mailto:info@lotame.com) [lotame.com](http://lotame.com)