

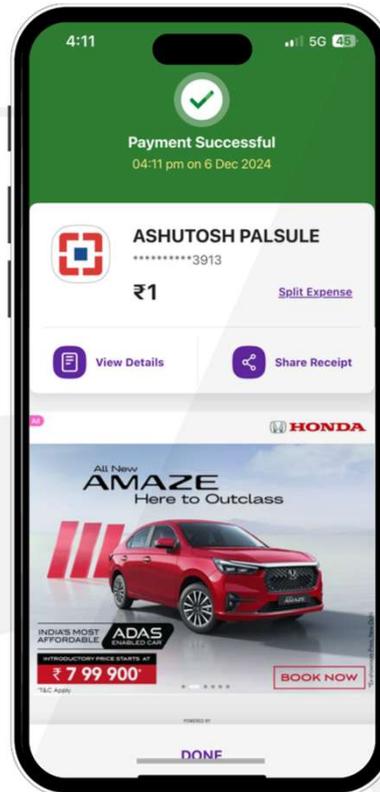
Success Story: Honda

Objective

Drive awareness of All New Honda Amaze & achieve engagement & SOV impact for Launch

Strategy

- Reach a highly targeted base of **potential car owners**
- **Audience cohort identified** with following data signals: fuel transactions, Motor insurance buyers, and premium credit card owners



Results

- Reached **15Mn** unique users in the targeted cohort
- Female users had a **30%** higher engagement rate
- Age group **36-44** performed the best with highest engagement rates