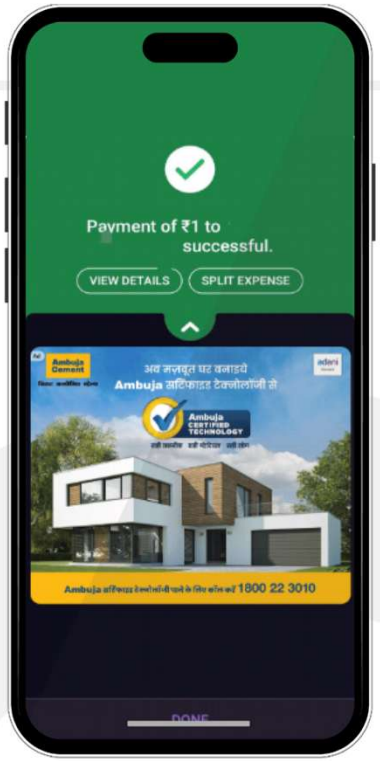
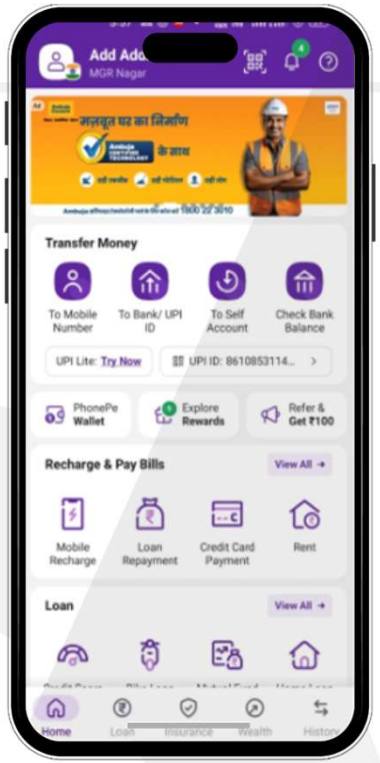
Success Story: Ambuja Cement

Objective Reach Home decision makers and homeowners to create consideration and TOF for the brand

Strategy

- Custom Cohort Targeting: **Home Decision Makers** *(curated using transactional data of bill payments, LPG payments, Wifi Payments, etc.)*
- **High Impact Visibility** Placements leveraged





(Older PhonePe UI)

Results

- **10Mn Unique users** reached via Campaign
- **1L+ Redirections** generated on Brand Lead form Page